Tuesday, August 13, 2013

7:15am – 8:15am	Continental Breakfast				
8:15 am – 10:00 am	 Opening Plenary Chair Sharyn Barata (Itron) and Co-Chair, Bobbi Tannenbaum (BTan Consulting) Lifetime Achievement Award Ceremony **Keynote: Comedy, Economy and Climate Change : Yoram Bauman** **Environmental Economist & Carbon Tax Fellow at Sightline Institute**				
10:00 am – 10:30 am	Break				
10:30 am – 12:30 pm	**ARRA** *Moderator: Carla Frisch, US DOE* The American Recovery and Reinvestment Act (ARRA) of 2009 provided an unprecedented spike in U.S. public sector energy efficiency investment, uniquely bound by discrete funding start and end dates. Both the breadth of investment and clear timing make ARRA a well-defined 'experiment' from an evaluator's perspective. This session previews early results from national and state program evaluations, and highlights what worked (or not) in estimating those results. **Better Buildings, Better Market Effects? Estimating the Market Effects of the Better Buildings Neighborhood Program** Greg Clendenning and Lynn Hoefgen, NMR Group **Better Buildings Neighborhood Program: An Economic Impact Analysis of a Whole-Building Retrofit Program** Matthew Koson and Stephen Grover, Evergreen Economics	**Demand Response** *Moderator: Taghi Alereza, ADM Associates* This session looks at demand response programs, response over time, options for managing emergency situations, demand response aggregation and different program designs such as SmartRate, CPP and PTR. **Comparison of Event-based Demand Response Programs With and Without Enabling Technology** Elizabeth Hartmann and Michael Perry, Freeman, Sullivan & Co. **Impact Evaluation of a Peak Time Rebate Program with Universal Enrollment** Steven Braithwait and Marlies Hilbrink, Christensen Associates Energy Consulting **2012 Impact Evaluation of Southern California Edison's 10 For 10 Rebate Program** Josh Schellenberg and Stephen George, Freeman, Sullivan & Co. **Multi-Year Analysis on the**	**Realizing the Full Value of Commercial/Industrial Programs** *Moderator: Jennifer Meissner, NYSERDA* Evaluating commercial/industrial programs can present many challenges to the evaluator. This session highlights evaluations that applied improved and innovative approaches in order to gain new insight on program design, energy savings and non-energy impacts. These studies cover a range of program types including audit, retro-commissioning, whole-system and custom. **Moving Beyond the Menu to Capture Savings from Soup to Nuts** Wendy Todd, National Grid and Shawn Intorcio, DNV KEMA **Impact and Process Evaluations of Northern Illinois Retro-Commissioning Programs** Randy Gunn, Navigant Consulting and George Malek, ComEd **Using In-Depth Interviews to Estimate Non-Energy Impacts Resulting from C&I Energy Efficiency Measures** Noel Stevens, DNV KEMA and Lindsay Foley, National Grid **Auditing Audits: Big Savings Found in Long-Term Assessment**	**Evaluating Refrigerator/Freezer Recycling Programs – Four Cool Perspectives** *Moderator: Bill Saxonis, New York Department of Public Service* This session offers four perspectives for enhancing evaluation of refrigerator/freezer recycling programs. **UMP, There It Is: A Collaborative Process Results in Standardized Appliance Recycling Evaluation Guidelines** Doug Bruchs and M. Sami Khawaja, Cadmus **Savings From Appliance Recycling Programs: Think Outside the Grid** Mohit Singh-Chhabra, Ptarmigan Research and Angie Lee, Navigant **How the New and Used Refrigerator Markets are Intertwined** John Reed and Moria Morrissey, Innovologie **ARPs are RAD: How to Incorporate Environmental Benefits from Appliance Recycling Programs into Cost-Effectiveness Calculations** Josh Keeling, Cadmus and Caroline	**Quick Takes: What Enquiring Minds Need to Know** *Moderators: Ken Keating; Jane Peters, Research Into Action* The common theme across these seven papers is that they seek answers to questions about energy program impacts from a variety of angles. **But I Thought a Statewide TRM Would Solve Everything?** Ryan Del Balso and Kevin Grabner, Navigant **What's Driving the CART in Behavior-Based Demand Response?** Hale Forster, Research Into Action and Brenda Gettig, San Diego Gas & Electric **An Evaluation of Trends in Energy Consumption in Residential Housing** Bill McNary and Chip Berry, US EIA **Rewarding Efficiency: Lessons from California's Shareholder Incentive** Julia Zuckerman and Jeff

