

IT'S FOUNDATIONAL: DEVELOPING AND IMPLEMENTING AMAZING BASELINE STUDIES

Moderator: Allison Mace, Bonneville Power Administration

PAPERS *(in order of appearance)*:

Swimming Against the Tide—Gauging HVAC Quality Installation and Quality Maintenance Program Efforts to Establish a Foothold in the Market

Rohit Vaidya, NMR Group

Cathy Fogel, California Public Utilities Commission

Betty Tolkin and Beth Poulin, NMR Group

A Guiding Light for Market Effects Research: Lessons Learned from LED Baseline Development across Multiple Regions

Kristina Kelly, DNV GL

Mitch Rosenberg, DNV GL

SESSION SUMMARY:

Establishing baselines is fundamental to measuring the savings impacts of energy efficiency programs. Without baselines, we would be left taking wild guesses at what the real savings are from our program investments. Baselines can be difficult to quantify, and the research community is continually looking for ways to innovate and improve research methodologies. Across the nation, research warriors are collecting massive amounts of data from customers and businesses to better quantify our program baselines. This session will share their stories about baseline studies occurring across the nation in lighting and HVAC installation practices.

The session begins with a paper that shares learnings from a baseline study for maintenance and installation practices of residential and small commercial HVAC equipment in California. Its conclusions paint a picture of the current state of the HVAC quality installation and quality maintenance market in California. It provides recommendations for adapting California's programs to the current baseline and market conditions.

Finally, the panel shifts to a discussion of the LED lighting markets in California and Massachusetts. The paper provides insights into the state of the LED market in each area and how it compares to other parts of the country that have little to no program support for LEDs.

Each paper shares a different approach to establishing baselines in different markets. Attendees and readers will gain an understanding of three different approaches to tackling the complexity of establishing market baselines, and the importance of the lessons learned from this research.