



TABLE OF CONTENTS

To Use this Table of Contents: Scroll down or use the bookmarks in the left-hand frame to move to a new location in this index. Click on a **blue paper title** to view.

PAPERS

SESSION 1A: DEMAND RESPONSE PROGRAMS AND TARIFFS – LESSONS LEARNED AND FUTURE MEASUREMENT CHALLENGES

Moderator: Michael Messenger, California Energy Commission

Demand Response Programs: Evaluators to the Rescue

William P. Saxonis, New York State Department of Public Service

Donna Pratt, Neenan Associates

Evaluating Demand Response Programs and Tariffs: Looking for Effective Synergies

Steven Braithwait, Christensen Associates

Development of a Standard Baseline Calculation Protocol for Demand Response

Miriam L. Goldberg, KEMA-XENERGY, Inc.

Ken Agnew, KEMA-XENERGY, Inc.

Michael Messenger, California Energy Commission

SESSION 1B: EVALUATING NATIONAL LABELING PROGRAMS: A SURVEY OF RESEARCH FROM THE U.S. AND CANADA

Moderator: Angela Coyle, U.S. Environmental Protection Agency

Regional Uses and Comparisons of National and Massachusetts Survey Data on ENERGY STAR® Awareness

Timothy Pettit, Nexus Market Research

Lynn Hoefgen, Nexus Market Research

Stephen Bonnano, NSTAR Electric and Gas

Lomont White, Northeast Utilities

Kim Ihrig, National Grid

Deb Jarvis, Unitil

An Evaluation of the EnergyGuide Label: What We Learned

Sandy Smith, American Council for an Energy-Efficient Economy

Jennifer Thorne, American Council for an Energy-Efficient Economy

SESSION 1C: BETTER LIVING THROUGH STATISTICS

Moderator: Les Baxter, Pew Charitable Trusts

Measurement of DSM Program Savings: Comparing Estimates from Treatment – Effects and Fixed-Effects Models

Eric J. Solberg, California State University, Fullerton

Andrew M. Gill, California State University, Fullerton

Abdullah Y. Ahmed, Occidental Analytical Group



Table of Contents

International Energy Program Evaluation Conference

Controlling for Nonprogram Effects in a Statistical Engineering Analysis

Michael P. Gallaher, Research Triangle Institute
Stephen A. Johnston, Research Triangle Institute
Andrea S. Thomas, Research Triangle Institute
Alan Bailey, National Grid USA

Market Penetration of Competing New Technology: A Maximum Likelihood (MLE) Approach to Modeling the Emergence of the Electronic Ballasts

Eihab Fathelrahman, Pacific Northwest National Laboratory
David M. Anderson, Pacific Northwest National Laboratory

SESSION 2A: DEMAND RESPONSE PROGRAM EVALUATIONS AND TECHNOLOGIES

Moderator: Scott Albert, GDS Associates

Making Decisions Regarding New Technology Upgrades Within Existing Load Management Programs

Vikki C. Wood, Sacramento Municipal Utility District
Michael T. Ozog, Summit Blue Consulting
Daniel M. Violette, Summit Blue Consulting

Results from California's Small Commercial Demand-Responsiveness Pilot Program

Roger L. Wright, RLW Analytics, Inc.
Mark S. Martinez, Southern California Edison

Mass Market Demand Management Offerings: Evaluation Methods Assessment and Results

Daniel M. Violette, Summit Blue Consulting
Michael T. Ozog, Summit Blue Consulting

SESSION 2B: ENERGY EFFICIENCY MARKET INTERVENTION: THEORETICAL PERSPECTIVES, ECONOMETRIC RESULTS

Moderator: Ralph Prael, Prael & Associates

Does Talking About Barriers Just Get in the Way?

Miriam L. Goldberg, KEMA-XENERGY, Inc.

Addicted to Rebates? Or are they just what the doctor ordered?

Jeff Erickson, PA Government Services, Inc.