	Apples to Audits: Challenges Affecting the Reliability of Performance Metrics for ARRA-Funded Energy Programs Jaime Rossman and Alicia LeDuc, Washington State Department of Commerce, Research & Evaluation Services Unit **Quantifying the Outcomes of Clean Energy Policy Support Programs: the Experience of the State Energy Program National Evaluation** Timothy Pettit, DNV KEMA	**Performance and Reliability of an Aggregator Resources in Ontario** Nik Schruder, Ontario Power Authority and Josh Bode, Freeman, Sullivan & Co.	Jonathan Maxwell, Energy & Resource Solutions and Rebecca Reed, NYSERDA	Chen, StatWizards LLC	Deason, Climate Policy Initiative **All Together Now: Making the Most of Energy Efficiency Data through Consistent Reporting** Cecily McChalicher, NEEP **Incorporating Non-Energy Benefits into Cost-Effectiveness Screening The Vermont Story** Ingrid Malmgren, Vermont Energy Investment Corporation **Energy Efficiency and Retail Electricity Shopping: Competing Goals or Complementary Goals?** Sunil Maheshwari, PPL Electric Utilities
12:30 pm – 1:30 pm	Lunch				

1:30 pm – 3:00 pm	**Renewables** *Moderator: Phil Degens, Energy Trust of Oregon* Three presentations provide insights into the performance of a broad range of renewable energy technologies, the impacts of a national wind energy program, and the tools and techniques for verifying PV energy production and peak demand reductions. **Rounding up Renewables: Evaluating NYSERDA's Biomass, Wind, Solar PV/Hot Water/Solar Space Heating Programs, 2008-2011** Shawn Shaw, Cadmus and Rebecca Reed-Gagnon, NYSERDA **Keep on the Sunny Side: Lessons Learned While Evaluating PV Program Impacts** Vergil Weatherford and Eric Merkt, Navigant **Evaluating a National, Renewable Market Transformation Program over a Decade of Massive Change** Charlie Bloch and Frank Stern, Navigant	**New Frontiers in Non-residential Lighting: Program and Evaluation Challenges** *Moderator: Shahana Samiullah, Southern California Edison* This session provides unique program design and evaluation challenges faced by two mature lighting program states that are making new inroads into the nonresidential lighting market. While downstream strategies have been foundational for utility energy efficiency portfolios, program designers and policy makers are approaching the LED sector with increased market flexibility. **LEDs Are Moving On Up: C&I Upstream LED Lighting Program** Aaron Kwiatkowski, DNV KEMA and William Blake, National Grid **Bright Opportunities: A New Way of Getting LEDs into the Commercial and Industrial Market** Christopher Dyson, DNV KEMA **Watt's Next for Nonresidential Lighting Retrofit?** Dulane Moran and Bobbi Tannenbaum, Research Into Action	**Small Entities Tackle BIG Challenges** *Moderator: Lark Lee, TetraTech* This session presents case studies of practical evaluation frameworks and strategies that smaller entities have used throughout the US and Canada to meet specific evaluation objectives. Key factors stressed in this session include understanding the regulatory context and needs for evaluation, communicating effectively for transparency and understanding of the EM&V process, providing meaningful results in a timely manner, prioritizing activities to maximize the value of information provided, and capturing program data and documentation to improve the reliability of energy impact estimates. **Demystifying EM&V: Best Practices and Lessons Learned from the First Year Evaluations of the 2011-2014 Portfolio** Phil Bosco and Nik Schruder, Ontario Power Authority **Evaluation Challenges for Generation and Transmission Companies and Electric Cooperatives** Luisa Freeman and Susan Weber, DNV KEMA **Designing for Effective Evaluation: Tools and Strategies to Support Energy Efficiency Programs Targeting Small, Low-Capacity Jurisdictions** Alicia LeDuc and Jaime Rossman, Washington State Department of Commerce, Research Services	**Measuring Behavioral Impacts: The Struggle for Control** *Moderator: Patricia Gonzales, NYSERDA* This session explores different approaches for estimating the impacts from behavioral programs using various types of control group methods. **I Can't Use a Randomized Controlled Trial—Now What? Comparison of Methods for Assessing Impacts from Opt-In Behavioral Programs** Bethany Glinsmann and Bill Provencher, Navigant **Some Insights on Matching Methods in Estimating Energy Savings for an Opt-In, Behavioral-Based Energy Efficiency Program** Bill Provencher, Navigant **Control Group Wars: There's More Than One Way to Win the Battle** Dave Hanna, Itron and Kelly Marrin, EnerNOC	**Panel: Public Policy's Role in Energy Efficiency Investments vs. Benefit/Cost Requirements** *Moderator: Carol White, National Grid* Public policy regarding energy efficiency has evolved over the past three decades or more focusing on energy efficiency as a "least cost" resource, energy efficiency as a component of state climate change mitigation plans, and energy efficiency as a driver of economic growth. Over the same time frame, benefit-cost criteria have been refined, debated, and adopted in various forms by regulators. But is there a disconnect between the public policy objectives driving energy efficiency and the benefit-cost test requirements imposed by regulators? The members of this panel which includes an energy efficiency program administrator, a state regulator, an environmental advocate, and a consumer advocate will discuss their perspectives on this fundamental issue related to the deployment and evaluation of energy efficiency programs and services. **Panelists:** **Ellen Nowak, Wisconsin Public Service Commission** **Janine Migden-Ostrander, Regulatory Assistance Project (RAP)** **Abigail W. Anthony, Environment Northeast (ENE)** **Carol White, National Grid**
