



2009 International Energy Program Evaluation Conference

Counting on Energy Programs: It's Why Evaluation Matters

Pre-Conference Workshops: August 11, 2009

Conference: August 12-14, 2009

Hilton Portland & Executive Tower, Portland, Oregon

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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 new job listings, resumes and RFPs 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.

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The IEPEC Planning Committee is expecting the 2009 conference to be the biggest and best in years. 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:

- 92 peer-reviewed papers presented in 40 sessions,
- 6 discussion panels,
- 44 posters featured at our ever-popular Wednesday night Poster Reception,
- 7 didactic workshops,
- a Roundtable Networking Reception on Tuesday night,
- an Informal Session on Thursday afternoon,
- a dinner boat cruise on Thursday evening on the Portland Spirit, and
- a Friday 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 Portland!

Pierre Landry
IEPEC Board President

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Putting the “I” in IEPEC

In these early years of the 21st Century, policymakers around the world are becoming increasingly concerned about global warming, energy supply security, and escalating and volatile fuel prices, and many countries are making commitments to bring about global changes in energy use patterns. To help ensure that their very ambitious targets can be met, policymakers are paying more and more attention to measurement, verification and program evaluation. Meanwhile, for several years now, the IEPEC Planning Committee has been exploring ways to increase the exchange of information with the energy program evaluation community outside North America. We have offered some financial assistance to presenters from overseas, but we have been exploring other options, including holding an evaluation conference outside North America.



This past April, at the invitation of our newest Planning Committee member, Nigel Jollands of the International Energy Agency, several IEPEC PC members presented an evaluation workshop in Paris for international professionals in energy efficiency policy and energy program evaluation. We expected 35-40 attendees, and about twice that number registered and attended from 24 countries. The purpose of the visit was fourfold: (1) to provide our European colleagues some information about how program evaluation is being done in North America, (2) to learn about what is being done in Europe and elsewhere (besides measurement and verification), (3) to gauge the market for a conference like IEPEC outside the US, and (4) to begin the conference planning, if warranted.

The bottom line is that the workshop was a success, and the conference is in the works. Interest is strong in having a European conference modeled after our North American version; it is tentatively scheduled for June 2010. Currently we are looking for sponsors to make sure that we can continue our long-standing commitment to keeping the registration fees affordable to as many as possible. If you are interested, or know of someone who might be interested, please contact Cara Lee Mahany Braithwait at samb@caenergy.com or by calling 608-231-2552.

FYI, to view the presentations provided at the workshop, please visit our website and go to our Connections Page. Look for the link to the Masters Evaluation Workshop.

Special Event



Evening Cruise on the Willamette River Thursday, August 13, 2009

Join us for a relaxing 3-hour boat cruise on the Portland Spirit. The cost of this event for registered conference attendees is \$50. Guests are encouraged to attend. The non-registered attendee fee (17 years and older) is \$60. For children ages 4-16 the cost is \$35. Children under 4 are free. This event fills fast. Be sure to make your reservations when you register for the conference!



Opening Conference Reception



Tuesday, August 11, 2009
5:00 pm - 6:30 pm
Sponsored by: PA Consulting

On Tuesday, August 11, starting right after the workshops end—you and your energy evaluation colleagues can meet and greet in small group settings, share backgrounds, exchange ideas and discuss common challenges. The roundtable discussions will be facilitated by IEPEC Planning Committee members.



Courtesy of Joe Lopes

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Sponsorships still available. Please contact Cara Lee Mahany Braithwait at Samb@caenergy.com for details or visit our website.

Seven Preconference Workshops

Workshop 1: Evaluation Management 101 Full-Day Session

Instructors:

Nick Hall, *TecMarket Works*
Rick Ridge, *Ridge and Associates*
Bobbi Tannenbaum, *KEMA, Inc.*
Carol White, *National Grid*

Time: 8:00 AM - 4:30 PM

Intended Audience:

Program and evaluation managers, and professionals new to evaluation who need to develop, use or interpret evaluation studies.

This workshop is designed for professionals responsible for developing, overseeing or managing evaluation projects. It includes tips on setting objectives, communicating with stakeholders and identifying resource needs. It is taught by a team of experienced evaluation professionals with over 80 years of experience designing, implementing, managing and directing over \$100 million worth of evaluation activities. Workshop attendees will develop their ability to: (1) Frame an evaluation study for the intended audience(s) and objectives; (2) Select among various types of evaluation studies and statistical methods; (3) Develop communication procedures to increase the likelihood of results useful to implementers; (4) Identify and prioritize resources needed to get the job done; (5) Specify key considerations for developing and evaluating responses to a Request for Proposals (RFP); and (6) Integrate evaluation results with implementation efforts.

Workshop 2: Monitoring, Evaluating, Reporting, Verifying 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 targeted towards evaluators and program managers who are interested in learning more 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 course interesting for the discussions on the quantification of GHG emissions, verification, and certification.

The focus of this workshop is on the evaluation of energy-efficiency projects that seek to reduce greenhouse gas (GHG) emissions. Energy efficiency should play a critical role in reducing GHG emissions, and the evaluation of energy efficiency programs will increasingly be important as states and countries address the challenge of global warming.

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 if one is involved in the design, development, implementation, evaluation, or verification of an energy-efficiency project for climate change mitigation. In this course, we first present an overview of U.S. and international climate change activities for reducing GHG emissions via energy efficiency, and we describe how these emissions are evaluated. We then describe the MERVC process and the conceptual framework underlying the measurement and evaluation activities. After examining key evaluation issues such as baselines, free riders, spillover, and market transformation, we analyze the different methods for evaluating programs, with a special emphasis on the International Performance Measurement and Verification Protocol (IPMVP). After reviewing the methods for converting energy savings to GHG emissions reductions, we briefly discuss the need for quality assurance, followed by a review of reporting, verification and certification requirements.

Workshop 3: Intermediate Statistical Methods for Program Evaluation Full-Day Session

Instructors:

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

Time: 9:00 AM - 4:30 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 workshop will show how all of the examples covered can be readily implemented using free software available over the internet. 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. Topic 4. More Advanced Cases: difference-in-difference estimators; statistically adjusted engineering estimates; conditional demand analysis.



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Workshop 4A: Expanding Evaluation: Impact Analysis for Verifying State and National Commitments to Energy Efficiency

Half-Day Session

Instructor:
Marvin Horowitz, Demand Research LLC

Time: 8:00 AM - Noon

Intended Audience:

This workshop is primarily intended for the staff members of government, regulatory, utility, and non-profit agencies that are responsible for developing energy efficiency policies and overseeing portfolio-level energy efficiency savings measurement.