An Era of Energy Efficiency in the Commercial Sector: Investigation and Findings

Marvin J. Horowitz, Demand Research

SESSION 2C: EVALUATING RESIDENTIAL AND COMMERCIAL LIGHTING PROGRAMS

Moderator: Ben Bronfman, Energy Trust of Oregon, Inc.

Interim Process Evaluation of the Efficient Lighting Initiative: 1999-2001

Edward Vine, Lawrence Berkeley National Laboratory
Luisa Freeman, Applied Energy Group
Joseph Lopes, Applied Energy Group
Martin Adelaar, Marbek Resource Consultants, L.L.C.
Barbara Atkinson, Consultant
Rafael Friedmann, Consultant
Iris Sulyma, Habart & Associates Consultants



Table of Contents

International Energy Program Evaluation Conference

Evaluation of a Small Commercial Prescriptive Lighting Program

Cynthia M. Austin, Heschong Mahone Group, Inc.
Catherine Chappell, Heschong Mahone Group, Inc.
Ed Hamzawi, Sacramento Municipal Utility District

A Novel Approach to the Evaluation of Lighting Programs: The National Grid Energy Initiative Lighting Program

Alan Bailey, National Grid
M. Sami Khawaja, Quantec, LLC
Shon Kraley, Quantec, LLC

SESSION 3A: EVALUATION AND MARKET ASSESSMENT OF RENEWABLE ENERGY PROGRAMS

Moderator: Elizabeth Hicks, KEMA-XENERGY, Inc.

Evaluating RE and CE Programs – EE’s Emergent Siblings

William Steigelmann, Aspen Systems Corporation
Eric Coffman, Aspen Systems Corporation
Veronika Rabl, Aspen Systems Corporation
Harley Barnes, Aspen Systems Corporation

Developing an Evaluation Approach for Wisconsin’s Public Benefits Renewable Energy Program

Adam Serchuk, Serchuk Associates
Don Wichert, Wisconsin Department of Administration

California’s Statewide Self-Generation Incentive Program – What Has Been Consumer Response To Date and Is It Cost Effective?

Patrick Lilly, Itron, Inc./RER
Alan Fields, Itron, Inc./RER
Brenda Gettig, Itron, Inc./RER
Kurt Scheuermann, Itron, Inc./RER
Pierre Landry, Southern California Edison Company

Methods for Evaluation of Technology and Market Development of Wind Power

Kerstin Astrand, Lund University

SESSION 3B: IT’S IN THE DETAILS: UNDERSTANDING THE COMMERCIAL SECTOR

Moderator: Sharyn Barata, B&B Resources

Contrasting Approaches to Estimating Program Net Savings in NRNC

Matt Brost, RLW Analytics, Inc.
April Thanarat, RLW Analytics, Inc.
Pete Jacobs, Architectural Energy Corporation
Catherine Chappell, Heschong Mahone Group

Getting the Big Picture of a Small Place

Jane S. Peters, Research Into Action, Inc.
Randall Lloyd, Vermont Department of Public Service
Scott Albert, GDS Associates
Marjorie McRae, Research Into Action, Inc.
Lori Megdal, Megdal & Associates



Table of Contents

International Energy Program Evaluation Conference

Examining Networks of Building Professionals, Developers, Owners, and Contractors in the Commercial Building Sector

John H. Reed, Innovologie
Andrew D. Oh, Innovologie

SESSION 3C: A NEW WAY TO CUT TAXES? ENERGY SAVINGS IN PUBLIC BUILDINGS

Moderator: Luisa Freeman, Academy for Educational Development

Estimating the Energy Savings Potential for Low-Cost, Easy-to-Implement Measures in County Government Offices

Katherine Johnson, KJ Consulting
Carol Sabo, PA Consulting

Determining the Total Costs and Benefits of Commissioning Public Buildings

Bing Tso, SBW Consulting, Inc.
Lisa Skumatz, SERA, Inc.
David Cohan, Northwest Energy Efficiency Alliance

SESSION 5A: LOW-INCOME PROGRAM EVALUATIONS IN THE DAIRY STATES

Bobbi Tannenbaum, KEMA-XENERGY, Inc.