3:00 pm – 3:30 pm	Break				

3:30 pm – 5:00 pm	**Evaluation Practices- Exploring the Roads Not Taken** *Moderator: Mike Messenger, Itron* Papers in this session review gaps in current evaluation practices related to estimating lifecycle program impacts and electricity and gas impacts from integrated programs. They also recommend changes in future evaluation practices based on real world evaluation experience. **Trials and Tribulations of Joint Electric and Gas Programs - Guidelines in Integrating Joint DSM** Robert Neumann, Navigant **Kicking the Can: How First-Year Impact Evaluation Transfers Cost and Uncertainty** Marc Collins and Joe Loper, Itron **Evaluation Evolution: Leveraging Data Collection Standards for EM&V and Other Analysis** Jarred Metoyer and Tom Ledyard, DNV KEMA	**R&D Innovation** *Moderator: Rosalie Ruegg, TIA Consulting* This session features evaluations of three efforts to demonstrations and field testing. One compares city programs from DOE's Better Buildings Neighborhood Program; the second assesses NYSERDA-supported demonstrations of technologies; and the third tracks performance of a new product from the laboratory into the field. **An Innovative Product's Path to Market - The Influence of Laboratory and Field Evaluations on Adoption and Implementation** John Proctor and Adrian Harrell, Proctor Engineering Group **Incubating Innovation** Linda Olsson, Cadmus and Eileen Nebhut, Southeast Energy Efficiency Alliance **R&D Methods and Approaches: Impact Evaluation of an R&D Demonstration Program** Kathryn Parlin, West Hill Energy and Computing and Lori Lewis, Megdal & Associates	**Emissions and Climate Policy** *Moderator: Elizabeth Titus, NEEP* Three papers discuss modeling and policy opportunities associated with measurement of energy efficiency impacts of GHG emissions: the first describes recommended use of EPA's eGRID database; the second considers lessons from historical trends in energy efficiency and emissions in the Swedish service sector, while the third reports modeled time-differentiated emissions factors from generation resources affected by state energy efficiency and renewables programs. **Using EPA's eGRID to Estimate GHG Emissions Reductions from Energy Efficiency** Art Diem, US EPA and Cristina Quiroz, TranSystems|E.H. Pechan **Quantifying Emissions Benefits for Wisconsin's Focus on Energy Programs** David Sumi, Cadmus and Carol Stemrich, Public Service Commission of Wisconsin **An Analysis of Eco-Efficiency in Energy Use and CO2 Emissions in the Swedish Service Industries** Clara Ines Pardo Martinez, Royal Institute of Technology - University of Rosario	**BOOM! BOOM! On Go The Lights: Cutting Edge Methods for Evaluating Lighting** *Moderator: Anne Dougherty, Opinion Dynamics* Enlightening you with best practices for residential lighting evaluation, best metering methods for estimating annual operating hours and energy savings, recommended duration for lighting loggers in commercial buildings, and pre/post metering benefits for commercial buildings. **Just When You Thought It was Safe to Turn the Lights Out: Trials, Tribulations, and Results of a Pre/Post Retrofit Occupancy Sensor Evaluation** Arlis Reynolds, Cadmus and Susan Haselhorst, ERS **Going Long: Assessing the Value of 12 Month Monitoring of Lighting Systems** Chad Telarico, DNV KEMA and William Blake, National Grid **Uniform Methods for Upstream Lighting Program Evaluation** Scott Dimetrosky, Apex Analytics	**Panel: Evaluations: The Harm They Do?** *Moderator: Bobbi Tannenbaum, BTan Consulting* Are current evaluation practices killing good energy programs? Are ambitious goals leading to pressure on evaluators to find programs more successful than they are, and thus keeping less successful programs alive? Different perspectives. Lively debate. Panelists: Carmen Best, California Public Utilities Commission Carol White, National Grid Bob Wirtshafter, Wirtshafter Associates
5:00 – 5:30 pm	Poster Set-Up				
5:30 pm – 7:30 pm	Poster Reception				

Wednesday, August 14, 2013

7:00 am – 4:00 pm	Registration			
7:30 am – 8:30 am	Continental Breakfast			