This half-day workshop will provide an up-to-date overview of how regulatory bodies in the United States and the European Union are planning to verify that their official goals for meeting energy efficiency targets are being met. The workshop will describe the national efforts of federal agencies such as U.S. EPA and U.S. DOE to verify energy savings, as well as various state and regional efforts to verify aggregate energy efficiency program savings. Further, this workshop will explain the outcome of the European Commission's project on evaluation and monitoring for the end-use directive on energy end use and energy services (EMEEES) whose mission was to develop methods for harmonizing impact evaluations across the 27 countries in the European Union. The last part of the workshop will encourage open discussion of the issues raised by these efforts and how impact analysis may be expanded to cope with the large challenges ahead.

Workshop 4B: Evaluation of Social Marketing: Yes! It Can Be Done

Half-Day Session

Instructors:
Ryan Firestone, Summit Blue Consulting
Carol Mulholland, The Cadmus Group
Miriam Weidner, Collective Intellect

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 social marketing program design and evaluation strategies. It will be an interactive workshop blending hands-on experience working with social marketing concepts and succinct lectures to build attendees' understanding of evaluation approaches that can be used in social marketing. Lectures will lay out key considerations in campaign planning and evaluation. Attendees will then review and critique social marketing efforts from around the country and globe. Attendees of this course will be able to: Understand the key ways that social marketing differs from traditional marketing and the implications for evaluation. Show how social marketing tools can build support for energy efficiency goals. Design an approach to evaluate a social marketing effort. Cite current and relevant examples of social marketing evaluations from the energy and other fields. Instructors will provide a social marketing bibliography, power points, and in-class exercises.

Workshop 5: Beyond Evaluation Management 101: Effective Process and Market Evaluations

Full-Day Session

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

Time: 8:00 AM - 4:30 PM

Intended Audience:

This workshop is targeted towards evaluators, market researchers, program planners and implementers who want to know how process and market evaluations can improve energy programs.

Evaluation 101 is a good start but there are lots of details that ensure an evaluation can really make a difference as compared to an evaluation that just fulfills a requirement. This course will be for those evaluators and evaluation managers who...

- Want their evaluations to get beyond the surface,
- Want to know what makes an evaluation more than bedtime reading,
- Are wondering about the difference between market and process evaluation,
- Want to include evaluation as part of a new product or service development and rollout, and
- Want evaluations to be useful and used.

Workshop 6: Basics of Impact Evaluation

Full-Day Session

Instructor:
M. Sami Khawaja, The Cadmus Group

Time: 8:00 AM - 4:30 PM

Intended Audience:

Evaluators, program staff and program managers with limited knowledge of impact evaluation.

This full day workshop is intended for those that are new to evaluation. This includes staff conducting evaluations or those responsible for managing evaluation contracts. The workshop will start with basic concepts related to DSM including: what is DSM? history of DSM, what is evaluation? what is energy? what is demand? load factors, load profiles, load duration curves, and current issues impacting DSM and evaluations. The impact evaluation component will begin with a general overview of estimation of energy and demand impacts of programs. The two basic method of estimating impacts, engineering and statistical, will be discussed in detail. Topics will include basic statistics, types of data, data collection methods, basic sampling, end use metering, net to gross ratios, statistical billing analysis, engineering models, and simulation models. The workshop will also present basic DSM economics and cost effectiveness analysis. The workshop will use actual case studies to illustrate the concepts. This will be an interactive workshop utilizing real program case studies and hands-on experience working with spreadsheet models. Attendees of this course will be able to: Understand the key issues in impact evaluation, participate in conducting evaluation studies, and manage consultants conducting evaluation studies.

DAY ONE: Wednesday, August 12, 2009

8:15 - 9:30 **Welcoming Address from IEPEC Chairperson: Jim Mapp, Wisconsin Division of Energy**

Keynote Speaker: The Next Generation of Energy Efficiency and Evaluation, Commissioner Dian M. Grueneich, California Public Utilities Commission

9:30 - 10:00 **BREAK**

10:00 - 12:00 Testing Tough Technologies
Moderator: Patrick McCarthy, Lockheed Martin

Are There Savings in Demand-Controlled Ventilation?, *Anne, West, The Cadmus Group*

HVAC Airflow Measurement Issues for Programs and Evaluators, *Jarred Metoyer, KEMA*

Are They Cool(ing)?: Quantifying the Energy Savings from Installing/Repairing Strip Curtains and Doors, *Sasha Barioant, ADM Associates*

Chasing a Phantom (?) of Measure Savings: Quantifying the Effects from Servicing of HVAC Equipment, *Seran Thamilsaran, ADM Associates*

Impacts of Time of Use Programs
This session provides insights into the changes in energy consumption patterns that can be attributed to various Time-of-Use rate structures.

Moderator: Kevin Cooney, Summit Blue Consulting

Measuring the Impact of Time of Use Rates on Peak and Off-Peak Energy Consumption: Results from a Randomized Experiment, *Iris Sulyma, BC Hydro*

Beyond the Price Effect in Time-of-Use Programs, *James Woods, Research Into Action*

Integrated Data Analysis Approach to Understanding Behaviour Change in TOU Programs: An Application of Quartile Analysis, *Marc Pedersen, BC Hydro*

Using Experimental Design to Assess the Impacts of Education and Rate Design: The PEAK Plus Project, *Crispin Wong, The Cadmus Group*

Measuring Net to Gross: Fact, Fiction or Fantasy...Policy vs. Practice
This session will examine issues pertaining to estimating net-to-gross (NTG) ratios for energy efficiency programs.

Moderator: Nick Hall, TecMarket Works

Free Ridership Borscht: Don't Salt the Soup, *Ken Keating*

Free Ridership: Arbitrary Algorithms vs. Consistent Calculations, *Jeff Erickson, Summit Blue Consulting*

Feasting at the Ultimate Enhanced Free Ridership Salad Bar, *Lori Megdal, Megdal & Associates*

The Origins of the Misunderstood and Occasionally Maligned Self-Report approach to Estimating the Net-To-Gross Ratio, *Richard Ridge, Ridge & Associates*

Lights, Meters, Action! Methodologies and Results on CFLs in People's Homes
This session provides the methodologies and results from recent data collection efforts in California on CFL lighting in residential homes that address key study design issues for energy savings impacts from large scale Upstream CFL programs.

Moderator: Shahana Samiullah, Southern California Edison

Residential Lighting Metering Study: Detailed Methods and Preliminary Results, *Alissa Johnson, KEMA*

What Type of CFL User Are You? Dynamic Models to Predict CFL Usage Patterns, *Kevin Price, KEMA*

They're Out There—Somewhere: Locating and Evaluating CFLs Distributed Through Markdown and Buydown Programs, *Lisa Wilson-Wright, Nexus Market Research*

Light and Heat: An Exterior Lighting Metering Study Using Both Light and Temperature Loggers, *Brett Close, Southern California Edison*



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

1:30 - 3:00 Renewables and Renewable Portfolio Standards
This session describes challenges when evaluating renewable energy programs for traditional efficiency program metrics such as impacts and attribution, and offers suggested solutions that are cost effective and defensible.

