



2007 International Energy Program Evaluation Conference

Reliable Program Results? You Betcha!

Pre-Conference Workshops: August 13, 2007

Conference: August 14-16, 2007

The Drake Hotel, Chicago, Illinois

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The heat is on, and momentum for our profession is building. We have been, and we will continue to be, a very credible voice as energy programs become more than a buzzword. They are becoming essential business functions. Just look at our job postings, RFPs and new job listings on our website—the market for energy services is bullish. Meanwhile, the formal evaluation of energy program results is becoming more than just a regulatory requirement. It's the way we can all be sure that those results are reliable.

The IEPEC Planning Committee is expecting the 2007 conference to be the biggest and best in years. For the first time in a decade, we're back in Chicago. We've stepped up our international recruiting efforts because we understand that this is an issue for everyone on this planet. I'm not just bragging when I say that this year's conference program is outstanding. It will offer:

- 97 peer-reviewed papers presented in 40 sessions,
- 8 additional papers published in the Proceedings (we could not fit them into the program, but they were too valuable to pass by),
- 9 discussion panels,
- 20 posters featured at our ever-popular Tuesday night Poster Reception,
- 8 didactic workshops,
- a Roundtable networking reception on Monday night,
- an architectural tour and fireworks river cruise, and
- a Thursday morning sit-down-and-talk-to-your-peers breakfast.

I'm counting the days until our big event this August. Make your reservations now. Come join and contribute to the most stimulating and largest professional assembly of energy evaluation work available anywhere in the world.

See you in Chicago!

Pierre Landry
IEPEC Board President

Lifetime Achievement Award

The IEPEC Lifetime Achievement Award is given to a member of the evaluation community who has consistently provided significant contributions to the energy services evaluation field. At least two individuals from different organizations are required to nominate candidates for award consideration. Send nominations to the Conference Coordinator, Cara Lee Mahany Braithwait. The IEPEC Award committee will review the submissions and select a candidate for receipt of the award. See <http://iepec.org/home.htm#award> for a list of previous awardees.



Courtesy of Joe Lopes

Special Event



Architecture Boat Cruise, Dessert and Fireworks Wednesday, August 15, 2007 7:00 pm - 10:15 pm (leave the hotel at 6:30 pm)

Join us for a relaxing 3-hour boat cruise of Chicago's architectural heritage on the newest addition to the Chicago River Tours—Wendela's new yacht. This cruise includes dessert and refreshments while learning about and viewing Chicago's many architectural treasures with a stimulating guide, and ending with a 15-minute fireworks show on Lake Michigan. The cost of this event for registered conference attendees is \$40. Guests are encouraged to attend. The non-registered attendee fee (12 years and older) is \$60. For children ages 5-11 the cost is \$25. Children under 5 are free. This event fills fast. Be sure to make your reservations when you register for the conference!



Networking

Monday, August 13, 2007

5:00 pm - 6:30 pm

Sponsored by: Quantec, LLC



Start your IEPEC experience with "The Event!" Come join us late Monday afternoon for some lively roundtables of discussion, drinks, prizes, and munchies. Make your travel plans so you'll arrive in time to participate in this networking opportunity.

Starting at 5:00 p.m. on Monday, August 13—right after the workshops let out—you and your energy evaluation colleagues can meet and greet in small group settings, share experiences, exchange ideas and discuss common challenges. The roundtable discussions will be facilitated by IEPEC Planning Committee members.

Don't miss this fun opportunity to get together informally with fellow evaluators! Plan on arriving early enough to participate in ALL the prize drawings! No reservations required—just show up, bring your ideas and experiences, and have a good time!



Courtesy of Joe Lopes

Evening Reception and Poster Session
The Most Popular Networking Session at the Conference!
Tuesday, August 14, 2007

5:30 pm - 7:00 pm

Sponsored by: Itron, Inc.



Join our reception host, Itron, Inc., and enjoy light refreshments and stimulating one-on-one discussions with the authors of twenty research posters.



www.iepec.org

Eight Preconference Workshops

Workshop #1: Statistical Sample Design and Analysis for Evaluation Full-Day Session

Instructors:

Roger Wright, *RLW Analytics*
Curt Puckett, *RLW Analytics*
Tim Hennessy, *RLW Analytics*

Time: 8:00 AM - 4:00 PM

Intended Audience:

The workshop will be at the intermediate level targeted to evaluation professionals and regulators with some familiarity with basic statistical methods and evaluation practice.

This workshop will focus on statistical sampling and analysis for program evaluation. The emphasis is on studies in which survey research or engineering field measurement techniques are used to collect information for a sample drawn from a larger finite population. These techniques are relevant to virtually all aspects of evaluation including impact, net to gross, persistence and retention, and process.

The workshop will address the statistical techniques needed to (a) design and implement such a study, (b) interpret the results of one or more such studies, and (c) allocate resources among several such studies. Workshop participants will reinforce their understanding of the concepts with hands-on Excel exercises based on the Appendix to Chapter 13 of the California Evaluation Framework report.

Workshop #2: Monitoring, Evaluation, Reporting, Verification, and Certifying Greenhouse Gas Emissions from Energy-Efficiency Projects Full-Day Session

Instructors:

Edward Vine, *Lawrence Berkeley National Laboratory/California Institute for Energy and Environment*
Steve Schiller, *Schiller Consulting, Inc./California Institute for Energy and Environment*

Time: 9:00 AM - 4:30 PM

Intended Audience:

This workshop is for evaluators and program managers interested in learning about the evaluation of energy projects designed to reduce GHG emissions. In terms of evaluation experience, beginning evaluators are welcome. Advanced evaluators may find the discussions on verification and certification useful.

Energy efficiency is expected to play a critical role in reducing greenhouse gas (GHG) emissions, and the evaluation of the energy savings and emissions reductions from energy efficiency programs is critical. The objective of this workshop is to inform participants about the key issues regarding monitoring, evaluation, reporting, verification and certification (MERVC) that need to be addressed. In this course, we first present an overview of U.S. and international climate change discussions, and then describe the MERVC process and the conceptual framework underlying the measurement and evaluation activities. After examining key evaluation issues such as the establishment of realistic and credible baselines, free riders, and positive project spillover, we analyze the different methods for evaluating projects, with special emphasis on the International Performance Measurement and Verification Protocol (IPMVP) and on methods for quantifying emissions reductions from these projects. We then briefly review the need for quality assurance, followed by a review of reporting, verification, and certification.