8:30 am – 10:30 am	**Building Energy Savings: From the Ground Up** *Moderator: Rich Hackner, GDS Associates* This session covers a wide array of building-related topics including: new ways to develop new construction baselines, HVAC and lighting interactive effects, variable frequency drive M&V, and macro-economic modeling of building programs. **The Roadmap to Drive Savings** Jay Robbins, DMI and Arlis Reynolds, Cadmus **HVAC and Lighting Interaction, a Waste Heat Factor by Any Other Name** David Korn and Caleb Wisch, Cadmus **Compared to What? An Alternative Strategy for Estimating C&I New Construction Baselines** Jennifer Chiodo, Cx Associates and Jennifer Meisner, NYSERDA **Innovative Market Framework to Enable Deep Renovation of Existing Buildings in IEA Countries** Yamina Saheb, International Energy Agency	**Industrial Efficiency: Baselines, Bids and Strategic Management** *Moderator: Jeff Ihnen, Michaels Energy Group* This session focuses on critical impact and process evaluation considerations for industrial efficiency programs including strategic energy management (SEM), efficiency bid, and process efficiency programs. Specifically, papers will discuss real-time assessment of appropriate baselines, assessing impacts of SEM behavioral and ongoing improvement, and addressing barriers to industrial efficiency implementation in SEM and efficiency bid programs. **Keeping Pace with Innovative Industrial Programs: Assessing Complex Program Deliveries and Strategic Energy Management Programs** Adam Gardels and Marjorie McRae, Research Into Action **Capturing Savings Down the Production Line: Measuring the Impacts of Energy Management Programs** Heidi Ochsner, Cadmus and Lauren Gage, Bonneville Power Administration **Pre-Retrofit Evaluation of Industrial Projects** Jonathan Maxwell and Elizabeth Ricker, Energy & Resource Solutions	**Staring into the Light: Visions of Improved Residential Lighting Programs and Evaluation Methods** *Moderator: Lauren Gage, Bonneville Power Administration* This residential lighting session will focus on upstream programs, changing markets and the opportunity for evaluation to help programs improve and the need for improved evaluation methodologies. **Study It 'til You're Sick of It: CFL Research as an Example for Other Efficiency Markets** Lynn Hoefgen and Lisa Wilson-Wright, NMR Group **Designing and Evaluating Residential Lighting Programs in a Rapidly Changing Market** Jeff Erickson and Randy Gunn, Navigant **The Revenue Neutral Sales Model: A New Approach to Estimating Lighting Program Free Ridership** Tami Buhr, Opinion Dynamics and Stan Mertz, Applied Proactive Technologies **Estimating Spillover in Upstream Lighting Programs: Hard Data for an Elusive Number** Eric Rambo and Louise Song, Cadmus	**Quick Takes: Producing, Measuring and Claiming Savings from Residential Feedback, Home Energy Audit and Behavior Change Programs** *Moderators: Monica Nevius, NMR Group and Robert Wirtshafter, Wirtshafter Associates* This session will focus on measuring and claiming savings from residential feedback and other behavior change programs, testing ways to increase the rate at which participation in a home energy audit leads to program participation, and taking residents' behavior into account to realize savings from energy efficient cooling. **Residential Home Energy Surveys: What's the Impact…Survey Says!** Amy Buege and Molly Du, Itron **Impacts of Feedback Programs: Generating Comparable Impacts across Varying Program Design Models** Anne Dougherty and Katherine Randazzo, Opinion Dynamics **Opower, Where Art Thou? Savings Estimates From a Pilot Program** Stephen Grover and John Cornwell, Evergreen Economics **Sure it Works, But How Long Does it Last? Persistence of Savings after Short-Term Participation in Behavioral Programs** Chris Russell and Lisa Wilson-Wright, NMR Group **Weatherization Lost and Found: Attempting to Overcome Lost Opportunities from Pre-Weatherization Barriers to Achieve Deeper Savings** Doug Bruchs, Cadmus **What Motivates Action on Energy Efficiency?** Erika Kociolek and Sarah Castor, Energy Trust of Oregon **Draw Back the Curtains: What a Residential Economizer Pilot Study Revealed about Home Cooling Behaviors** Anna Kim and Marjorie McRae, Research Into Action

10:30 am – 11:00 am	Break			
11:00 am – 12:30 pm	**Top Down, Bottom Up** *Moderator: Maureen McNamara, US EPA* Do things look different from the top? Find out how approaches to measuring energy program reductions at an aggregate level compare with more common approaches to evaluating program savings from the bottom up. **The View from the Top: Application of Macro-Economic Models to Measure Energy-Efficiency Program Savings in California** Hossein Haeri and Jim Stewart, Cadmus **Bottom-Up Evaluation of Municipal Energy and Climate Policy: More Than an Alternative to Top-Down Approaches?