Moderator: Larry Pakenas, NYSERDA

Conducting RPS Evaluation to Advance Policy, Funding and Program Decisions, *Carole Nemore, NYSERDA*

Attribution Analysis for Renewable Portfolio Standard (RPS) Programs: Challenges Encountered Evaluating New York's RPS, *Nicole Wobus, Summit Blue Consulting*

Evaluating the Impacts of Customer Sited Renewable Energy Systems: Methods and Challenges, *Brian Dunn, KEMA*

If You Demand It—Will They Come?
A dynamic session on the latest innovations and experience in the evaluation of demand-response programs.

Moderator: Nigel Jollands, International Energy Agency

Small Commercial Demand Response Behavior, *Karen Herter, Heschong Mahone Group*

Load Impact Evaluation of Pacific Gas & Electric's Smart AC Program, *Gil Wong, KEMA*

Evaluation of Demand Response Pricing and Bidding Programs for Large Commercial and Industrial Customers, *Steve Braithwait, Christensen Associates Energy Consulting*

Tracking CFL Sales and Prices
This session will report on recent trends in the prices of various types of CFLs, changes in the incremental price compared to incandescent bulbs across various market regions, and market sustainability after promotional market interventions have been removed.

Moderator: Jim Mapp, Wisconsin Division of Energy

A Market Transformed: But Will the Impacts Be Sustained?, *Jennifer Canseco, KEMA*

Sales Floor Market Intelligence for CFLs: Methods and Trends Over the Past Four Years, *Seth Craigo-Snell, Applied Proactive Technologies*

Examining Price Differentials Between CFL and Incandescent Light Bulbs: Do Multi-Packs and Specialty Bulbs Matter?, *Greg Clendenning, Nexus Market Research*

Panel: Can Process Evaluation Survive Regulatory Review?
Moderator: Ben Bronfman, The Cadmus Group

Panelists:

William Saxonis, New York Department of Public Service

Jane Peters, Research Into Action

Ken Keating

3:00 - 3:30 BREAK

3:30 - 5:00 Energy Efficiency Programs and Portfolio Benchmarking

Moderator: Maureen McNamara, US EPA

Energy Savings Calculation: What Are We Heading For? Increasing Libraries of Guidelines and Handbooks or Global harmonization and (Inter)national Standards?, *Harry Vreuls, SenterNovem*

Using EIA Data to Benchmark DSM Portfolios, *Michael Reid, E Source*

A Comprehensive Framework for Evaluating Demand Response in a Resource Planning Context, *Nicole Hopper, Ontario Power Authority*

Focus on Research Quality

This session will combine three diverse papers with important findings from research. One will present an evaluation of residential feedback devices using billing data. Another will show how evaluation can be used to modify and improve program design for HVAC. The third will provide a comparison of methods of estimating demand impacts using field data so that demand impacts can be more reliable.

Moderator: Ken Keating

The Net Impact of Real-Time Feedback Devices, *Brien Sipe, Energy Trust of Oregon*

Stay Ahead of the Curve! Responding to Shifting Baselines, *Lark Lee, PA Consulting*

Taking Engineering Savings to the Next Level, *Yogesh Patil, ERS*

Evaluating Marketing and Media Campaigns: Selecting the Right Approach and Measuring Long Term Impacts

This session focuses on measuring the impact of marketing and media campaigns on consumers: new insights on designing an evaluation, and results from the latest studies of the effectiveness of ENERGY STAR marketing over multiple years.

Moderator: Faith Lambert, US DOE

Measuring the Impact of Media Campaigns: What Do You Get for Your Research Dollars?, *Garrick Wahlstrand, Opinion Dynamics*

Trends in ENERGY STAR Awareness: Results from Four National Surveys, 2002-2008, *Carla Jackson, Abt SRBI, Inc.*

Progress Towards Loyalty: Trends in ENERGY STAR Awareness and Brand Equity Among U.S. Households, 2000-2008, *Monica Nevius, Consortium for Energy Efficiency*

Panel: Behavioral Insights for Energy-Efficiency Program Design

Moderator: Marsha Walton, NYSERDA

Panelists:

Loren Lutzenhiser, Portland State University

Karen Ehrhardt-Martinez, ACEEE

Jane Peters, Research Into Action

5:30 - 7:00 Evening Reception and Poster Session: Sponsored by The Cadmus Group



Join our reception host, The Cadmus Group, and enjoy light refreshments and stimulating one-on-one discussions with the authors of 44 research posters. A complete listing of the posters can be found on pages 8 and 9 of this brochure.

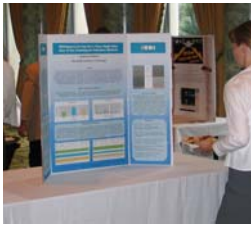
Student Posters Wanted—Scholarships Available—Through the Eve Ehrenberg Feldman Scholarship Fund

IEPEC is soliciting poster ideas from students and offering financial assistance through the Eve Ehrenberg Feldman Scholarship Fund 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, 2009. 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.





Improving the Accuracy of Duct Leakage Measurements for Quantifying Energy Savings From Duct Sealing and Repairing, Taghi Alereza, ADM Associates

Improved Hours-of-Use Via Double Ratio Estimation, Dan Barbieri, KEMA, Inc. This poster showcases the benefits of "double ratio estimation" in hours-of-use research, a novel application of an established statistical technique that leverages existing data and often improves the precision of results.

Towards an Evaluation Methodology for Voltage Regulation, Clark Bernier, KEMA, Inc. Ducking entirely any controversy over the efficacy of voltage regulation (VR), this poster outlines three methods of VR estimation that have been used to quantify "savings," highlighting the pitfalls and lessons learned.

Factors Affecting the Diffusion of Energy Efficient Technologies, Suchismita Bhattacharjee, Virginia Polytechnic Institute and State University. This research investigates the market barriers and failures that might theoretically impede the diffusion of new technologies.

How Well Do Pricing Pilots Predict Actual Program Impacts?, Josh Bode, Freeman, Sullivan & Co. This poster informs the debate on whether pricing pilots provide reliable estimates of actual program impacts upon implementation by comparing load reductions from the first large scale deployment of pure critical peak pricing in North America to predicted impacts based on pilot data—after accounting for differences in temperature, prices, central air conditioning penetration and low-income customer participation.

Improved Methods for Evaluating and Reporting Results from All-Fuels Technical Potential Studies - A Case Study From New Hampshire, Ryan Capers, GDS Associates, Inc. This poster will present a high level overview of the unique methodologies and approaches used in developing sophisticated supply-curve models and presenting the related results to the recent All-Fuels Technical Potential Study completed in NH.

Measuring the Performance of New Jersey ENERGY STAR Homes, David Carroll, APPRISE. This poster presents the findings from a billing analysis comparing energy consumption for ENERGY STAR Homes to the REM/Rate™ Projections for those homes and to the energy consumption for comparable nonparticipant homes.