Workshop #3A: Counting the Bangs for Your Buck Half-Day Session

Instructors:

John Stoops, *RLW Analytics*
Steve Carlson, *RLW Analytics*
Pete Jacobs, *BuildingMetrics*

Time: 8:00 AM - Noon

Intended Audience:

Individuals with the need for a broader understanding of how monitoring is used and applied by utilities in verification and resource determination studies. The attendees will leave with a good understanding of how to identify and judge a good monitoring project.

This class will describe the application of field monitoring for the determination and evaluation of both energy efficiency and demand reduction programs. A wide range of data and program types will be discussed. The objective is to help the participants understand how to achieve a monitoring project that results in a usable product. The class will have an emphasis on the practical aspects and knowledge necessary for successful implementation of a monitoring project following this general outline:

- Assess metering objectives
- Develop monitoring plan to inform objectives
- Review, respect, and adhere to established protocols
- Nuts and bolts: Measurement hardware
- Tips, tricks, strategies, and potential traps
- Methods for compiling large amounts of data
- Analysis techniques and insights

Workshop #3B: Statistical Methods for Program Evaluation Half-Day Session

Instructors:

Iris Sulyma, *BC Hydro*
Ken Tiedemann, *BC Hydro*

Time: 1:00 PM - 5:00 PM

Intended Audience:

Evaluators, program staff and program managers who develop, use or interpret statistical information.

The purpose of this workshop is to provide evaluators with the concepts and tools they need to undertake quantitative program evaluations. The prerequisite for this workshop is knowledge of elementary statistical methods as obtained through an introductory course in mathematical statistics or statistics for social scientists or business. The topics to be covered include the following. Topic 1. Review of Basic Statistics: key principles; functions; operations with summation signs; mean and standard deviation; the normal, chi-squared, F and t-distributions, examples. Topic 2. Determining Association Among Variables: bivariate distribution; marginal distribution; conditional distribution; correlation; simple linear correlation; non-linear relationships; spurious correlation; analyzing and reporting association among variables; examples. Topic 3. Determining Causality Among Variables: causal association; t-test for independent samples; t-test for dependent samples; dependent variable; independent variable; least-squares estimator; inference; null hypothesis; alternative hypothesis; tests of significance; analysis of variance; analyzing and reporting regression analysis; examples.

Workshop #4A: Effective Process Evaluation, Beyond Evaluation 101 Half-Day Session

Instructors:

Jane Peters, *Research Into Action, Inc.*
Marjorie McRae, *Research Into Action, Inc.*
Linda Dethman, *Dethman and Associates*

Time: 8:00 AM - Noon

Intended Audience:

Evaluators, market researchers, program planners and implementers who want to know how process evaluation can improve programs.

So you have done some evaluations, or took a course, or read a book. But now you want to know more. Perhaps you...

- Want your evaluations to get beyond the surface
 - Want to know what makes an evaluation more than just good bedtime reading
 - Are curious about why process evaluation is getting so much attention in California, and
 - Want your evaluations to be useful and used
- ...then this is the session for you.

Come join us for a lively and interactive workshop on process evaluation—what it is, and how to do it in effectively.

Dr. Jane Peters, Ms. Linda Dethman and Dr. Marjorie McRae have each been conducting process evaluations of energy programs for over 25 years. In the 1990s, Jane Peters co-authored two books for the Electric Power Research Institute (EPRI) and taught process evaluation courses for EPRI throughout the country and at the Energy Center of Wisconsin (then WCDSR).

Workshop #4B: Evaluation of Social Marketing Efforts Used in the Promotion of Energy Efficiency and Demand Response Goals Half-Day Session

Instructors:

Patricia Thompson, *Summit Blue Consulting*
Sharyn Barata, *Opinion Dynamics*

Time: 1:00 PM - 5:00 PM

Intended Audience:

This course is targeted towards energy evaluators, program managers and staff responsible for the evaluation of social marketing programs and advertising campaigns related to energy efficiency and demand response, solar and renewable energy initiatives.

This workshop is designed to assist Energy Evaluators in understanding best practices in evaluating social marketing strategies. It will be an interactive workshop blending hands-on experience working with social marketing concepts, with succinct lectures designed to build attendees' understanding of evaluation approaches for social marketing. Lectures will lay out key considerations in evaluating campaign planning and evaluation. Attendees will then review and critique social marketing efforts from around the country and globe.

Attendees of this course will learn how social marketing differs from traditional marketing and how to design an approach to evaluate energy social marketing efforts.

Workshop #5: Evaluation Management 101 Full-Day Session

Instructors:

Shel Feldman, *Shel Feldman Management Consulting*
Nick Hall, *TecMarket Works*
Bobbi Tannenbaum, *KEMA, Inc.*
Carol White, *National Grid*

Time: 8:00 AM - 4:30 PM

Intended Audience:

This workshop is designed for professionals who are responsible for developing, overseeing or managing an evaluation contract, and will include tips on setting objectives, communicating with stakeholders and identifying resource needs.

Workshop attendees will develop their ability to:

- Frame an evaluation study for the intended audience(s) and objectives
- Select among various types of evaluation studies and statistical methods
- Develop communication procedures to increase the likelihood of results useful to implementers
- Identify and prioritize resources needed to get the job done
- Specify key considerations for developing and evaluating responses to a Request for Proposals (RFP), and
- Integrate evaluation results with implementation efforts.

This workshop includes tips on setting objectives, communicating with stakeholders, and identifying resource needs. This interactive workshop includes examples and exercises. Attendees are provided with a CD with the workshop materials, a list of evaluation resources and a glossary of terms. It is taught by a team of experienced evaluation professionals with over 80 years of experience designing, implementing, managing, and directing over \$200 million worth of evaluation activities.

Workshop #6: Introductory Statistics Full-Day Session

Instructor:

M. Sami Khawaja, *Quantec, LLC*

Time: 8:00 AM - 4:30 PM

Intended Audience:

Evaluators, program staff and program managers with limited knowledge of statistics. All statistical concepts will be explained in simple terms using data from real projects. The emphasis of the workshop is on interpretation of statistical results.

Basic Statistics. Reasons for statistics. What the various statistical measures (mean, variance, proportion, range) are. How are they used. How to compute/interpret them.

Statistical Tests. How to use statistics for testing differences among groups (e.g., participants and non-participants). Among different time periods (e.g., pre and post). What are the statistical tests. How you compute/interpret them. Confidence and precision. Point and interval estimates.

We will also cover:

- Sampling: Types, sample size determination.
- Data Sources/cleaning: Program tracking, weather, economic, demographics. Outliers, identification, corrections.
- Explaining variation: Regression models, assessing quality of the regression model.
- Expressing Uncertainty: Acceptable uncertainty, tradeoff with cost, value of information, confidence and precision, methods of improving confidence and precision, methods for decreasing sample size.
- Additional tools (time permitting): Nonparametric statistics, Bayesian Statistics, Qualitative Choice, Conjoint Analysis, Contingent valuation.