** Jan Kaselofsky and Steven Maerz, Wuppertal Institute for Climate, Environment and Energy	**Evaluating Low-Income Programs: Not Just for Energy Efficiency Anymore** *Moderator: Lynn Westerlind, National Grid* The presenters will review a variety of evaluation methods to determine effectiveness of low-income programs, including pooled, household level and real-time evaluation. Programs discussed will include energy efficiency, weatherization and payment assistance programs. **Comparison of Pooled and Household Level Usage Impact Analysis** Jacqueline Berger and Ferit Ucar, APPRISE **Pathways to Success in Low-Income Energy Assistance Payment Programs: The Differential Effects of Customer Characteristics and Program Design on Payment Rates** Megan Campbell, Opinion Dynamics **New Opportunities in Low-Income Energy Conservation Programs** Scott Reeves and M. Sami Khawaja, Cadmus	**Critical Peak Pricing: Quantitative, Qualitative and Persistence Analysis** *Moderator: Steve Braithwait, Christensen Associates Energy Consulting* This session includes three papers that touch on different aspects of critical peak pricing (CPP) and other dynamic pricing treatments. These include the consistency of customer response across a range of largely residential pilot programs, assessing the persistence of the response of non-residential customers who have faced CPP prices for several years, and surveying commercial and manufacturing customers to determine actions that they report taking during CPP events in order to provide guidance for improving customer response. **The Arc of Price Responsiveness: Consistency of Results Across Time-Varying Pricing** Ahmad Faruqui and Sanem Sergici, The Brattle Group **Default Critical Peak Pricing for Non-residential Customers: Do Demand Reductions Persist? Are the Reductions Reliable?** Candice Churchwell and Josh Bode, Freeman, Sullivan & Co. **Strategies for Improving Customer Response to CPP Price Signals** Barb Ryan, EnerNOC and Mark Martinez, Southern California Edison	**Panel: The Regulatory/Policy Maker/Evaluator Relationship: Let the Sun Shine In!** *Moderator: William Saxonis, New York State Dept of Public Service* This panel will discuss the critical need for better communication among these key players, and offer some recommendations for how to improve the working relationships. **Panelists:** **Carmen Best, California Public Utilities Commission** **Steven Schiller, Schiller Consulting, Inc.** **Ashlie Ossege, Direct Options** **Ralph Prahl, Prahl & Associates**
12:30 pm – 1:30 pm	Lunch			

1:30 pm – 3:00 pm	**Net Savings Evaluation—Getting It Right: It's More Than a Couple of Questions on a Participant or Market Survey** *Moderator: Nick Hall, TecMarket Works* This session examines evaluation issues and approaches designed for assessing net savings. We will discuss several topics including the importance of selecting the right baselines matched to the analysis approach, review the strengths and weakness of using codes in assessing impacts, look at measuring spillover so that it is reliable, and present examples for assessing market effects. **Gross Is Gross and Net Is Net: Simple, Right?** Richard Ridge, Ridge & Associates and Mike Baker, SBW Consulting **The Estimation of Spillover: EM&V's Orphan Gets a Home** Ralph Prahl, Prahl & Associates and Richard Ridge, Ridge & Associates **A Case Study of How a Market Transforming Program Claims Spillover and Market Effects** Robert Wirtshafter, Wirtshafter Associates and Jennifer Fagan, Itron	**Harmonization of Evaluation Practices: The Hidden Pathway to Greater Energy Efficiency** *Moderator: Mike Li, US DOE* This session addresses the role that harmonization of EM&V approaches can play in supporting greater investment in energy efficiency **Looking in the Mirror: Applying Metaevaluation to Energy Efficiency Program Evaluations** Brandy Brown, Western Michigan University **Regulation Greenhouse Gas Emission from Existing Power Plants: Energy Efficiency and the Role of EM&V,** Tomas Carbonell, Environmental Defense Fund **EM&V in the Efficiency Frameworks of European States,** Harry Vreuls, NL Agency, Dutch Ministry of Economic Affairs	**Improving the Design, Implementation and Evaluation of Residential Energy Efficiency Programs: Insights from the Social Sciences** *Moderator: Edward Vine, CIEE* This session focuses on how lessons learned from social scientists can be used to improve the design, implementation and evaluation of residential energy efficiency programs. The findings from these modeling studies provide policy makers and the energy industry with a greater understanding of how energy efficiency programs influence participant decision-making and behavior and vice versa. **akAB Theory: Moving from Theory to Application** Mersiha McClaren and Alexandra Dunn, Research Into Action **Behavioral Economic Models of Household Electricity Decision Making: An Application to Energy Efficiency Program Evaluation** Peter Martin and David Lynch, University of Ballarat	**Utility Distribution Systems: Evaluating Energy Efficiency and Load Management Opportunities** *Moderator: Kevin Cooney, Navigant* Help Wanted: Evaluation of energy efficiency and load management opportunities on utility distribution systems. **Driving Away From Off-Peak Vehicle Charging: The Need for an Evaluation of the Effects of Public Vehicle Charging Infrastructure on PEV Owner Charging Behavior** Stephen Parry, Energy Market Innovations **Conservation Voltage Reduction: What are the Savings?