If a Picture is Worth A Thousand Words, What Are a Thousand Pictures Worth?, Seth Craig-Snell, Applied Proactive Technologies, Inc. This poster illustrates trends in ENERGY STAR display material within DIY retailers across several metropolitan areas in the U.S.

Monitoring and Verifying Performance of Projects Funded by Innovative Municipal Green Building Program, Jeff Cropp, The Cadmus Group, Inc. This poster details monitoring and verification techniques for assessing energy, water, and stormwater impacts for diverse green building projects.

Shopping for Savings: A Grocery Assessment of Savings and Implementation, Gary Cullen, Summit Blue Consulting. Through on-site metering and review of the engineering methodology, we calculated the results for BPA's EnergySmart Grocer program.

Influence and Intention as Determinants of Free Ridership, Phil Degens, Energy Trust of Oregon. A presentation of a simple free rider question battery and method for estimating partial free rider rates.

Danish Energy Efficiency Policy—Revisited and Future Improvements, Kirsten Dyhr-Mikkelsen, Ea Energy Analyses. An evaluation of the entire Danish portfolio of energy efficiency policies forms the basis for revisions that aim to increase synergies and socio-economic cost-effectiveness while operating in a liberal market.

Appealing (to) the Big Apple: Increasing New York City's Efficiency, Victoria Engel, NYSERDA. This poster presents findings from two studies—a Process Evaluation as well as a Market Characterization and Assessment Evaluation—designed to enhance the understanding of end user motivations for participation, assess how to improve relationships with market actors and trade allies, research the potential for programs in commercial and residential buildings, understand the decision-making processes regarding capital improvement projects and investigate prevailing leasing structures in the New York City/Westchester region.

A Moving Target - Evaluation Planning and Implementation for Infant Portfolios, Jeff Erickson, Summit Blue Consulting. This poster discusses the challenges and solutions to rapidly designing and implementing early evaluation activities that target infant portfolios of energy efficiency and demand response programs.

Willingness to Pay for Automotive Fuel Efficiency: Non-Market Valuation of Vehicle Attributes, Qin Fan, University of Maine. Two-stage hedonic model is conducted to estimate consumers' willingness to pay for automotive fuel efficiency and to examine price elasticities of fuel efficiency demand.

Opportunities and Barriers in the Consumer Electronics Market, Marti Frank, Research Into Action. This poster shows how common consumer electronics products come to market, when decisions about energy efficiency are made, and where potential opportunity for intervention may be found.

Saving Energy and Water in the Commercial Sector—Laundries and Warewashing Show Strong Potential, David Freeman, Skumatz Economic Research Associates. The results of market research and efficiency opportunities available in commercial warewashing and on-premise laundry facilities throughout the U.S.

Multi-State Comparison of CFL Saturation Levels Comparing Self-Report and Onsite Verification, Kathleen Gaffney, KEMA

Cost Effective Solutions for On-Going M&V of DSM Portfolios, Salil Gogte, Nexant Inc. & NYSERDA. Using innovative statistical methods, we were able to improve the cost effectiveness of evaluations thus allowing limited funding to be channeled to on-site evaluation performance data—the data that forms the foundation of any statistical application.

Brazilian PROCEL Results in 2007, Marcelo Jose dos Santos, Eletrobras. Main results obtained through activities implemented in 2007 by PROCEL, to promote the efficient use of electric energy and to tackle its waste.

Evaluation of Public Lighting Energy Efficiency Projects in Brazil, Marcelo Jose dos Santos, Eletrobras. Results obtained by sampling evaluation of the Public Lighting systems in terms of energy savings and the lifetime of the substituted components.

Valuing Non-Energy-Benefits—Reevaluating Public Utility Metrics, Bob Knight, Bevilacqua-Knight Inc. (BKl). Advanced evaluation techniques addressing revised cost-effectiveness and encouragement of next generation programs / policies in an era of urgent carbon reduction needs.

The Need for Better Evaluation Methods for Home Energy Audit Programs, Amanda Korane, American Council for an Energy-Efficient Economy. Home energy audit programs need to conduct more rigorous and standardized M&V to attract customers and demonstrate savings.

Accuracy of Energy Savings Projections - Implications for Industrial and Commercial Program Evaluation and Design, Al Lutz, Itron, Inc. Common energy efficiency technologies are analyzed for the accuracy of energy savings estimates; implications for program requirements and evaluation efforts are explored.

Power, Power Factor, and Engineering Uncertainty, Jonathan Maxwell, ERS. This paper quantifies potential error and bias that can result from using current loggers to estimate power, presents a technique to minimize them, and compares the costs of current-only and real power logging so that engineers can make informed choices regarding when to measure current and when to measure real power.

Quantifying Measure-Level Energy Impact Uncertainty, Jennifer McWilliams, Itron, Inc. This poster illustrates several examples of measure-level uncertainty analysis, and how these analyses fit into a framework that allows EM&V resources to be optimally allocated.

80 Plus Power Supplies: How to Sell Unperceived Needs, Ulrike Mengelberg, The Cadmus Group, Inc. Energy-efficient 80-Plus power supplies are unseen, unnoticed, and competing with lower-priced systems. However, due to their significant energy savings, they should be integrated into today's computers.

Closing the Efficiency Gap, Natalie Mims, Rocky Mountain Institute. A 1.2 million gigawatt-hour gap exists between top performing states and the rest of the nation which can be cost-effectively closed for most states.

Developing Measures and Assumptions Lists as Effective Tools for CDM Program Design and Evaluation in Ontario, Ronak Mozayyan, Ontario Power Authority. This highlights how energy and demand savings from measures were substantiated to become a valuable resource in Ontario.

Characteristics Report of ENERGY STAR for New Homes Program in the Pacific Northwest, Rachel Murray, KEMA, Inc. Characteristics of and comparisons between building characteristics of participant and non-participant homes built since 2004.

Expanding the Toolbox: Using Discriminant Analysis for Efficiency Program Evaluation, Kathryn Parlin, West Hill Energy and Computing, Inc. This poster explores discriminant analysis as an alternative multivariate statistical method with practical applications for the evaluation of efficiency programs.

Feeding the Pipeline: An Approach to Assessing the Market for Emerging Energy Efficiency Technologies, Jane Pater Salmon, Summit Blue Consulting. Approach to considering the market's receptivity when selecting emerging DSM technologies to help achieve goals.

Economic Context of Low & Moderate Income Programs & Program Evaluations, Hugh Peach, H. Gil Peach & Associates/Scan America. This poster shows the ways in which the real economy faced by low and moderate income households differs from the official version.

Estimating Treatment Effects of State-Level Hybrid Vehicle Subsidies, Alison Riggieri, Georgia Institute of Technology. This poster will examine the impact of hybrid electric vehicle subsidies on sales using multiple methods common in observational studies.