DAY ONE: Tuesday, August 14, 2007

8:30 - 9:30 Welcoming Address from IEPEC Chairperson: Carol White, *National Grid*
Keynote Speaker: TBA

9:30 - 10:00 BREAK

10:00 - 12:00 Closing the Loop: The Use of Evaluation Results by Program Managers

These papers describe how program managers have used the results from the evaluations of their programs to implement improved programs. The authors highlight both the challenges and opportunities in improving communication (closing the loop) between evaluators and implementers.

Moderator: Edward Vine, Lawrence Berkeley National Laboratory/California Institute for Energy and Environment

Evaluation as a 'Learning by Doing' Tool for the Implementation of Local DSM Activities, *Jean-Sebastien Broc, ARMINES - Ecole des Mines de Nantes*

The Importance and Influence of Evaluation in the Early Stages of Pilot Program Design and Planning: A Case Study, *Johna Roth, TecMarket Works*

In It Together: Getting Evaluators and Implementers to Talk with One Another, *Shel Feldman, SFMC*

How Organizations Implement Evaluation Results, *Jane Peters, Research Into Action, Inc.*

Doing it Better: Using Evaluation to Improve Programs and Evaluations

Learn from the past; or repeat the mistakes! This session extracts lessons from experience to improve program planning and improve our evaluations of the programs.

Moderator: Ken Keating, Bonneville Power Administration

Integrating Process, Impact and Market Assessment: Case Studies of Various Approaches and Lessons Learned on How to Maximize Value of Evaluation Results, *Tami Rasmussen, KEMA, Inc.*

Myth-Busting Savings Calculations, *Dan Barbieri, RLW Analytics, Inc.*

Energy Efficiency Best Practices: What's New?, *Jennifer Fagan, Itron, Inc.*

Evaluation Resuscitation: Breathing Life into a Slumbering Evaluation Group and Defining the Role of Evaluation in the Emerging "Utility of the Future", *Rich Hazzard, Energy Market Innovations*

Evaluation Rules! Protocols and Frameworks

The papers provide examples of protocols and frameworks to meet new and emerging policy and program needs. They critically address the key elements in successful frameworks, the process of developing frameworks, and how evaluation efforts fit into these.

Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.

The Worlds of Energy Efficiency Evaluation and Air Emissions Mitigation: Building Bridges Between Their Respective Quantification Protocols, *David Sumi, PA Consulting Group*

Protocols for Estimating the Load Impacts from Demand Response Programs, *Daniel Violette, Summit Blue Consulting, LLC*

Protocols in a Box: Developing Sustainable Evaluation Practices in Ontario, *Mike Messenger, Ontario Power Authority*

New Evaluation Framework: Turning the Silo on its Side, *Cherie Gregoire, New York State Energy Research & Development Authority*

A Diamond in the Rough

This session's focus is on identifying and valuing non-energy impacts from energy efficiency programs—the "diamond in the rough," so to speak. Non-energy impacts highlighted include operations and maintenance savings, as well as behavioral savings, from installation of energy efficiency measures and retro-commissioning in commercial and industrial facilities.

Moderator: Paul DeCotis, NYSERDA

Capturing those Elusive O & M Savings: Lessons Learned from the Northwest, *Linda Dethman, Dethman & Associates*

Finding Hidden Energy Savings: Operational, Maintenance, and Behavioral Savings for Large Commercial Customers, *Margo Longland, BC Hydro*

How Much Does Retrocommissioning Really Save? Results From Three Commissioning Program Evaluations in California, *Bing Tso, SBW Consulting, Inc.*

Lessons Learned from a Decade of Evaluating Customized Commercial and Industrial Efficiency Measures, *Eric Studer, Demand Management Institute*

12:00 - 1:30 LUNCH: Lifetime Achievement Awards



1:30 - 3:00 Demand Response Program Evaluation: Reliable Results Through Better Evaluation

This session offers important insights for improving evaluation, market assessment, and understanding of demand response programs. Based on practical evaluation results, our session offers a five-step method to estimate market potential, attributes of successful demand response programs and an analysis of a large program targeting both residential and small C&I customers in California.

Moderator: Bill Saxonis, New York Department of Public Service

A Methodology for Estimating Demand Response Market Potential for Large C&I Customers, *Charles Goldman, LBNL*

Why Utilities Differ in Overall Demand Response Impacts, *Randy Gunn, Summit Blue Consulting, LLC*

Desperately Seeking Savings from Small Scale Demand Response: The California Experience, *Robert Wirtshafter, Wirtshafter Associates, Inc.*

Establishing Benchmarks and Conducting Baseline Studies

Effective energy efficiency program planning requires accurate measure savings. Understanding current practices and standards is crucial. This session's papers present examples of the methods used and the challenges encountered in establishing baselines and benchmarks necessary for producing reliable program saving estimates.

Moderator: Dave Weber, NSTAR

Benchmarking and Best Practices in Power Management of Computers and Other Plug Loads on Campus, *Carol Sabo, PA Consulting Group*

Innovative Lighting Baseline Hours-of-Use Research in Primary and Secondary Schools, *Dan Barbieri, RLW Analytics, Inc.*

You've Decided You Need a New Baseline Study—Now What? Challenges and Solutions in Defining the Baseline for ENERGY STAR® Homes, *Dorothy Conant, Independent Consultant*

Evaluating Energy Efficiency Programs in the Low-Income Sector

This session addresses three distinct and timely subjects relating to energy efficiency programs for the low-income sector: the design of the forthcoming national weatherization evaluation; results of a California low-income energy efficiency potential study; and a comparison of evaluations of low-income energy education programs.

Moderator: Marty Kushler, American Council for an Energy Efficient Economy

Design of the National Impact Evaluation for the DOE Weatherization Assistance Program, *Mark Ternes, Oak Ridge National Laboratory*

Estimating the Energy Savings Potential Available from California's Low Income Population, *Kathleen Gaffney, KEMA, Inc.*

Impact of Flipping the Switch: Evaluating the Effectiveness of Low-Income Residential Energy Education Programs, *Jamie Drakos, Quantec, LLC*

Panel: The Role of Energy Efficiency and Evaluation in Reducing Greenhouse Gas Emissions

This panel will review some of the key issues involving the role of energy efficiency and evaluation in reducing greenhouse gas (GHG) emissions. Local, state, national, and international perspectives on measuring the reduction of GHG emissions from energy efficiency programs will be highlighted.