Evaluating the New York Energy \$MartSM Low-Income Energy Affordability Program (LEAP)

Mark C. Coleman, New York State Energy Research and Development Authority
Victoria S. Engel, New York State Energy Research and Development Authority
Lawrence J. Pakenas, New York State Energy Research and Development Authority
Peggie A. Neville, New York State Energy Research and Development Authority

A Longitudinal Approach to Evaluating Wisconsin's Low Income Programs: Results to Date

Lark Lee, PA Government Services, Inc.
Pam Rathbun, PA Government Services, Inc.
Laura Schauer, PA Government Services, Inc.
Steve Tryon, Wisconsin Division of Energy
Jim Cain, Wisconsin Division of Energy
Nick Hall, TecMarket Works

Evaluating Low Income Energy Efficiency in California: The Intersection of Cost Effectiveness, Energy Efficiency, Equity, and Politics

Mary O'Drain, Pacific Gas & Electric Company
Angela Jones, Vanward Consulting

SESSION 5B: INDUSTRIAL ENERGY EFFICIENCY EVALUATION

Moderator: Rafael Friedmann, Pacific Gas & Electric Company

Study of Energy Savings Generated by Clients of the Industrial Assessment Center Program

Michaela Martin, Oak Ridge National Laboratory
Richard Schmoyer, Oak Ridge National Laboratory
Bruce Tonn, University of Tennessee
Susan Schexnayder, University of Tennessee

Integrating MA&E and Planning Studies to Understand and Capture Industrial Program Potential

Michael Rufo, Quantum Consulting, Inc.
Rafael Friedmann, Pacific Gas & Electric Company
Fred Coito, KEMA-XENERGY, Inc.



Table of Contents

International Energy Program Evaluation Conference

The Mom and Pop Machine Shop – Designing Programs for Small Industrial Customers

Marissa Myers, Quantum Consulting, Inc.
Kris Bradley, Quantum Consulting, Inc.
Philippus Willems, Quantum Consulting, Inc.
Rafael Friedmann, Pacific Gas & Electric Company

SESSION 5C: CUSTOMER RESPONSE TO MASS MARKETING

Moderator: Faith Lambert, U.S. Department of Energy

Quantifying Load-Shifting Benefits From a Marketing Campaign

Victoria S. Engel, New York State Energy Research and Development Authority
Lori M. Megdal, Megdal & Associates
Tom Rooney, GDS Associates, Inc.

Lawrence J. Pakenas, New York State Energy Research and Development Authority
Susan Soweck, New York State Energy Research and Development Authority

How'm I Doing? Tracking the Effectiveness of Advertising an Energy-Efficiency Program

Shel Feldman, Shel Feldman Management Consulting
Eric Rambo, PA Consulting

Changes in Household Energy Use as a Result of the California Energy Crisis

Loren Lutzenhiser, Portland State University
Rick Kunkle, Washington State University
Sylvia Bender, California Energy Commission
Susan Lutzenhiser, Portland State University

SESSION 6A: ATTRIBUTION

Moderator: Shel Feldman, Shel Feldman Management Consulting

Evaluating Attribution in a Business Markets Program

Mark Thornsjo, Summit Blue Consulting
Patricia Squires, Enbridge Gas Distribution, Inc.
H. Robert Bach, Engineering Interface, Ltd.

Addressing Program Attribution in the Wake of the California Energy Crisis

Tami Rasmussen, KEMA-XENERGY, Inc.
Kathleen Gaffney, KEMA-XENERGY, Inc.
Rob Rubin, San Diego Gas and Electric Company

The Impact of Regional Incentive and Promotion Programs on the Market Share of ENERGY STAR[®] Appliances

Mitchell Rosenberg, KEMA-XENERGY, Inc.

SESSION 6B: INFORMATION AND ENERGY EFFICIENCY: WHAT DO CUSTOMERS WANT TO KNOW?