** Frank Stern, Navigant Consulting and Nicholas DeDominicis, PECO **Incorporating Energy Efficiency into the Transmission & Distribution Planning Process: Potential Financial and Reliability Implications** Michael Goldman and Monica Kachru, Northeast Utilities	**Panel: Paving the Way for a Rich Mix of Consumer Behavior Programs** *Moderator: Patrice Ignelzi, EnerNOC Utility Solutions* Across the country, policy makers and program planners are wrestling with whether and which "behavior programs" should be embraced. The panelists' work on a recent behavioral programs white paper suggests that providing consumers with comparative energy use information represents just one of many possible and effective behavior change strategies. **Panelists:** **Jane Peters, Research Into Action** **Anne Dougherty/Katherine Randazzo, Opinion Dynamics** **Linda Dethman, Cadmus** **Brian Smith, Pacific Gas &Electric Company** **Shahana Samiullah, Southern California Edison** **Peter Franzese, California Public Utilities Commission** **Ken Keating, CPUC policy advisor**
3:00 pm – 3:30 pm	Break					

3:30 pm - 5:00 pm	**Smart Data: A Myriad of Uses** *Moderator: Sharyn Barata, Itron* Welcome to the new world of data. Smart data, from smart meters. It's here and it is now. This session highlights three ways that AMI data is being used across the country including the use of use of smart meter data to identify non performing premises; randomized experiments in Direct Load Control using smart meter data; and new approaches to analyzing hourly energy usage. **New Approach to Analyzing Hourly Energy Usage Data to Obtain Fast, Accurate Savings Estimates** William Miller and Robert Van Buskirk, Lawrence Berkeley National Laboratory **Using Smart Meter Data to Identify Non-Performing Load Control Devices** Josh Bode, Freeman, Sullivan and Co. and Wendy Brummer, Pacific Gas & Electric Company **A Randomized Experiment in Direct Load Control Using Smart Meter Data** Jessei Kanagarajan, Ontario Power Authority and Dries Berghman, Freeman, Sullivan & Co.	**Social Marketing Is Everywhere—What Effect Is It Having?** *Moderator: Patrice Ignelzi, EnerNOC Utility Solutions* The session looks at the effects and methods used to assess the impacts of programs with social marketing strategies directed toward three diverse audiences: tweens, home improvement show viewers, and military personnel. **Evaluation of the "Lose Your Excuse" Public Service Advertising Campaign for Tweens to Save Energy** Yaw Agyeman, Lawrence Berkeley National Laboratory and Jane Bertrand, Tulane University **Controlling for Program Participation Self-Selection Bias** Shawn Bodmann and Tamara Kuiken, DNV KEMA **Social Marketing in an Unusual Environment - The Military. Once Case Study in Ready, Fire, Aim** Lisa Skumatz, Skumatz Economic Research Associates	**Financing: Panacea or Placebo?** *Moderator: Annika Todd, Lawrence Berkeley National Laboratory* This session will discuss key issues and highlight lessons learned from implementing and evaluating energy efficiency programs that incorporate financing strategies. **Process and Market Evaluation of a Program that Integrates Green Legislation Components into a Residential Energy-Efficiency Program** Rohit Vaidya, NMR Group and Carley Murray, NYSERDA **Coast-to-Coast: An Update on On-Bill Financing Program Strategies** Katherine Johnson, Johnson Consulting Group and Phil Degens, Energy Trust of Oregon **Riding the Financing Wave: Integrating Financing with Traditional DSM Programming** Karin Corfee and Brad Rogers, Navigant Consulting	**Evaluation Zen: How Residential Retrofit Challenges Are Met with Smart Meters, Engineering Analysis and Billing Analysis** *Moderator: Matthew Nelson, Northeast Utilities* This session explores techniques to improve first the residential baseline calculation and then ensuing savings, and it presents methods specifically targeted to PTR programs, duct insulation and HER programs. **Challenges of Estimating Hourly Baselines for Residential Customers** Collin Elliot and Jean Shelton, Itron **Getting Our Ducts in a Row: A Billing Analysis of Duct Sealing and Heat Pumps in the Northwest** Jenny Yaillen, Evergreen Economics and Carrie Colb, Bonneville Power Administration **Dynamic Duo: How Combining Billing Analysis and Engineering Simulation Methods Improves Evaluation Quality and Understanding** Kimberly Crossman, National Grid and Laura Tabor, Navigant	**Panel: "Real Time" Evaluation: Benefits, Drawbacks and Practical Applications** *Moderator: Jennifer Meissner, NYSERDA* To make evaluation as responsive and timely as possible, organizations are finding novel ways to include more "real time" information gathering in their strategic evaluation plans. This panel will discuss research issues that can be addressed in real time, debate the benefits and drawbacks, and suggest how obstacles to implementing real time evaluation can be overcome. Panelists will highlight experience across jurisdictions and diverse perspectives on real time evaluation, including its ultimate effectiveness. **Panelists:** **Phil Degens, Evaluation Manager, Oregon Energy Trust** **Jon Maxwell, Vice President of Engineering & Evaluation, ERS** **Marjorie McRae, Principal, Research Into Action** **Douglas Paschall, Program Manager, Lockheed Martin Energy Solutions**