Moderator: Edward Vine, Lawrence Berkeley National Laboratory/California Institute for Energy and Environment

Panelists:

Steve Schiller, Schiller Consulting, Inc. & California Institute for Energy and Environment

Bill Prindle, American Council for an Energy Efficient Economy

Scott Bernstein, Center for Neighborhood Technology

3:00 - 3:30 BREAK

3:30 - 5:00 **Lessons Learned From a Decade of Demand Response Programs**

This session includes a review of the essential foundations of any demand response program; field tests of the efficacy and reliability of different communication networks, an evaluation of the effectiveness of different load curtailment program designs over fifteen years, and an analysis of the accuracy and equity of different methods of calculating customer baseline load shapes.

Moderator: Mike Messenger, California Energy Commission

Communication Reliability Improvements Through the Measurement & Verification of Demand Response Programs, *Robert Bress, Comverge, Inc.*

Want to Avoid Building a Large Power Plant? Top Ten Ways to Improve a Demand Response Program—Results of a Process Evaluation of a Commercial and Industrial Demand Response Program, *Lark Lee, PA Consulting Group*

Beat the Heat ... With a Better Baseline: A Unique Approach in Evaluating Demand Response Actions, *Steve Carlson, RLW Analytics, Inc.*

World Wide View: Studies of Potential Energy Savings

Different approaches from three countries that present studies of potential energy savings. One study focuses on electric savings in all sectors, another focuses on electric, oil and gas savings in the residential sector and the third on long-term resource planning.

Moderator: Marygrace Cerce, KeySpan Energy Delivery

Building a Better Mousetrap: A Unique Approach to Determining Reliable Savings Potential, *Glenn Haynes, RLW Analytics, Inc.*

Electric Efficiency Potential Down Under: New Zealand in Perspective, *Bobbi Tannenbaum, KEMA, Inc.*

DSM Potential Evaluation for Long-Term Resource Planning in Korea, *Chang Ho Rhee, Korea Electrotechnology Research Institute*

Marketing and Performance Issues in Energy Efficient Home Programs

This session looks at some of the challenges facing the marketing and market niche of ENERGY STAR® Homes. Two papers examine the increasing difficulty of recruiting builders into the ENERGY STAR® Home programs, and another paper explores the opportunities for incorporating and cross marketing ENERGY STAR® Homes and green building. The final paper describes an assessment of code compliance software, using end-use metering to identify systematic end-use biases inherent in the compliance software.

Moderator: Ben Bronfman, Quantec, LLC

ENERGY STAR® Homes and Green Building Programs: Can We Have a Successful Partnership?, *Betty Tolkin, Nexus Market Research*

New ENERGY STAR® Homes Requirements: Is It Harder to Recruit and Keep Builders?, *Dorothy Conant, Independent Consultant*

Cracking the "Code" for Residential New Construction: Using End-Use Metered Data to Revise Energy Estimates of Building Code Compliance Models, *Clark Bernier, RLW Analytics, Inc.*

Panel: Hot Topics

This panel tackles the summer's hottest evaluation topic. To ensure "freshness", the subject of the panel and the panelists will be announced shortly before the conference.

Moderators: Jim Mapp, Wisconsin Division of Energy

Marty Kushler, ACEEE

Ken Keating, Bonneville Power Administration

5:30 - 7:00 **Evening Reception and Poster Session: Sponsored by Itron, Inc.**



Join our reception host, Itron, Inc., and enjoy light refreshments and stimulating one-on-one discussions with the authors of 20 research posters. A complete listing of the posters can be found on page 11 of this brochure.

Student Posters Wanted—Scholarships Available—Through the Eve Ehrenberg Feldman Scholarship Fund

IEPEC is soliciting poster ideas from students and offering financial assistance through the Eve Ehrenberg Feldman Scholarship to selected poster authors for attending the conference. Posters should describe research on an appropriate topic and have visual potential. The content should address the study's importance, methodology, results, and conclusions. To submit a poster idea and apply for financial assistance, log onto www.iepec.org and follow the instructions under "Student Posters." A one-page abstract of your poster idea is due by May 15, 2007. Posters will be reviewed by the IEPEC Planning Committee, and financial assistance will be available for selected graduate and undergraduate students whose posters are accepted for presentation at this summer's conference.

For more information, please contact:
 Cara Lee Mahany Braithwait, IEPEC Conference Coordinator, phone: 608-231-2552, samb@caenergy.com.



8:30 - 10:00 Working Like Clockwork? Evaluations of TOU Demand Response Programs from across the U.S.

This session offers timely insights from experiences with TOU, Critical Peak Pricing, and Demand Bidding programs. It will cover many program elements, including enrollment of new and/or legacy subscribers, implementation, active participation, and performance with and without technological assistance.

Moderator: Jeremy Newberger, National Grid

Xcel Energy TOU Pilot Evaluation, *Craig Williamson, Energy Insights*

Residential Time-of-Use with Critical Peak Pricing Programs—Comparing Customer Response and Demand Impacts of an Information-Only Program to a Technology-Assisted Program, *Jeff Erickson, Summit Blue Consulting, LLC*

New Paradigm, Same Players: the Relationship between Reliability and Price-Responsive DR Program Participants in California, *Mike Ting, Itron, Inc.*

Improving Energy Efficiency Program Outreach Potential with Small to Large Government and New Construction Projects

Budget constraints hamper energy efficiency efforts within government. Tools are presented to aid in reaching energy efficiency goals. Government and private business are responsible for large new buildings. Decision models are presented for breaking down barriers to selecting high performance building designs.

Moderator: David Ciepluch, We Energies

Methodology for the Evaluation of an Energy Savings Performance Contracting Program for the U.S. Federal Government, *John A. Shonder, Oak Ridge National Laboratory*

Analysis of the Unique Challenges for Efficiency Programs in Reaching Small Government Programs, *David Kyle, Efficiency Maine*

Decision-making in the Commercial Buildings Market: Submarket-Specific Decision Models, *John H. Reed, Innovologie, LLC*

The Greening of America: Tales from the Field

Sustainable building practices are being promoted by an ever broadening set of stakeholders. This session explores the efforts of three programs from across the United States that are helping promote green building development. Topics covered include: market acceptance, field performance, and community support that are creating interest in and furthering the development of green building program design.

Moderator: Rich Hackner, GDS Associates

Field Performance Reviews of Green and Sustainable Buildings, *Cathy Turner, New Buildings Institute*

A New Market Paradigm for Zero-Energy Homes: The Comparative San Diego Case Study, *Barbara Farhar, Independent Consultant*

The Green, Green Grassroots of Home: Measuring Community-Based Clean Energy Market Development Initiatives in Connecticut, *Timothy Pettit, Nexus Market Research*

Thorny Issues in Attribution

This session examines some of the thornier issues that may be confronted in estimating net program impacts, including: the societal costs of ignoring spillover effects; interpreting spillover and free riding results when the two appear in tandem; and understanding momentum effects.