Moderator: Linda Dethman, Dethman & Associates

What Is It I Need To Know? The Relationship Between Information Seeking and Intended Action Relating to Energy Efficiency

Eric Rambo, PA Government Services, Inc.
Shel Feldman, Shel Feldman Management Consulting

Seattle MeterWatch: Using Customer Feedback to Build an Internet-Based Energy Use Service

Dennis Pearson, Seattle City Light
Linda Lockwood, Seattle City Light
Bahiru Egziabiher, Seattle City Light



Table of Contents

International Energy Program Evaluation Conference

Customer Use of Web-Based Energy Usage Data – An Evaluation of California’s Real-Time Energy Metering Program

Steven Braithwait, Christensen Associates
David Hungerford, California Energy Commission
Michael Welsh, Christensen Associates

SESSION 6C: DOES PRACTICE TRUMP THEORY IN THE IMPLEMENTATION OF MT?

Moderator: Ken Keating, Bonneville Power Administration

Is One Model of Market Transformation Enough for Public Benefit Market-Transformation Programs?

Harley Barnes, Aspen Systems Corporation
Jon Maxwell, Aspen Systems Corporation
William Steigelmann, Aspen Systems Corporation
The Program Theory and Metrics Process
Jeff Erickson, PA Government Services, Inc.
Jennifer Fagan, KEMA-XENERGY, Inc.
Oscar Bloch, Wisconsin Division of Energy

SESSION 7A: LOOKING AT THE BIG PICTURE: THREE NATIONAL STUDIES OF ENERGY EFFICIENCY PROGRAM TRENDS

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

Historical Tracking of DOE Technologies, Market Transformation, Deployment, and Codes and Standards for Building Programs: A Decade of Accomplishments, 1990-2000

Eihab Fathelrahman, Pacific Northwest National Laboratory
Cody Hostick, Pacific Northwest National Laboratory
Donna Hostick, Pacific Northwest National Laboratory

The Rebound, Renewal and Rebirth of Energy Efficiency Programs in the US: An Examination of Trends in Program Spending and Design

Dan York, American Council for an Energy Efficient Economy
Martin Kushler, American Council for an Energy Efficient Economy

On the Threshold of Energy Efficiency in California: A Nationwide Best Practices Study of Energy Efficiency Programs

Kenneth James, Pacific Gas & Electric
Derrick Rebello, Quantum Consulting Inc.
Michael Rufo, Quantum Consulting Inc.

SESSION 7B: RETAIL SALES AND MARKET PENETRATION ANALYSIS

Moderator: Elizabeth Titus, Northeast Energy Efficiency Partnerships Inc

CFL Market Penetration Using Point-of-Sale Data – Regional Perspectives

Alan Fields, Itron, Inc.
Rachel Harcharik, Itron, Inc.
Jennifer Holmes, Itron, Inc.
Shel Feldman, Shel Feldman Management Associates
Rick Winch, Glacier Consulting
Rich Pulliam, South California Edison



Table of Contents

International Energy Program Evaluation Conference

Assessing Residential Market Transformation Programs Through Retail Sales Analysis

Thomas Mauldin, KEMA-XENERGY, Inc.
Tom Franks, Vermont Department of Public Service
Margaret Cush Grasso, Long Island Power Authority

Using Regression Discontinuity Models to Understand Market Transformation

Ken Tiedeman, Habart and Associates Consulting

SESSION 7C: DON'T GIVE UP ON SMALL COMMERCIAL: REACHING THIS CHALLENGING MARKET SEGMENT

Moderator: Jean Shaffer, Seattle City Light

How to Cost-Effectively Serve Small Nonresidential Hard-to-Reach Customers

John Cavalli, Quantum Consulting, Inc.
Marissa Myers, Quantum Consulting, Inc.
Jim Flanagan, Quantum Consulting, Inc.
Mike Rufo, Quantum Consulting, Inc.
Chris Ann Dickerson, Pacific Gas & Electric Company

From Portland to Billings and Back: Challenges and Opportunities for Small HVAC RTU Service Innovations

Richard Hazzard, Energy Market Innovations, Inc.
Robert Bordner, Energy Market Innovations, Inc.
David Cohan, Northwest Energy Efficiency Alliance

Evaluating the Underserved Small C&I Market: Building a Bridge to Implementation

Thomas Ledyard, RLW Analytics, Inc.
Susan Haselhorst, NSTAR Electric and Gas Corporation

SESSION 8A: THE CURRENT STATE-OF-THE-ART IN USING BUILDING MODELING FOR EVALUATION PURPOSES

Moderator: Bob Wirtshafter, Wirtshafter Associates, Inc.