6:45 pm - 8:45 pm	Special Event—Dessert Cruise (Boat leaves the dock at 7:00 and returns around 8:30-8:45)				

Thursday, August 15, 2013

7:30 am – 8:30 am	Continental Breakfast			
8:30 am – 10:00 am	**Process Evaluation: Real Time Strategies That Work** *Moderator: Iris Sulyma* Increasingly, utilities are asking that process evaluations include comparative reviews of cross-jurisdictional achievements, impacts and processes so that lessons learned from past experience can guide program revisions and inform new program features and ideas while programs and/or large program portfolios are being implemented. The three papers in this session present frameworks and methodological approaches for evaluating energy efficiency program design and implementation activities. **Maximizing Usefulness of Process Evaluations** Steve Hastie, Navigant and Steven Mysholowsky, Consolidated Edison Company of New York **Putting Your Best Foot Forward: A Model for Using Best Practices in Process Evaluations** Hope Lobkowicz and Cameron Ramey, Cadmus **200 Programs, One Evaluation Budget, One New Approach: A Recounting of the Great "Program Assessments" Experiment** Jennifer Fagan, Itron and Jean Lamming, California Public Utility Commission	**Business-Based Behavior: Recent Lessons Learned** *Moderator: Susan-Mazur Stommen, ACEEE* Behavior in the commercial sector is a new frontier with respect to evaluation methods and results. This session explores various programs, from workplace to training to operation, and what were the challenges and opportunities in terms of evaluating both process and impact. **Integrating Process and Impact Findings to Understand and Measure Behavioral Savings at Work** Linda Dethman and Jim Stewart, Cadmus **Measuring End-Use Technological and Behavioral Waste to Prioritize and Improve Program Design** Adam Burke, Opinion Dynamics and Roger Baker, Com Ed **Lessons Learned from Field Observations of Commercial Sector HVAC Technician Behavior and Laboratory Testing** Robert Mowris and Eon Jones, Robert Mowris & Associates	**Quick Takes: Evolving Methods** *Moderators: Marjorie McRae, Research Into Action and Jim Mapp, Dark Energy Associates* This session illuminates different methods of analysis including; billing analysis, strengths and limitations of surveys, and increasing the rigor of evaluations. It will explore the use of aggregation of data, comparison of sources, and extrapolation of results. **Setting Net Energy Impact Baselines: Building Reliable Evaluation Approaches** Nick Hall, TecMarket Works and M. Sami Khawaja, Cadmus **What Do They Know? Strengths and Limits in Survey Data Collection about Residential Structures and Equipment** Karen Koski, Energy Center of Wisconsin and Patrick Michalkiewicz, Peoples Gas and North Shore Gas **Annualization of Results of Residential Lighting Meter Data** Eric Rambo and Brian Shepherd, Cadmus **Revisiting Double Ratio Estimation for Managing Risk in High Rigor Evaluation** Justin Spencer and Dan Greenberg, Navigant **Evaluating Impact of Retrofit Programs on Commercial Buildings: Results from the Energize Phoenix Project** Karthik Thalappully, Global Institute of Sustainability, Arizona State University and T.Agami Reddy, Arizona State University **Assessing Energy Savings from Building Commissioning** Steven Keates, ADM Associates **Beyond Elephants and Donkeys: Methodology Lessons from Election Polling for Energy Research** Carla Jackson, Abt SRBI	**Panel: "So, What Are All These EM&V Guidelines, Protocols, Uniform Methods, Standards, and Model Practices Being Established in the U.S. and Why?"** **Moderator: Carla Frisch, DOE** This session will discuss different national standards models including: UMP ANSI EVO SEE Action **Panelists:** **Julie Michals, NEEP** **Steve Schiller, Schiller Consulting, Inc.** **Kevin Cooney, Navigant**

10:00 am – 10:30 am	Break		
10:30 am – 12:00 pm	**Working Effectively With Program Cycles (Or How Not To Do Evaluation Planning in a Vacum)** *Moderator: Ralph Prahl, Prahl & Associates* It can be challenging to plan and stage evaluations so they provide the most useful information given the timing of the program cycle covered by the study. This session presents three different approaches to meeting this challenge. **Evaluation Planning Across Multiple Cycles: Delivering Value through Continuous Improvement and Innovation:** Michael Rufo, Itron and Carmen Best, California Public Utilities Commission **To Do or Not to Do: Is It Time for Another Impact Evaluation?