Moderator: Ralph Prael, Prael & Associates

Spillover and Net-to-Gross: Ensuring Accurate Evaluation of Energy Efficiency Portfolio Results, *Rafael Friedmann, Pacific Gas & Electric*

Free Ridership and Spillover: A Regulatory Dilemma, *Bill Saxonis, New York Department of Public Service*

Market-Effects Momentum: Are We Giving Market Effects Their Full Due?, *Harley Barnes, Lockheed Martin*

Panel: What Implementers Need From Evaluators

This panel's focus is on identifying the most critical data and evaluation needs of energy efficiency service providers. The purpose is to develop an initial set of expectations and data indicators so that evaluation results can be reported more frequently and integrated into program design and delivery—thereby providing the greatest value to program implementers and ultimately customers.

Moderator: Meg Matt, AESP

Panelists:

Rick Gerardi, NYSERDA

Susan Nathan, Kansas City Power & Light

Kathy Kuntz, Wisconsin Energy Conservation Corp.

10:30 - noon Giving Back: Cogeneration and Renewable Energy Systems

This session focuses on a unique strategy for tracking the performance of renewable energy systems in Massachusetts and a performance evaluation of cogeneration systems in California, and then examines the effect of all distributed generation on California's T&D system.

Moderator: Ann Clarke, Long Island Power Authority

Power to the People: The Benefits of a De-centralized Reporting Strategy for Tracking the Performance of Publicly Funded Renewable Energy Systems in Massachusetts, *Shawn Shaw, The Cadmus Group, Inc.*

Performance Assessment of Cogeneration Systems in California, *Brad Souza, Itron, Inc.*

The Impact of Distributed Generation Facilities on California's Transmission and Distribution System, *George Simons, Itron, Inc.*

Program Theory Models: Fairytales or Reference Manuals?

What role should program theory creation play in program design and evaluation? What barriers need to be addressed for logic modeling to become accepted practice at your organization? And once accepted as practice, what techniques and concepts should be employed?

Moderator: Sharyn Barata, Opinion Dynamics Corporation

"Do I have To?": Convincing Program and Evaluation Staff that Program Logic Models are Valuable, *Victoria Engel, New York State Energy Research and Development Authority*

Program Theory Drives Evaluation Approach: An Exercise in Practice, *Cynthia Austin, Heschong Mahone Group, Inc.*

Using Simplified Pattern Matching to Define Program Theory and Assess Program Effectiveness—Application to a Green Buildings Program, *Allen Lee, Quantec, LLC*

Evaluation of Low-Income Programs

Low-income programs are different than DSM programs. The first paper evaluates a HUD Energy-Efficiency Based Utility Allowance. The second evaluates an arrearage reduction and case management program. The third investigates the need for large dollar emergency payment assistance.

Moderator: H. Gil Peach, H. Gil Peach & Associates, LLC

Energy-Efficiency Based Utility Allowance: Increasing the Affordability of Housing, *Julieann Summerford, Heschong Mahone Group, Inc.*

If it's Affordable, Will They Pay? A Review of a Low-Income Bill-Payment Pilot Program, *Laura Schauer, PA Consulting Group*

In Crisis, In Need or In Want? Impacts of Policy Change on Wisconsin's Crisis Assistance, *Pamela Rathbun, PA Consulting Group*

Non-Energy Benefits: Zeroing In on Their Value to Our Customers

This session will present the findings from three studies of various methods used also to not only identify but quantify and predict the value residential and commercial customers place on non-energy benefits associated with energy efficiency and renewable energy measures.

Moderator: Faith Lambert, US Department of Energy

Custom NEBs: Are They Worth It? Experiences, Challenges and Directions in Massachusetts, *Jeremy Newberger, National Grid*

Using NEBs to Attract "Ordinary" Homeowners to Energy Efficiency: The New Zealand Case, *Lisa Skumatz, Skumatz Economic Research Associates*

Exploring the Application of Conjoint Analysis for Estimating the Value of Non-Energy Impacts, *Nicole Wobus, Summit Blue Consulting, LLC*

Panel: Spillover and Net-to-Gross: Ensuring Accurate Evaluation of Energy Efficiency Portfolio Results

This panel will discuss energy efficiency evaluation tenets versus optimal portfolio implementation. They will focus on the applicability of NTG in today's highly enabling context for energy efficiency, and information needed for optimal leveraging of market activity via publicly funded energy efficiency programs.

Moderator: Rafael Friedmann, Pacific Gas & Electric

Panelists:

Kenneth Keating, Bonneville Power Administration

Paul DeCotis, NYSERDA

Mike Rufo, ITRON, Inc.

Valerie Richardson and/or Roland Risser, Pacific Gas & Electric



1:30 - 3:00 **Peaking Interest in Energy Efficiency**

Energy efficiency programs can deliver both kWh and kW benefits but the latter are often not well integrated in resource planning (IRP) processes. Learn how programs across the country estimate peak demand benefits from efficiency programs, how those impacts are being realized in one state, and how efficiency can be better integrated in the IRP process.

Moderator: Maureen McNamara, US EPA

Estimating Peak Demand Impacts of Energy-Efficiency Programs: A National Review of Practices and Experience, *Dan York, American Council for an Energy-Efficient Economy*

Overview of the Evaluations of California's 2004-2005 Energy Efficiency Programs, *Nick Hall, TecMarket Works*

Integrating Demand-Side Resource Evaluations and Impacts in the Integrated Resource Planning Process, *Dan Violette, Summit Blue Consulting, LLC*

It's Not Your Father's Model Anymore: Innovative Impact Evaluation Methods

This session presents three innovative impact evaluation models. The first compares a random coefficients discrete choice model to the traditional nested logit approach. The second looks at the implications of heteroscedasticity when applied to fixed effects models. The third examines the information-theoretic approach based on Akaike's Information Criterion as an effective tool for model selection.

Moderator: Robert Wirtshafter, Wirtshafter Associates, Inc.

Analyzing Cross-Program Participation and Net Impacts Using Two Different Discrete Choice Models, *Stephen Grover, ECONorthwest, Inc.*

A Matter of Size: Using Ordinary Least Squares to Estimate Savings in the C&I Sector, *Hossein Haeri, Quantec, Inc.*

Eliminating the Guesswork: The Information-Theoretic Approach to Model Selection, *Kathryn Parlin, West Hill Energy and Computing, Inc.*

Cold Case: Methods and Evidence for Evaluating Refrigerator Recycling

This session explores three issues related to refrigerator recycling programs: customer disposal choices (based on surveys with customers and market actors), gross savings (comparing lab to *in situ* metering results), and net-to-gross analysis (examination and repetition of a historical approach).