Welcome to the Machine: Integrating Modeling, Benchmarking and Program Savings Evaluation into a Program TQM Process

Gregory Thomas, Performance Systems Development, Inc.
Michael McQueeney, Public Service New Hampshire

DrCEUS: Energy and Demand Usage from Commercial On-Site Survey Data

Tom Mayer, Itron, Inc.
Fred Sebold, Itron, Inc.
Alan Fields, Itron, Inc.
Robert Ramirez, Itron, Inc.
Brad Souza, Itron, Inc.
Mark Ciminelli, California Energy Commission

Calculating Energy Savings in High Performance Residential Building Programs

Robert Hendron, National Renewable Energy Laboratory
Sara Farrar-Nagy, National Renewable Energy Laboratory
Ren Anderson, National Renewable Energy Laboratory
Ron Judkoff, National Renewable Energy Laboratory
Paul Reeves, Partnership for Resource Conservation
Ed Hancock, Mountain Energy Partnership



Table of Contents

International Energy Program Evaluation Conference

SESSION 8B: NON-ENERGY BENEFITS: FULLY VALUING ENERGY EFFICIENCY PROGRAM OUTCOMES

Moderator: Carol White, National Grid USA Service Company, Inc.

Non-Energy Benefits (NEBs) in Offices and Schools: Do They Influence Building Design and Decision-Making?

Lisa A. Skumatz, Skumatz Economic Research Associates, Inc.

Ingo Bensch, Energy Center of Wisconsin

Blake Bear, Skumatz Economic Research Associates, Inc.

Stuart Schare, Summit Blue Consulting

Non-Energy Benefits from Commercial and Industrial Energy Efficiency Programs: Energy Efficiency May Not Be the Best Story

Nick P. Hall, TecMarket Works

Johna A. Roth, TecMarket Works

An Approach to Quantifying Economic and Environmental Benefits For Wisconsin's Focus On Energy

David Sumi, PA Government Services, Inc.

Glen Weisbrod, Economic Development Research Group

Bryan Ward, PA Government Services, Inc.

Miriam L. Goldberg, KEMA-XENERGY, Inc.

SESSION 8C: EVALUATION OF EDUCATION AND TRAINING PROGRAMS

Moderator: Marc Hoffman, Consortium for Energy Efficiency

Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.

An Education and Training Evaluation that Changed a Program

Ingo Bensch, Energy Center of Wisconsin

Education That Changes Behavior: The Impacts of the BOC Program

Marjorie R. McRae, Research Into Action, Inc.

Jane S. Peters, Research Into Action, Inc.

Elizabeth Titus, Northeast Energy Efficiency Partnerships, Inc.

Tom Rooney, GDS Associates

Are Education and Training Programs Producing Knowledge and Behavioral Effects in Wisconsin?

Tom Talerico, Glacier Consulting Group

Lark Lee, PA Consulting

Kimberly Bakalars, PA Consulting

Barbara Smith, Wisconsin Department of Administration

SESSION 9A: OH SAY CAN YOU OVERSEE? EFFECTIVE PROGRAM DATA, REPORTING AND REVIEW SYSTEMS

Moderator: Marian Brown, Southern California Edison Company

Where's the data? Data Working Groups, Document Management Systems, and Consistent Reporting of Impacts

Bryan Ward, PA Government Services Inc.

Out from Under the Trees – Successful Energy Conservation Accomplishment Reporting Mechanisms

Debra L.O. Tachibana, Seattle City Light

Audit Process in Ontario Provides a Different Perspective on Program Evaluation

Robert Ziemer, KEMA-XENERGY, Inc.