Campus Energy Solutions: Innovations and Results from a Collaborative Program, Dana Rowan, University of California, Davis. We present an evaluation of a pilot sustainability program conducted in two administrative offices at UC Davis.

Telephone Surveys vs. Site Visits: Can Researchers Rely on Self-Reported Data?, Ellen Rubinstein, The Cadmus Group, Inc. The poster presents results from several of our recent studies' comparisons of telephone survey and site visit results.

Small Scale Renewable Energy Programs: Pitfalls and Opportunities, Shawn Shaw, The Cadmus Group, Inc.

Measuring Future Market Effects: Prospective Benefits Analysis for NYSEDA's Commercial New Construction Program, Antje Siems, Opinion Dynamics Corporation

Applying NEB Results to Understand Customers and Provide Program Feedback: New Results, Lisa Skumatz, Skumatz Economic Research Associates. Implications/applications of NEB results to identify desirable purchase/participation influencers, participation barriers, and potential program remedies and strategies.

Internet Based HVAC Optimization Services: Using Two-Way Communicating Thermostats as a Conduit to Delivering and Quantifying Both Energy Efficiency and Demand Response Offerings, John Steinberg, EcoFactor, Inc. It's not about the box: your thermostat doesn't need to have the answers; it doesn't even need to know the questions—it just needs to be able to communicate with a centralized HVAC optimization service outside the home to make it the smartest thermostat on the block.

Influences on Multifamily Building Owner Investments in Energy Efficiency, Julieann Summerford, Heschong Mahone Group, Inc. Drivers influencing approaches to energy efficiency rehabs and intervention points and strategies to influence energy efficiency investments.

Measuring the Energy Savings of a Behavior-Oriented Program Intervention, Mary Sutter, Opinion Dynamics Corporation. This poster gives the evaluation results of a billing analysis of the Power Cost Monitor (PCM) as well as results from a survey of self-reported behavioral changes arising from the use of the PCM.

Unraveling the Tangled Web: Issues Confounding Net Savings Assessments of Non-Residential New Construction Programs, Eric Swan, KEMA. This poster presents a host of unique and difficult problems associated with quantifying free ridership in non-residential new construction programs.

Locating Training Sessions Where the People Are: An Application of GIS, Robert Wirtshafter, Wirtshafter Associates, Inc. Training session locations are sometimes selected on the basis of convenience for the trainers. This presentation shows how a geographic information system can be used to better locate training sites so that they are most convenient for attendees.



7:30 - 8:30 CONTINENTAL BREAKFAST

8:30 - 10:00 Codes and Standards: Impacting the Entire Market
 This session will look at the evaluation of standards in the framework of adoption and compliance.

Moderator: David Cohan, Northwest Energy Efficiency Alliance

Determining Compliance with Appliance Energy-Efficiency Standards, *Christy Cathers, The Cadmus Group*

An Update on the Evaluation of Energy-Efficiency Standards in California, *Dan Groshans, The Cadmus Group*

Where's Our Magic 8-Ball? New Construction Program Impacts of an Economic Downturn and the Challenges Evaluators Face, *Kevin Cracknell, KEMA*

Measurement and Verification in the World of Forward Capacity Markets

This session will illustrate the challenges facing market participants and their evaluators to successfully meet demand reduction M&V requirements.

Moderator: David Weber, NSTAR

Chaos in the Residential Sector: Program Evaluation of Residential Conservation and Load Management Programs, *Christopher Palmer, KEMA*

Demand Reduction in the Forward Capacity Market: Verifying the Efficiency Power Plant, *Kathryn Parlin, West Hill Energy and Computing*

The Brave New World of Forward Capacity Market M&V, *Colleen Orsburn, Vermont Energy Investment Corp.*

Learning from the Past: New Directions for Evaluation Policies, Planning and Budgeting

This session will discuss what lessons have been learned from conducting large multi-program evaluations in California and New York in order to design and implement program evaluations in the future.

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

A New Evaluation Paradigm for a New Generation of Energy Efficiency Programs, *William Saxonis, New York Department of Public Service*

Evaluation in California: A Proposal for a Brighter Future, *Rafael Friedmann, PGE*

You Can Have It All If You Plan and Manage Well—Reliable Evaluations of Measures, Load Shapes, Programs, Portfolios and Processes, *Nick Hall, TecMarket Works*

Panel: Should We Eliminate Financial Incentives for Medium Screw Based Compact Fluorescent Lamps (CFLs)?

Moderator: Mike Messenger, Itron

Panelists:

TBD

10:30 - noon **Methods One**

Leveraging resources and tools to efficiently and with more precision handle the ever increasing size and complexity of information gathered.

Moderator: Iris Sulyma, BC Hydro

Just Map It! Using GIS to Show Diffusion, Leakage and Market Potential, *Timea Zentai, Summit Blue Consulting*

Putting the Cart Before the Horse—Using Classification Analysis to Determine Sample Design, *Mary Sutter, Opinion Dynamics*

Apples to Apples: Leveraging Building Space-Type Breakdowns to Design a More Efficient Study, *Clark Bernier, KEMA*

Estimating the Value of Efficiency as a Greenhouse Gas Mitigation Option

This session will explore methods and approaches for quantifying the value of energy efficiency as a greenhouse gas (GHG) reduction strategy.

Moderator: Niko Dietsch, US EPA, Clean Energy-Environment Partnerships

Quantifying and Valuing Displaced Power Plant Emissions From EE Programs, *David Sumi, PA Consulting Group*

Economic Impacts of Energy Efficiency Within a Cap-and-Trade System, *Steve Grover, ECONorthwest*

Do Energy Efficiency Strategies Outperform Recycling in GHG Mitigation?, *Lisa Skumatz, Skumatz Economic Research Associates*

Closing the Loop

This session's speakers focus on the use of their evaluations to improve the programs evaluated.

Moderator: Bobbi Tannenbaum, KEMA

What Have We Done with the Evaluation Report Recommendations, *Andrée Lemarier, Hydro-Quebec*

Evaluating the Refinements to a Refrigerator Recycling Program Made in Response to an Evaluation, *John Reed, Innovologie*

Reaching Out to the Rental Housing Market: A Comparison of Two Utility Approaches, *Katherine Johnson, Johnson Consulting Group*

Panel: Catch of the Day

This panel will include several speakers debating and discussing a topic which is timely, engaging, and selected shortly before the conference to ensure its freshness.

Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships

Panelists

TBD

Noon - 1:30 LUNCH

Luncheon Speaker: Energy Efficiency Has Come of Age, Paul DeCotis, Deputy Secretary of Energy, New York Governor's Office



1:30 - 3:00 **Methods Two**

Moderator: Phil Degans, Energy Trust of Oregon

Getting the Right Delta: Adjustment and Decomposition of Billing Analysis Results, *Ken Agnew, KEMA*

Using Structural Equation Modeling (SEM) to Identify, Tease Out and Quantify Marketing Program's Influence on Efficiency Behaviors, *Anne Dougherty, Opinion Dynamics*

Billing Analysis and Environment That "Re-Sets" Savings for Programmable Thermostats in New Homes, *Normand Michaud, Econoler*

Show Me The Savings

Examine the impact, both energy and non energy, that three efficiency programs have on overall efficiency goals.

Moderator: Lynn Westerlind, National Grid

Do ENERGY STAR Homes Programs Make a Difference? Comparison of Baseline Studies in Two States—One With and One Without a Residential New Construction Program, *Dorothy Conant, Independent Consultant*

What Else Does an ENERGY STAR Home Provide? Quantifying Non Energy Impacts in Residential New Construction, *Betty Tolkin, Nexus Market Research*

Key Challenges with Cost-Effectiveness Tests for Next Generation Residential Energy Retrofit Programs, *Marc Milin, ICF International*

Looping the Loop: Integrating Program Theory into the Evaluation Cycle

This session examines the integration of program theory—including logic models and evaluability assessment—into evaluation at the beginning of program, across programs and throughout the program life cycle.

Moderator: Ben Bronfman, The Cadmus Group

Magic Ingredients in Effective Evaluability Assessments, *Anne West, The Cadmus Group*

Using Logic Models to Describe Complex Programs in Multi-Program Agencies, *Moria Morrissey, Innovologie*

Measuring Program Performance from Cradle to Grave, *Marc Collins, Ontario Power Authority*

Panel: Evaluation When Everyone is Concerned About Energy Efficiency and Global Climate change

The energy efficiency marketplace is changing rapidly as the successes of yesterday's programs bear fruit within the context of worldwide concern and increasing action to address Global Climate Change. What is the evaluation model that can stay ahead of market change and capture program effects?

Moderator: Rafael Friedman, PG&E

Panelists:

Jane Peters, Research Into Action

Mimi Goldberg, KEMA

Mike Sherman, MA Dept of Energy Resources

3:30 - 5:00



New This Year: Informal Sessions

It is the nature of the beast that when planning a conference it needs to be done months in advance. As informed as we are of issues, we cannot always predict where interest may lie come the day of the conference. One of the key benefits of this event is the chance to discuss issues that crop up between the time that we set the program and the event itself. Thus, this year, we are setting aside a block of time dedicated to addressing topics of interest to our participants. Watch for details on this process in your reminder confirmation note that will be sent out in early August.



5:30 - 9:00 pm Field Trip: Dinner Boat Cruise on the Portland Spirit.



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

8:30 - 10:00

Time for a Change: Quantifying Market Effects in the Industrial and Commercial Sectors

This session documents the experiences of evaluators challenged with analyzing market effects resulting from three programs (two industrial and one commercial new construction).

Moderator: William Saxonis, New York Department of Public Service

Evaluating Energy Savings from Industrial Behavior Change in the Context of Market Transformation, *Robert Russell, Northwest Energy Efficiency Alliance*

Transforming Industrial Markets, *Ken Tiedemann, BC Hydro*

In It For the Long Haul: The Challenges of a Seven-Year Effort to Assess the Market Effects of a Non-Residential New Construction Program, *Thomas Ledyard, KEMA*

Building Energy Modeling and Benchmarking: Are They Effective Program Tools?

This session addresses key questions about the effectiveness of two different commercial program strategies: supporting existing building performance benchmarking and using energy modeling during new construction as a predictor of actual building performance.

Moderator: Monica Nevius, Consortium for Energy Efficiency

ENERGY STAR Portfolio Manager and Utility Benchmarking Programs: Major Complement or Minor Supplement to Energy Efficiency Programs?, *Rohit Vaidya, Nexus Market Research*

Using Measured Whole-Building Performance for Green Building Program Evaluation, *Cathy Turner, New Buildings Institute*

A Re-Examination of the NBI LEED Building Energy Consumption Study, *John Scofield, Oberlin College*

Hot Results from Residential HVAC Programs

This session reports findings from studies of programs addressing HVAC efficiency improvements, including: an assessment of what customers want (and get) from Home Performance with ENERGY STAR, impacts from an efficient gas furnace program in the Northwest and an overview of billing analyses from several multifamily boiler retrofit programs.

Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships

Home Performance with ENERGY STAR Market Assessment—Contractors and Customers, *Victoria Engel, NYSERDA*

A Pacific Northwest Efficient Furnace Program Impact Evaluation, *Ken Agnew, KEMA*

The Reliability of Natural Gas Savings from Multifamily Boiler Controls, *Jean Shelton, Itron*

Panel: Do Current Cost Effectiveness Tests Work With New Generation Efficiency and Climate Policies?

Energy efficiency is an important resource for meeting future energy needs, while reducing greenhouse gas emissions. Can existing cost effectiveness tests be tweaked to accommodate new policy goals or are more wholesale changes needed?

Moderator: Maureen McNamara, U.S. EPA

Panelists:

Snuller Price, Energy and Environmental Economics, Inc.

Nick Hall, TecMarket Works

Marc Mullin, ICF International

10:30 - noon

What in the World—International Efforts

Showcases evaluation efforts to describe and/or contrast residential EE efforts across countries & difficulties to achieving this.

Moderator: Rafael Friedmann, Pacific Gas & Electric

A Study of International Appliance Standards Enforcement Strategies, *Cynthia Austin, Heschong Mahone Group*

Drawing Conclusions: A Pilot International Meta-Analysis of Appliance Energy Efficiency Programme Evaluations, *Nigel Jollands, International Energy Agency*

An Analysis on How Energy Efficiency Programs Address Factors That Are Known to Influence Energy Consumption, *Dr. Georg Reichard, Virginia Tech*

Taking Energy Efficiency Higher: Increased Evaluation Demands and Importance for Increased Resource Portfolios

This session focuses on the identification and analysis of key factors associated with successfully achieving high levels of savings through energy efficiency program efforts and the challenges related to evaluation planning and methods where savings goals are high and growing.

Moderator: Carol White, National Grid

Evaluating Portfolios in Canada: Accepting the Challenge! Negotiating the Mine-Field! Getting the Results!, *Sohel Zariffa, Hydro-Quebec*

Can We Get There From Here: Identifying Key Factors in Meeting Aggressive New State Energy Efficiency Savings Goals, *Dan York, ACEEE*

A New Energy Efficiency Portfolio—Developing an Expanded Evaluation Approach, *Douglas Mahone, Heschong Mahone Group*

R&D, Training and Education: Critical Program Components That We Have to Learn How to Evaluate

R&D, Training and Education are secondary parts of energy efficiency plans that tend to have a pot of money allocated to them with very little concern or ability to assess how effective the money is being utilized. These papers explore the issues involved in evaluating the effectiveness of these critical infrastructure development components.