Moderator: Bobbi Tannenbaum, KEMA, Inc.

How Electric Customers Dispose of Used Refrigerators and Why They Choose a Utility Program, *Steve Westberg, Hiner & Partners*

Gross Savings Estimation for Appliance Recycling Programs: The Lab Versus *in Situ* Imbrogio and Related Issues, *John Peterson, Athens Research*

Demystifying Net Savings Estimation in Appliance Recycling Programs: A Review and Empirical Analysis with Recent California Data, *Don Dohrmann, ADM Associates, Inc.*

Marketing and Social Marketing for Energy Efficiency

This session focuses on the evaluation of social and consumer marketing campaigns from theoretical and applied perspectives. Approaches to social and consumer marketing evaluation will be explored and assessed using evidence from energy conservation campaigns in the U.S. and Brazil.

Moderator: Monica Nevius, Consortium for Energy Efficiency

Selling and Evaluating the Invisible: How to Evaluate a Social Marketing Campaign, *Sharyn Barata, Opinion Dynamics Corp.*

Advertising Effectiveness: Measurement of Statewide Marketing Campaigns, *Jennifer Mitchell-Jackson, Opinion Dynamics Corp.*

Market Research on Energy Conservation Measures and Practices in Households in Brazil, *Howard Geller, SWEEP*

Panel: Energy Efficiency and Demand Response—Separate Efforts or Two Ends of a Continuum?

Energy efficiency and demand response are often treated as separate efforts by regulators and siloed within utilities. Integrating these efforts as points on a continuum can be more efficient, more cost effective, and more likely to keep customers happy.

Moderator: Ingrid Rohmund, Energy Insights

Panelists:

Mike Alexander, PG&E

Bruce Evans, CPS Energy

Steve Braithwait, Christensen Associates Energy Consulting

3:30 - 5:00 **International Dimensions: Evaluating Multiple Markets & Measures**

This session will include a review of an evaluation system and results for EU programs, an assessment of EU white certificate schemes and results, and an assessment of the potential energy saving associated with energy saving behaviors (activities) of Japanese consumers.

Moderator: Iris Sulyma, PowerSmart BC Hydro

Developing an Evaluation & Monitoring System for EU Member States, *Harry Vreuls, SenterNovem*

Assessment of EU White Certificate Schemes, *Paolo Bertoldi, European Commission*

How Do We Measure Consumer Benefits From Energy Savings Activities?, *Tsuyoshi Ueno, Central Research Institute for Electric Power Industry*

Advances in Understanding Appliance Markets

Programs designed to increase the efficiency of domestic appliances remain a key part of the portfolio of initiatives in the residential sector. Papers in this session address critical challenges to assessing program impacts on energy savings and market development.

Moderator: Shel Feldman, Shel Feldman Management Consulting

Seeing There Without Being There: Using the Internet to Assess Appliance Availability in Retail Stores, *Thomas Mauldin, Nexus Market Research*

Effects of Prices and Marketing on Sales of ENERGY STAR® Appliances, *Ken Tiedemann, BC Hydro*

Bounce-back from ENERGY STAR® Specification Changes in the Appliance Market in the Northeastern U.S.: A Regression Analysis, *Seth Snell, Applied Proactive Technologies, Inc.*

Program Efficiency, Installation Quality and Peak Load Impacts: New Perspectives in Residential HVAC Evaluation

Load and consumption impacts from HVAC programs have never been as straightforward as tallying up simple estimates from name-plate efficiency ratings. In this session we explore ways of incorporating uncertainty estimates into impact measurement, critically assess the value of installation quality verification and look at conventional AC cycling impacts in a new, more detailed way.

Moderator: David Hungerford, California Energy Commission

Savings Uncertainties in Residential AC Rebate Programs, *Rachel Freeman, Summit Blue Consulting, LLC*

Do Quality Installation Verification Programs for Residential Air Conditioners Make Sense in New England? *Robert Wirtshafter, Wirtshafter Associates, Inc.*

Measuring the Load Impact of an Air Conditioner Cycling Program, *Edward Lovelace, Southern California Edison*

Overcoming the Barriers to Introducing New Products

This session explores the challenges of bringing new energy efficiency products into markets.

Moderator: Elizabeth Hicks, KEMA, Inc.

Raising the Temperature on Lighting: Acceptance and Energy Savings Potential Utilizing Spectrally Enhanced Lighting, *Brian Liebel, Afterimage+space*

Put Another Nickel In—Market Opportunities for ENERGY STAR® Vending Machines: Overcoming the Barriers of Leased Equipment, *Shawn Shaw, The Cadmus Group, Inc.*

Product Selection—A Forgotten Vital Component of Program Design, *Nikhil Gandhi, Strategic Energy Technologies, Inc.*

Panel: Can Energy Efficiency Deliver for the Grid?

Can energy efficiency and combined heat and power deliver relief to congestion zones or help avoid or delay the need for new transmission and distribution (T&D) investments? In theory, Yes; especially if targeted (or sited near) constrained areas. Come find out how theory is working in reality.

Moderator: Maureen McNamara, US EPA

Panelists:

Ken Keating, Bonneville Power Administration

Stephen Cowell, Conservation Services Group (invited)

Phil Mosenthal, Optimal Energy



7:00 - 8:15 Special Event: Join us for a sit-down-and-talk-with-your-peers breakfast



8:30 - 10:00

Evaluating the New

This session will present and discuss methods and results in conjunction with evaluating programs focusing on new and innovative products and services.

Moderator: Phil Degens, Energy Trust of Oregon

Evaluating Emerging Technology Programs: Accelerating the Future, *Jonny Holz, ECONorthwest*

Development of an Evaluation Framework for a Portfolio of Research, Development, & Demonstration Programs, *Helen Kim, NYSERDA*

Leveraging For-Profit Businesses to Increase Non-Profit Energy Efficiency: Findings From Oregon's Business Energy Tax Credit Program, *John Boroski, ECONorthwest*

Planning With What We Know and What We Don't Know—Assessing and Managing Uncertainty and Risk in Portfolio Construction and Evaluation

This session will focus on using risk assessment strategies to minimize risk of not achieving a portfolio's energy savings goals and maximize the highest savings performance probability. Three different approaches will be presented.