Table of Contents

International Energy Program Evaluation Conference

SESSION 9B: COST CONSTRAINED CROSS-PROGRAM EVALUATIONS

Moderator: Jane S. Peters, Research Into Action, Inc.

Getting the Best Evaluation for the Buck

Valy T. Goepfrich, KEMA-XENERGY, Inc.
Christopher Dyson, KEMA-XENERGY, Inc.
Miriam L. Goldberg, KEMA-XENERGY, Inc.
Jeff Erickson, PA Consulting Group

Oscar Bloch, Department of Administration, Division of Energy

Portfolio Process Evaluation: An Enhanced Perspective with Cost-Efficient Options

Patricia Gonzales, New York State Energy Research and Development Authority
Sharyn Barata, B&B Resources
Lori Megdal, Megdal & Associates

Larry Pakenas, New York State Energy Research and Development Authority

Measurement and Baseline Issues Related to Evaluating a Diverse Portfolio of Federally-Supported Building Energy-Saving Projects

Donna J. Hostick, Pacific Northwest National Laboratory
Katherine Allen Cort, Pacific Northwest National Laboratory
David B. Belzer, Pacific Northwest National Laboratory
James A. Dirks, Pacific Northwest National Laboratory
Douglas B. Elliott, Pacific Northwest National Laboratory
David M. Anderson, Pacific Northwest National Laboratory
Jerome P. Dion, DOE EERE

SESSION 9C: UPSTREAM/DOWNSTREAM

Moderator: Jim Mapp, Wisconsin Division of Energy

Another Link in the Chain: Characterizing the Wisconsin C&I HVAC Supply Market

Michael Rufo, Quantum Consulting, Inc.
Michael Sedmak, Quantum Consulting, Inc.
Philippus Willems, Quantum Consulting, Inc.

Evaluation of the Energy and Environmental Effects of the California Appliance Early Retirement and Recycling Program

Eric Daly, ICF Consulting
Val Jensen, ICF Consulting
Bruce Wall, Appliance Recycling Centers of America

The Operations of the Used Refrigerator Market – Interviews with Used Refrigerator Dealers: A Qualitative Assessment

Nick P. Hall, TecMarket Works

SESSION 10A: RESIDENTIAL NEW CONSTRUCTION EVALUATION METHODS AND ISSUES

Moderator: Carol Mulholland, Academy for Educational Development

Dressing the Priestess: Preparation for and Results of a Delphi Study for a Residential New Construction Program

William R. Blake, National Grid
Shel Feldman, Shel Feldman Management Consulting
Dorothy A. Conant



Table of Contents

International Energy Program Evaluation Conference

When a HERO Comes Along: Expanding the Market Share of ENERGY STAR® Homes

Jill S. Luedtke, Quantec, LLC
Terry Smith, Ohio Office of Energy Efficiency
M. Sami Khawaja, Quantec, LLC

A Case Study in Triangulation: Assessing the Residential New Construction Market from Multiple Perspectives

Kathryn Parlin, West Hill Energy and Computing
Al Bartsch, West Hill Energy and Computing
Mitchell Rosenberg, KEMA-XENERGY, Inc.
Tom Franks, Vermont Department of Public Service

SESSION 10B: EVALUATION METHODS AND RESULTS FROM TWO LARGE NATIONAL PROGRAMS

Moderator: Nick Hall, TecMarket Works

Using Performance Metrics to Quantify Energy Savings and Emissions Reductions for the U.S. Department of Energy's State Energy Program

Martin Schweitzer, Oak Ridge National Laboratory
Bruce E. Tonn, Oak Ridge National Laboratory
Linda G. Berry, Oak Ridge National Laboratory
Donald W. Jones, RCF Economic and Financial Consulting

ENERGY STAR® Retail Store-Level Assessment – A Look Across the Nation

Seth E. Snell, Applied Proactive Technologies
Lynn Hoefgen, Nexus Market Research
Timothy Pettit, Nexus Market Research
Kate Lewis, United States Environmental Protection Agency
Jocelyn Spielman, The Cadmus Group
Peter Feroli, Applied Proactive Technologies