Moderator: Bob Wirtshafter, Wirtshafter Associates, Inc.

Benefit/Cost Assessment of a Comprehensive Energy Research and Development Program, *Mitch Rosenberg, California Energy Commission*

Education and Training Programs: An Evaluation of the Energy Benefits, *Tami Buhr, Opinion Dynamics*

Information at a Click: Assessing Efficiency Educational Websites, *Marjorie McRae, Research Into Action*

Big Impacts—Evaluating Large C&I Programs

Evaluating programs that target large C&I customers, particularly in niche areas, require evaluations that are tailored for the unique issues with these customer segments.

Moderator: Lauren Miller Gage, Bonneville Power Administration

Large Lessons Learned: Impact Evaluation of 25 Projects That Reported Over 2,000,000 kWh/yr Savings, *Jonathan Maxwell, ERS*

Taking A Byte Out of Data Center Energy Use!, *Carol Sabo, PA Consulting*

CHP—the “Ugly Duckling” of Energy Efficiency, *William Steigelmann, Lockheed Martin*

1:30- 3:00

Understanding Your Customers—The First Step in Successful Programs

This session focuses on the importance of understanding and targeting customers. Data for these studies was obtained through market research, program evaluation and segmentation studies.

Moderator: Sharyn Barata, Opinion Dynamics

Do Homeowners Know How Efficient Their Homes Are?, *Tom Mauldin, Nexus Market Research*

The King County Environmental Behavior Index, *Pamela Jull, Applied Research Northwest*

Can I Have a DHP Please? Understanding What Customers Want Through Market Research, *Anu Teja, Northwest Energy Efficiency Alliance*

Low Income Weatherization: More Important than Ever, Still Room for Improvements

This session examines several topics related to improving and expanding the benefits of the Low Income Weatherization Program, ranging from testing the value of blower doors, to examining carbon reduction effects, to assessing potential overall program improvements.

Moderator: Marty Kushler, ACEEE

Assessing and Comparing the Results of a Meter Analysis and Blower Door Test of Weatherization Programs—Is the Expense of the Blower Door Test Worth It?, *Johna Roth, TecMarket Works*

Improvements in a Weatherization Program, *Barbara Smith, Wisconsin Division of Energy Services*

Assessment of a Low-Income Weatherization Program as a Carbon-Reduction Program, *Don Hynek, Wisconsin Division of Energy Services*

Shareholder Incentive Mechanisms: Their Impact on Evaluation Practice and Program Administrators

This session reviews the impact of different types of shareholder mechanisms on evaluation practices in California and utility earnings for a hypothetical super utility in Kansas.

Moderator: Mike Messenger, Itron

Evaluation and Shareholder Incentives: The Path to (Relatively) Peaceful Coexistence, *Michael Rufo, Itron*

Empirical Assessment of Shareholder Incentive Mechanisms Designs Under Aggressive Savings Goals: Case Study of a Kansas Super-Utility, *Chuck Goldman, Lawrence Berkeley National Laboratory*

Market Effects Methods

This session explores recent methodological advances in the evaluation of market effects, including: a general framework for market effects studies that is being used in California; a review of evaluations that used market share as a key performance metric; and a rare study that employed quasi-experimental comparisons between states to analyze the market effects of a non-residential program.

Moderator: Ralph Prahl, Prahl & Associates

A Framework for Evaluating Market Effects of Energy Efficiency Programs: Guidance for Evaluators, *Ed Vine, California Institute for Energy and Environment*

Evaluating Programs That Use Market Share As A Performance Metric, *Harley Barnes, Lockheed Martin Corporation*

State-to-State Baseline Comparison to Establish Existence of Market Effects in the Non-Residential Sector, *J. Ryan Barry, KEMA*

Adjourn 3:00 PM

New This Year: Tools and Information for the Professional Evaluator: All Past Proceedings On-Line!

One of the goals of the IEPEC is to provide resources for professional evaluators. It is why we keep our conference fees so low, why we provide free posting services for jobs, RFPs and student resumes, and why we work hard at vetting the papers presented at our conferences. So, as of June 2009, all past proceedings will be posted on our website for your easy reference. From 1984 to 2007, you will find them all there, each with a search tool. And for your bookshelf, we still have a few copies of the paper version of past proceedings. For more information, contact Cara Lee Mahany Braithwait at samb@caenergy.com.

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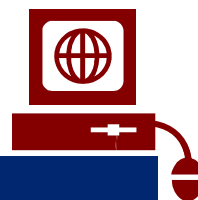
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Bookmark the IEPEC Website for easy access to the most up-to-date information about IEPEC.

- If you have a job or RFP listing that you would like to have us post, please use our online request forms—No Charge!
- See the latest updates on conference speakers and events.
- We have assembled IEPEC and other evaluation information resources that professional evaluators may find of use—links to organizations both here and abroad.
- Where is the conference? How do I get there? Details can be found by clicking on the "Logistics" button.
- The website is currently focused on the 2009 event. However, the website is maintained and updated periodically between conferences. Look to this site to find early details about the 2011 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.

- After June 15—All past proceedings will be posted on our website.

REGISTRATION FORM (Pro Forma Invoice)

2009 INTERNATIONAL ENERGY PROGRAM EVALUATION CONFERENCE

Counting on Energy Programs: It's Why Evaluation Matters

Pre-Conference Workshops: August 11 Conference: August 12-14, 2009
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These rates apply to all participants, including government and non-profit organization employees, and include one copy of the proceedings on CD.

Registration received by 6/08/09	_____ US \$545	NEPEC is a 501(c)3, non-profit corporation. As much as 50% of your registration fees may be tax deductible. Check with your accountant for complete details.
Registration received after 6/08/09	_____ US \$645	
Student registration	_____ US \$300	Student verification required. No tasks/responsibilities are assigned at the conference.
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Conference Sponsor	_____	Registration Fee Waived. For every \$2500 donated by the sponsor, one of their employees can attend the conference at no charge.

Cancellation Policy: Conference registration fees will be refunded (less a \$50 cancellation fee) if notice is received in writing by August 3, 2009. Workshop registration fees will be refunded (less a penalty of \$50) if notice is received in writing by August 3, 2009. No refunds given for cancellations after August 3, 2009.

WORKSHOP REGISTRATION FEE: All workshops are scheduled for Tuesday, August 11.

Workshop 1 (Full Day)	Evaluation Management 101	_____ 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	_____ US \$130 (conference attendee)	_____ US \$200 (not attending conference)
Workshop 3 (Full Day)	Intermediate Statistical Methods for Program Evaluation	_____ US \$130 (conference attendee)	_____ US \$200 (not attending conference)
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Workshop 6 (Full Day)	Basics of Impact Evaluation	_____ US \$130 (conference attendee)	_____ US \$200 (not attending conference)

2009 IEPEC REGISTRATION FORM (continued)



SPECIAL EVENT:
Dinner Yacht Cruise
Thursday Evening, August 13

Join us for a relaxing 3-hour dinner boat cruise on the Portland Spirit.