Moderator: Nick Hall, TecMarket Works

Energy-Efficiency Portfolio Risk Management: A Systematic, Data-Driven Approach for Timely Interventions to Maximize Results, by *Rick Ridge, Rick Ridge and Associates*

Balancing the Benefits and Costs of Risk Management: A Multi-Attribute Decision Analysis, *Hossein Haeri, Quantec, LLC*

Optimizing DSM Program Portfolios, *William B. Kallock, Summit Blue Consulting, LLC*

Lighting Market Effects

This session provides information regarding the market for Compact Fluorescent Lamps (CFLs). We will delve into the consumers' decision making process when purchasing CFLs, examine market potential for CFLs across the country, and focus on CFL penetration in the Northeast.

Moderator: Timothy Melloch, ComEd

When, Where, and Why? Explaining Consumer Choice in Purchasing, Installing and Storing Compact Fluorescent Lamps, *Carrie Webber, KEMA Inc.*

Blinded by the Light: Why Are We in the Dark about How Many CFLs are Out There?, *Susan Oman, Nexus Market Research*

Compact Fluorescent (CFL) Saturation in the Northeast: Where the Rubber Hits the Road, *Thomas Ledyard, RLW Analytics, Inc.*

Panel: ESL: Evaluation as a Second Language (or How to Translate the Value of Evaluation Results to a Diverse Audience)

This panel will demonstrate the potentially wide array of needs our evaluations can address and the importance of working closely with those outside our community to translate the value of our work in helping to make informed energy policy decisions.

Moderator: Kathleen Gaffney, KEMA, Inc.

Panelists:

Tim Drew, California Public Utilities Commission

Monica Nevius, Consortium for Energy Efficiency

Commissioner Mark Meyer, Wisconsin Public Service Commission (invited)

10:30 - noon

Measure Lifetimes

This session will begin with a presentation of findings from an extensive project conducted in the USA, followed by a presentation comparing two European approaches to measure lifetimes. The final presentation will address the evaluation of industrial productivity programs, including the role of measure lives.

Moderator: Don Flynn, Northeast Utilities Services Company

Updated Measure Lifetimes: Estimated Useful Lifetimes Based On 10 Years of Studies, *Lisa Skumatz, Skumatz Economic Research Associates*

Comparing Two Approaches to Measure Lifetimes: New European Harmonized Lifetimes and Policy-Induced Energy Savings, *Harry Vreuls, SenterNovem*

Evaluating Energy Impacts of Industrial Productivity Programs: Analytical Challenges and Optimized Approaches, *Gary Epstein, Energy & Resource Solutions, Inc.*

CFL Promotion and Evaluation

This session will review trends in price differentials between CFLs and incandescent light bulbs, the use of non-profit organizations to market CFLs and a regional effort in New Zealand to promote CFLs through the use of vouchers.

Moderator: Jim Mapp, Wisconsin Division of Energy

Electricity Commission of New Zealand: Monitoring and Evaluation of a Regional Compact Fluorescent Lamp Pilot Program in New Zealand, *Peter Watt, Electricity Commission of New Zealand*

Energizing Communities: Using Non-Profit Organizations to Promote CFLs, *Katherine Johnson, Market Development Group*

How Much Is That CFL in the Window? I Do Hope It Is on Sale: Examining Price Differentials between CFL and Incandescent Light Bulbs, *Greg Clendenning, Nexus Market Research*

Panel: E Pluribus Almost Unum—Developing Common Evaluation Policies and Protocols Across Six States

What are the efforts and challenges in developing consistent evaluation policies and defining common evaluation protocols in the New England states? Panelists will discuss the process and outcomes of these efforts in light of the evolving forward capacity market administered by ISO-NE, as well as RGGI.

Moderator: Carol White, National Grid

Panelists:

Michael Sherman, Massachusetts Division of Energy Resources

Chris Neme, Vermont Energy Investment Corporation

Elizabeth Titus, Northeast Energy Efficiency Partnerships

Jeff Schlegel, representing Connecticut Energy Conservation Management Board and Massachusetts Non-Utility Parties

Panel: Evaluators' Bias—Are Firewalls the Answer?

Evaluator bias is a perennial concern, given new impetus by attempts to outlaw it through "firewalls" that prohibit implementers from doing evaluation. A group of evaluation leaders will discuss the practicalities, advantages and disadvantages of different approaches to managing bias.

Moderator: Douglas Mahone, Heschong Mahone Group, Inc.

Panelists:

Nick Hall, TecMarket Works

Paul DeCotis, NYSERDA

Ben Bronfman, Quantec, LLC

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Comparing Evaluation Approaches and Systems in European Union and United States: Looking for More Experience Sharing, *Jean-Sebastien Broc, Ecole des Mines de Nantes*

This poster compares the background of the evaluation approaches in the European Union and the United States, and the evaluation systems of the French white certificates scheme and of California, looking for how to learn from each other.

Y'All Come: A Comparative Evaluation of Two Program Solicitations, *Ben Bronfman, Quantec, LLC*

To evaluate and rank proposals for a mass solicitation, Southern California Edison developed a scoring sheet composed of 36 individual ranking criteria. We developed an Excel-based simulation tool which allows the user to delete any number of scoring criteria, reweight the remaining scores, and re-rank the proposals, calculating a rank-order correlation between the original and new rankings. The simulation showed that using just 12 of the original 32 criteria would produce similar results, with a rank-order correlation of 0.96.

If You Build It, They Will Come—Lessons Learned in Creating an Interactive Lighting Display, *Jennifer Canseco, KEMA, Inc.*

We set out to build a 30-bulb lighting display with a diverse array of CFLs and learned that there are still numerous barriers in the CFL market. See our interactive lighting display and quiz game and we'll share lessons learned.

It's a Tankless Job, but Somebody's Gotta Do It: Assessing Consumer Reactions to a Utility-Sponsored Tankless Water Heating Program, *Greg Clendinning, Nexus Market Research*

This study uses data collected in the Fall of 2006 from 101 households that participated in a tankless water heater rebate program to improve understanding of participant motivations for purchasing a tankless water heater, participant satisfaction with the product, what leads to participant satisfaction or dissatisfaction, and participant demographic characteristics.

Energy Efficiency and Energy Education for Low-Income Households, *Jamie Drakos, Quantec, LLC*

An illustrative showcase of recent successes in interactive energy education for low-income households, which includes information on how to appeal to different learning styles and generate significant savings on a household and program level.

Practical Stories from the Heartland, *Steve Dunn, University of Wisconsin*

A Framework for Energy Education and Training Program Portfolio Valuation, *Kathleen Gaffney, KEMA, Inc.*

This poster presents a framework for considering the value provided through energy education and training programs, ranging from the relatively simple metric of customer satisfaction to more complex metrics such as knowledge transfer and behavior change.