SESSION 10C: RESIDENTIAL LIGHTING PROGRAMS: TRANSFORMING THE MARKET

Moderator: Edward Vine, California Institute for Energy Efficiency

A Comparison of Rebates and Non-Rebate Promotions in a Residential Lighting Program

Stephen Grover, ECONorthwest
Charisa Flaherty, ECONorthwest

Buying Success: Bulk Purchase Programs As Agents of Market Transformation

Iris Sulyma, BC Hydro
D. Fielding, BC Hydro
J. Gin Johnston, BC Hydro
H. Haeri, KEMA Management Consulting
A. Lee, Quantec LLC

Seattle's Conservation Kit Program – Transforming the Residential Use of Compact Fluorescent Lighting

Debra L.O. Tachibana, Seattle City Light
Karen A. Brattesani, Research Innovations



Table of Contents

International Energy Program Evaluation Conference

PANELS

SESSION 1D: WHAT'S IN THE TOOL BOX FOR EFFECTIVE EVALUATION OF FEDERAL AND STATE ENERGY PROGRAMS?

Moderator: Jeff Dowd, U.S. Department of Energy

PANELISTS:

Gretchen Jordan, Sandia National Laboratories
Bruce Tonn, Oak Ridge National Laboratory and University of Tennessee
Faith Lambert, U.S. Department of Energy
Paul DeCotis, New York State Energy Research and Development Authority

SESSION 2D: DEVELOPING COMMON GUIDELINES FOR ENERGY EFFICIENCY PROGRAM EVALUATION

Moderator: Marian Brown, Southern California Edison Co

PANELISTS:

Elizabeth Titus, Northeast Energy Efficiency Partnerships
Marc Hoffman, Consortium for Energy Efficiency
Nick Hall, TecMarket Works
Lori Megdal, Megdal & Associates

SESSION 3D: CATCH OF THE DAY: A PANEL ON ONE OF THE DAY'S TASTIEST EVALUATION TOPICS

*Moderator: William P. Saxonis, New York Department of Public Services
Pierre Landry, Southern California Edison Company*

PANELISTS: To be announced at a later date

SESSION 6D: HOW TO FIND OUT IF YOUR MARKET-BASED PROGRAM IS COST EFFECTIVE, COST EFFECTIVELY

Moderator: William P. Saxonis, New York Department of Public Services

PANELISTS:

Ben Bronfman, Energy Trust of Oregon
Carol White, National Grid USA Service Company
Monica Nevius, Consortium for Energy Efficiency

SESSION 8D: EVALUATION ETHICS: WHAT IS THE BEST WAY TO ENSURE THIRD PARTY PROGRAM EVALUATIONS ARE OBJECTIVE AND WITHOUT CONFLICT OF INTEREST?

Moderator: Mike Messenger, California Energy Commission

PANELISTS:

Eli Kollman, CPUC
Mike Rufo, Quantum Consulting, Inc.
Jane Peters, Research into Action, Inc.
Miriam Goldberg, KEMA-XENERGY, Inc.



Table of Contents

International Energy Program Evaluation Conference

SESSION 9D: DECLINING COOPERATION: CHALLENGES AND RECOMMENDATIONS IN PERFORMING EVALUATION WORK

Moderator: Shel Feldman, Shel Feldman Management Consulting

PANELISTS:

Kathleen Gaffney, West Coast Consulting, KEMA-XENERGY, Inc.
Victoria Albright, Field Research Corporation
Mike Dennis, Knowledge Networks

POSTERS

Moderator: Pierre Landry, Southern California Edison Company

Non-Energy Benefits (NEBs) Modeling: A Comprehensive Analysis Tool Valuing NEBs for Commercial, Residential and Other Programs

Blake Bear, Skumatz Economic Research Associates, Inc.
Lisa A. Skumatz, Skumatz Economic Research Associates, Inc.

Shedding Light on the Lab – Evaluation of a Daylighting Market Transformation Program

Catherine Chappell, Heschong Mahone Group, Inc.
Lisa Heschong, Heschong Mahone Group, Inc.