** Susan Haselhorst, Energy & Resource Solutions and Erik Mellen, Northeast Utilities **Panel Studies - The Perfect Marriage of Formative and Summative Process Evaluations** Ellen Steiner and Donna Whitsett, Energy Market Innovations	**Residential Plug Loads** *Moderator: Sarah Castor, Energy Trust of Oregon* For plug load programs, the upstream sales chain and verification of sale/use, the individually small, yet cumulatively large energy impact of appliances and the difficulty in knowing when these products are in use pose problems for program evaluation and thus the future for continued efforts in this area. This session looks at three ways to approach this market that now accounts for 15-20%, and growing, household consumption. **The New Frontier in Energy Efficiency: Estimating the Impact of a Consumer Electronics Program** Kenneth Tiedemann, BC Hydro **Measuring Success in Midstream Programs: Design and Evaluation Recommendations from a Television Program:** Marti Frank, Research Into Action and Ty Stober, Northwest Energy Efficiency Alliance **Designing for Evaluation in Residential Plug Loads** AJ Howard, Energy Market Innovations, and Brian Smith, Pacific Gas & Electric Company	**Customer's Rationale for LED Bulbs** *Moderator: Greg Lovett, Ameren Missouri* The presentations will describe an in-depth study on how LED bulb saturation levels have changed over the last three years, the results of a first-of-its-kind LED bulb market pricing trial, along with an extensive customer intercept survey describing the customer decision criteria for LED bulbs. **Break on Through to the Other Side: How to Help LEDs Emerge in the California Residential Lighting Market** Tyler Mahone and Paulo Tanimoto, DNV KEMA **Taking LEDs to Market: Designing a Comprehensive Market Trial that Examines Incentive Levels and Consumer Preference** Katherine Randazzo and Anne Dougherty, Opinion Dynamics **Why the Light Bulb is No Longer a Textbook Example for Price Elasticity: Results from Choice Experiments and Demand Modeling Research** Andrew Stryker and Kathleen Gaffney, DNV KEMA
12:00 pm – 1:00 pm	LUNCH		

1:00 pm – 2:30 pm	**Codes and Standard** *Moderator: Isaac Elnecave, MEEA* This session will focus on a relatively new area, the development of utility programs for building energy codes and appliance standards. What are the impacts of these programs? What kind of program elements are appropriate, how can utilities claim savings and what is the current status of these types of programs? This session will attempt to answer these questions. **To Comply or Not to Comply—What Is the Question?** Allen Lee and Dan Groshans, Cadmus **Extra Credit: How Utilities Can Receive Credit for Savings from Building Energy Codes** Dan Groshans and Allen Lee, Cadmus **Evaluating Code Compliance Enhancement — A Love Story** Josh Rasin, HMG, a TRC Company and Andre Gouin, Xcel Energy **The Impact of Refrigerator Standards on United States Households** James Mapp, Dark Energy Associates and John Reed, Innovologie	**It's A Beautiful Day In The Neighborhood? Evaluations of Community Based Energy Efficiency Programs** *Moderator: Martin Kushler, ACEEE* The last few years have seen a major expansion of efforts at implementing community-based energy efficiency retrofit programs. This session includes four papers describing large-scale evaluations of community-based programs, including two major evaluations of the ARRA "Better Buildings" Program, and two additional statewide programs. **How Is the Neighborhood? Preliminary Results from the Better Buildings Neighborhood Program** Jane Peters and Marjorie McRae, Research Into Action **Herding Cats: The Approach and Challenges of the Preliminary Impact Evaluation of the National Better Buildings Neighborhood Program** Lynn Roy and Kevin Afflerbaugh, Nexant **Community-Based Energy Programs in Washington: Rediscovering and Relearning the Lessons of Thirty Years of Energy Efficiency Program Delivery** Vince Schueler, Washington State University Energy Program and Andrea Petzel, City of Seattle, Office of Sustainability and Environment **Howdy Partner! Lessons Learned from an Assessment of Local Government Partnerships** John Boroski, Evergreen Economics and Rafael Friedmann, Pacific Gas & Electric Company	**Behavior-Based Programs: Quantifying Impacts** *Moderator: Rafael Friedmann, Pacific Gas & Electric Company* This session reviews a variety of strategies and methodologies to garner behavior-based energy savings and develop credible savings estimates. These papers will educate others on the challenges and the progress that has been made in estimating behavior-based programs energy savings. **Are Savings from Behavior Programs Ready for TRM Prime Time?** Katie Parkinson and Scott Dimetrosky, Apex Analytics **Causality, Sustainability and Scalability - What We Still Do and Do Not Know About Impacts of Comparative Feedback Programs** Mitch Rosenberg, DNV KEMA **Neighbor Comparison Programs Save Energy, but What Drives Savings?** Mike Sullivan, Freeman, Sullivan & Co. and Brian Smith, Pacific Gas & Electric Company
2:30	Adjourn		