NEBS from the Societal Perspective: Methods, Results, Patterns, and Implications, *Susie Gordon, Skumatz Economic Research Associates*

This poster demonstrates methods and results measuring key societal (sustainability-related) non-energy benefits (NEBs), including economic development/job creation, and environmental effects. Results from multiple US and international programs are analyzed, and patterns by program type, region, and valuation method are presented.

Failure to Follow-Through: Trends in Completion Rates of Residential Renewable Energy and Energy Efficiency Projects, *Eileen Hannigan, Wisconsin Energy Conservation Corporation*

This poster presents the impact of factors affecting project completion rates' including participant demographics, participant knowledge and attitudes, and program incentive levels for two different programs: the Wisconsin residential renewable energy program and the Wisconsin Home Performance with ENERGY STAR® program.

Measuring the Impact of Programmable Thermostats in Gas-Heated Homes, *Tim Hennessy, RLW Analytics, Inc.*

This poster will present the results of the Gas Networks project designed to quantify the energy savings associated with programmable thermostats on gas heating consumption for the participants of the Gas Networks ENERGY STAR® Qualified Thermostat Rebate Program.

Quantifying a Moving Target: Challenges in Measuring Market Share for Market Transformation Programs, *Kathleen Hunt, Enbridge Gas Distribution*

This poster provides a summary of Enbridge Gas Distribution's experience in measuring the outcome of the company's first market transformation program; it will include the challenges faced when establishing a baseline as well as timing and other market research issues surrounding the acquisition of post-program metrics.

Predicting Naturally Occurring Energy Efficiency: Development and Application of a New Tool to Obtain Expert Input, *Allen Lee, Quantec, LLC*

This poster presents an interactive, web-based tool designed to allow experts to graphically estimate a Bass-type curve depicting naturally occurring adoption of energy-efficient technologies in the market, and discusses results from an initial application.

Estimating Energy and Demand Savings for Electric Baseload in Low Income Households Without Measurements, *Jim Mapp, Wisconsin Division of Energy*

This poster will present simplified replacement selection criteria currently being used in Wisconsin Weatherization Assistance Programs for the replacement of baseload appliances and lighting and estimates of energy and demand savings due to replacement with specific ENERGY STAR® qualified units.

Back to the Future: Re-integrating Demand Side Technologies into Electric Generation Resource Planning, *Paul Meier, UW Energy Institute*

Methods and demonstration of a simple net benefits screening tool for energy-efficient and renewable technologies, including calculation of the long-term "grid-integrated" avoided cost and emissions of displaced electricity generation.

Mapping Software as an Evaluation and Program Management Tool, *Heidi Ochsner, Itron, Inc.*

This poster demonstrates how mapping software can support program tracking and evaluation efforts. Geographically displaying program data with census data identifies areas where target customers are located and evaluates marketing strategies by monitoring demographic trends in program impacts.

Taking a Bath on Showerhead Savings, *Kathryn Parlin, West Hill Energy and Computing, Inc.*

The laboratory testing of flow rates from showerheads replaced through a low income program provided unexpected results. These are presented along with a description of issues raised for program delivery and possible strategies for modifying field protocols for showerhead replacement.

Solar Incentive Structures and the Impacts of PV Performance and Costs, *George Simons, Itron, Inc.*

Based on metered interval data collected from over 200 operating PV systems, this poster examines the influence of PV performance and cost on PV incentive structures, and investigates how changes in PV performance and cost may lead to an incentive-free PV market within the next ten to fifteen years.

Energy Use Efficiency in Relation to Environmental Protection for Sustainable Crop Production, *Manju Suman, ICAR*

Using Conditional Demand Analysis to Estimate Residential Energy Use and Savings, *Ken Tiedemann, BC Hydro*

This poster describes a conditional demand study that estimated end-use consumption for 14 end-uses and end-use savings for four conservation measures for residential electricity customers in British Columbia, Canada. Using a panel of 1,000 customers over three years, the study was able to estimate both consumption and savings on a monthly basis, as well as an annual basis, so that load shapes and load factors could be estimated.

Duct Soup—Research and Impact Results for Duct Sealing Programs, *Elizabeth Titus, Northeast Energy Efficiency Partnership, Inc.*



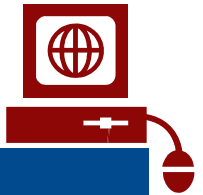
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- The website is currently focused on the 2007 event. However, the website is maintained and updated periodically between conferences. Look to this site to find early details about the 2009 conference. This is the place to get all the information before we hit the streets with the Call for Abstracts.

We invite you to look at this website on a regular basis. You may find it is just what you need to answer questions about Evaluation Issues.

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Pre-Conference Workshops: August 13 Conference: August 14-16, 2007
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WORKSHOP REGISTRATION FEE: All workshops are scheduled for Monday, August 13.

Workshop 1 (Full Day) **Statistical Sample Design for Evaluation**

_____ US \$130 (conference attendee) _____ US \$200 (not attending conference)

Workshop 2 (Full Day) **Monitoring, Evaluating, Reporting, Verifying and Certifying Greenhouse Gas Emissions from Energy Efficiency Projects**

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Workshop 3A (Half Day) **Counting the Bangs for Your Buck**

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Workshop 3B (Half Day) **Statistical Methods for Program Evaluation**

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Workshop 4A (Half Day) **Effective Process Evaluation, Beyond Evaluation 101**

_____ US \$65 (conference attendee) _____ US \$100 (not attending conference)

Workshop 4B (Half Day) **Evaluation of Social Marketing Efforts Used in the Promotion of Energy Efficiency and Demand Response Goals**

_____ US \$65 (conference attendee) _____ US \$100 (not attending conference)

Workshop 5 (Full Day) **Evaluation Management 101**

_____ US \$130 (conference attendee) _____ US \$200 (not attending conference)

Workshop 6 (Full Day) **Introductory Statistics**

_____ US \$130 (conference attendee) _____ US \$200 (not attending conference)

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Yacht Cruise
Wednesday Evening, August 15

Architectural Cruise and Fireworks. Hear about the city's unique and rich architectural history and watch the famous skyline light up as the sun goes down. Enjoy dessert as we travel through the locks to Lake Michigan and watch Chicago's famous fireworks from the best "seats" on the lake.



	Quantity		
Registered Attendee	_____	US \$40	Total \$ _____ .00
Non-Registered Attendee (12 and above)	_____	US \$60	Total \$ _____ .00
Children (5-11 yrs.)	_____	US \$25	Total \$ _____ .00
Children (under 5):	_____	free (must be registered for final count)	

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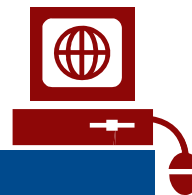
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