David Cohan, Northwest Energy Efficiency Alliance

Commercial Gas Energy Efficiency Potential in California

Fred Coito, KEMA-XENERGY, Inc.
Chris Ann Dickerson, PG&E Co.
Julia Larkin, KEMA-XENERGY, Inc.
Mike Rufo, Quantum Consulting

Case Studies Exploring Efficiency Opportunities and Industrial Customer Decision Making Practices

Fred Coito, KEMA-XENERGY, Inc.
Rafael Friedmann, PG&E Co.
Julia Larkin, KEMA-XENERGY, Inc.

Energy Efficiency as a Financial Hedge: An Alternative Valuation Methodology and Analytic Context for Energy Efficiency Programs

Chris Ann Dickerson, Pacific Gas and Electric Company
John Chamberlin, Quantec LLC
Don Bennett, KEMA-XENERGY, Inc.
Miriam Goldberg, KEMA-XENERGY, Inc.
Julia Larkin, KEMA-XENERGY, Inc.

Residential Energy Efficiency Potential in California

Rafael Friedmann, Pacific Gas & Electric
Chris Ann Dickerson, Pacific Gas and Electric Company
Mike Rufo, Quantum Consulting
Fred Coito, KEMA-XENERGY, Inc.
Julia Larkin, KEMA-XENERGY, Inc.

Designing a Needs Assessment for Low-Income Customers

Brenda Gettig, Itron, Inc.
Frederick D. Sebold, Itron, Inc.
Steve Rutledge, California Public Utilities Commission



Table of Contents

International Energy Program Evaluation Conference

District Thermal Ice Storage – DSM Success

Matthew Gibbs, Nexant, Inc.
Bill Gruen, Xcel Energy
Chris Schroeder, Nexant, Inc.
Jim Bradford, Nexant, Inc.

The Potential for Energy Conservation in Xcel Energy’s Minnesota Service Area

Randy Gunn, Summit Blue Consulting
Gary Cullen, Itron/RER
Tish Pasqual, Xcel Energy

Advantage or Not? Evaluation of the Sacramento Municipal Utility District Residential New Construction Program

Ed H. Hamzawi, Sacramento Municipal Utility District
Willem Bos, Sacramento Municipal Utility District
Richard T. Oberg, Sacramento Municipal Utility District

Close, But No Cigar: Lost Savings From Unsuccessful Performance Contracts

Julia K. Larkin, KEMA-XENERGY, Inc.
Pierre Landry, Southern California Edison Co.
Michael Rufo, Quantum Consulting

Understanding the Potential of Weatherization Programs For Low Income Households From 150% to 200% of the Federal Poverty Level

Lark Lee, PA Consulting Group (PA Government Services, Inc.)
Pam Rathbun, PA Consulting Group (PA Government Services, Inc.)
Laura Schauer, PA Consulting Group (PA Government Services, Inc.)

Do Energy Savings Really Persist? Columbia Gas of Ohio’s WarmChoice Program Demonstrates Long-Term Energy Impacts

Kevin Monte de Ramos, KMDR Research, Inc.

Utilizing GIS Software to Define and Understand Target Markets

Tami Rasmussen, KEMA-XENERGY, Inc.
Kathleen Gaffney, KEMA-XENERGY, Inc.

Calibrated Simulation Model for Energy Assessment and Verification

David Robison, Stellar Processes

DSM – From Theory to Practice: The Portuguese Case Study

Sofia Simoes, Science & Technology College, New University Lisbon
Pedro C. R. Costa, ERSE – Energy Services Regulator Authority

Comparability of Evaluation Results

Mikael Togeby, Elkraft System
Preben Birr-Pedersen, SRC International
Kirsten Dyhr-Mikkelsen, SRC International

Verification of Interstate Power & Light’s Performance Contracting Projects: A Practical Application of the International Performance Measurement & Verification Protocol (IPMVP)

Eben Twombly, kW Engineering
Jill Osterholz, Alliant Energy

How to Compare Impacts of the Same Kind of Programs to Reduce GHG

Harry Vreuls, Novem
Jong-Duck Kim, Korea Energy Economics Institute