	Quantity	
Registered Attendee _____	US \$50	Total \$ _____ .00
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SPECIAL NEEDS:

Please indicate any dietary restrictions _____

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PAYMENT: Total Amount due for registration US \$ _____
 Please include fees for registration, special event, workshop(s), and additional conference proceedings.

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HOTEL AND TRANSPORTATION INFORMATION

Important Deadlines:

- June 8, 2009:** Deadline for “early bird” reduced conference and workshop registration.
July 22, 2009 : Hotel cut-off date. Make your reservations early—limited block of rooms.
August 3, 2009: Cancellation deadline for workshops and conference.
August 11, 2009: Workshops
August 12-14, 2009: Conference



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The Largest Certified Green Hotel in Portland. As of 2007, they are proud to be the largest Green Seal Certified hotel on the West Coast. To earn this prestigious certification, they must adhere to rigorous environmental leadership standards and participate in sustainability programs such as recycling, waste minimization, reduced energy use and green purchasing.

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All conference attendees are responsible for making their own hotel reservations and payments. When making your reservation, mention the following code: IEP.



Room Rates **\$169 Single/Double—These rates expire on July 22, 2009, but block is limited—Call Soon!**

All reservation requests must be made with an accompanying check, money order, or a valid major credit card guaranteeing the first night's room rate, plus applicable occupancy tax. Deposits are refundable in the event of cancellations, providing 3 day's notice is received. Check-in time is 3:00 pm and checkout is at 12:00 noon. Reservations made after July 22, 2009, or once the block is filled, will be accepted on a space- and rate-available basis only.

Transportation **Transportation to and from the Airport**

Limousine	50.00 USD
Super Shuttle	14.00 USD, 30 minutes
Rental Car	40.00 USD
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Who Should Attend: Evaluators, product and service designers, implementation managers, corporate and public directors, policy makers, and regulators as well as all others interested in current and future direction of energy efficiency programs, products, services, and markets, their effects on energy supplies and costs, and on environmental quality and greenhouse gases.

LIFETIME ACHIEVEMENT AWARD: SEEKING NOMINATIONS

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. For complete details, please see our website.

Listing of Past Recipients

2007 - Shel Feldman, Shel Feldman Management Consulting
2005 - Nick Hall, TecMarket Works
2003 - Ed Vine, LBNL and Roger Wright, RLW Analytics
1997 - Jeff Schlegel, Schlegel and Associates
1995 - Ken Train, University of California-Berkeley
1993 - Meg Fels, Princeton University
1991 - Ken Keating, Bonneville Power Administration
1989 - Eric Hirst, Oak Ridge National Laboratory



The Next Generation of Energy Efficiency and Evaluation

Opening Plenary Speaker: Commissioner Dian M. Grueneich, California Public Utilities Commission

Dian M. Grueneich was appointed to the California Public Utilities Commission (CPUC) by Governor Arnold Schwarzenegger in January 2005 and unanimously confirmed by the State Senate in May for a six-year term. Commissioner Grueneich is a nationally recognized expert in energy and environmental issues, with over 30 years of experience in the field. At the CPUC, she focuses on energy efficiency, transmission planning and permitting, climate change, renewable energy resources, and low income consumer issues.

Commissioner Grueneich is the lead Commissioner on energy efficiency and oversees the 3-year, \$2.7 billion energy efficiency program of the California investor-owned utilities. She provided leadership for the development of the California Long-Term Energy Efficiency Strategic Plan and in August 2008, received the national Champion of Energy Efficiency Award by the American Council for an Energy-Efficient Economy for outstanding career-long leadership in the energy efficiency field and innovation in utility regulation.

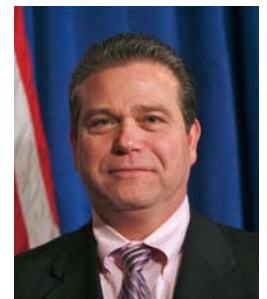
Commissioner Grueneich has raised state and region-wide awareness on the significance of transmission issues and the need to construct transmission to reach renewable-rich areas. She is the Assigned Commissioner on all of the CPUC's high-priority transmission cases and has been a leader in establishing both the California Renewable Energy Transmission Initiative and the parallel Western Renewable Energy Zone Initiative. She also serves on the U.S. Department of Energy's Electricity Advisory Committee and the Transmission Expansion Planning Policy Committee of the Western Electricity Coordinating Council.

Commissioner Grueneich is committed to building partnerships nationally and internationally that advance best practices in clean energy and policies to achieve maximum energy savings. She serves on the U.S. Department of Energy Smart Grid Advisory Committees, the Leadership Council of the China-US Energy Efficiency Alliance, and the International CHP/DHC Collaborative sponsored by the International Energy Agency.

Commissioner Grueneich helped develop the Western Public Utility Commissions' Joint Action Framework on Climate Change, now adopted by the California, Washington, Oregon, and New Mexico Commissions, and is a member of Governor Schwarzenegger's Climate Action and Green Action Teams. She serves on the National Association of Regulatory Commissioners' Task Force on Climate Change and its Energy and Environment Committee and International Committee.

Energy Efficiency Has Come of Age

Luncheon Speaker on Thursday, August 13, 2009 Paul DeCotis, Deputy Secretary for Energy, New York Office of the Governor



Paul DeCotis is New York's Deputy Secretary for Energy in the Office of the Governor where he serves as senior energy advisor to the Governor. Paul also Chairs the State Energy Planning Board and is a member of the New York City Energy Planning Board.

Paul previously served as Director of Energy Analysis for the New York State Energy Research and Development Authority where he oversaw state energy forecasting and planning, policy analysis and development, legislative analysis, corporate planning, and energy and R&D program evaluation.

Until his appointment as Deputy Secretary, Paul was President of Innovative Management Solutions, a management consulting business, specializing in executive and Board development, strategy and planning, and mediation, a position he has held since 1991.

Paul served in the New York State Energy Office for fifteen years, in many capacities; including Chief of Policy Analysis, financial analyst, and economist. Since 1985, he has served as an adjunct faculty member at several colleges and universities including Cornell University, Rochester Institute of Technology, and Sage Graduate School.

Paul is a member of the Board on Energy and Environmental Systems of the National Academy of Science in Washington, DC; a member of the Energy Working Group of the Coalition of Northeastern Governor's; member of the Energy Resources Board of the American University at Kosovo; and an Editorial Board member of the Energy Efficiency Journal. Paul previously served on and chaired several other energy related Boards, including the Association of Energy Services Professionals, the Northeast Energy Efficiency Partnership, and the International Energy Program Evaluation Conference planning committee.



International Energy Program Evaluation Conference
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