



**CONCURRENT SESSION I**  
**10:30 to 12:00 noon**

*Concurrent Session 1A*

*Hampton Ballroom*

**Integrating Public Benefit Funded Energy Efficiency with New and Emerging Energy and Environmental Policies**

*Moderator: Sue Coakley, Northeast Energy Efficiency Partnerships*

*Presenters: Michele Manion, Northeast States for Coordinated Air Use Management  
Timothy Stout, National Grid  
Clifton Below, New Hampshire Public Utility Commission*

*Description:* Since 1998, most ratepayer-funded energy efficiency in the Northeast has been driven through legislatively-mandated public benefits charges. Due to a number of growing challenges (including electric and gas system capacity constraints, carbon and nitrous oxide reductions, and energy affordability) Northeast states are increasingly turning to policy-driven energy efficiency investments. This session focuses on the integration of public benefits program funds with this emerging trend in policy-driven efficiency investments to meet energy and environmental needs. Speakers will address a number of unanswered questions that are emerging: How will these policies impact market transformation strategies? Will they create new markets for energy efficiency? Do they run the risk of duplicating public benefits programs or creating market and customer confusion? What is required for these policies to reinforce existing programs?

*Concurrent Session 1B*

*Blue Prefunction Room*

**Social Marketing: Inspiring Individuals to Act on Energy Efficiency**

*Moderator: Patricia Thompson, Summit Blue Consulting*

*Presenters: Wendy Reed, U.S. Environmental Protection Agency  
Valerie Davis, EnviroMedia  
Stuart Hickox, One Change*

*Description:* Many energy efficiency and environmental outreach initiatives have been built around the idea that an informed or “aware” consumer will act in accordance with what they know. The health care industry has long understood that this is often not true and that there is a disconnect between knowing, for example, what it would take to lose 50 pounds and actually taking the steps to lose that weight. Their lessons learned have grown into a behavior-change field called community-based social marketing (CBSM). Many in the energy and environmental sector have begun to apply CBSM principles and practices to their own program efforts to help drive sustainable energy saving and environmental behavior change. In addition to introducing the concept of community-based social marketing, this session will highlight several successful programs including the national ENERGY STAR<sup>®</sup> Change a Light, Change the World Campaign, the Water IQ Program, and Project Porchlight.

**WORKING SESSION I**  
**1:30 to 3:00 pm**

*Residential Programs Track*

*Hampton Ballroom*

**R1: The Increasingly Networked Home**

*Facilitator:* Erica Schroeder, Consortium for Energy Efficiency

*Presenters:* Doug Johnson, Consumer Electronics Association  
Katharine Kaplan, U.S. Environmental Protection Agency

*Description:* The goal of this session is to discuss the proliferation of electronics in the home and the implications of trends such as increased home networking, convergence of technologies (such as TVs and computers), and the emergence of multi-function appliances. While the percentage of residential energy consumption due to electronics has increased over recent years and is predicted to continue growing, the energy efficiency community has had difficulty addressing this diverse and fast-changing market. Speakers will discuss the current state of electronics in the home, key industry trends, and opportunities for future partnerships as well as the issues these trends raise for energy efficiency and how programs can address these challenges.

*Discussion Topics:*

- What are programs already doing to address home electronics use, and where are the best opportunities for saving energy?
- What are the key program needs (such as product specs, market data, increased marketing or educational materials)?
- What is the role of multi-function devices (such as set-top boxes) in home networks, and how can we better address these types of products (in the upcoming ENERGY STAR specification and elsewhere)?
- How can the upcoming ENERGY STAR TV and computer specifications address the increasing convergence of these appliances?
- Can power management tools play a role in increasing electronics and network efficiency?

*Commercial Programs Track*

*Blue Prefunction Room*

**C1: Above the Curve: High-Performance Schools and Colleges**

*Facilitator:* Caterina Hatcher, U.S. Environmental Protection Agency

*Presenters:* Andrew Coghlan, Alliance to Save Energy  
Bill Good, Davenport Community Schools

*Description:* A number of initiatives around the country are involving students, faculty and administrators in efforts to improve energy efficiency and to “green” campuses from the elementary and secondary schools through colleges and universities. Several programs also integrate facility energy management into the curriculum and actively

involve students in energy-saving projects – beginning at school and carrying into their homes and community. In this session we introduce examples of green/energy-efficient school and college programs, offering both a student perspective and a program manager's view.

*Discussion Topics:*

- What are other good program examples?
- To what extent do K-12 classroom curricula on energy efficiency influence longer-term energy literacy, and attitudes and behavior of the future citizenry?
- Does the model of actively involving college students in deployment of emerging technologies have potential at other campuses and at a community scale?
- What can be done, through improved coordination and sharing of curricula, to expand these programs nationwide? Is there, or should there be, a federal role?
- Do regulatory requirements pose a constraint on utilities playing a more active role?

*Market Research and Evaluation Track*

*Calvert Room*

**E1: Valuing Non-Energy Benefits: Selling Home Performance with ENERGY STAR**

*Facilitator:* <To be determined>

*Presenters:* Jennifer Amann, American Council for an Energy-Efficient Economy  
Karen Villeneuve, New York State Energy Research & Development Authority

*Description:* Energy savings are just one factor driving consumers' investments in home retrofits. Non-energy benefits such as improved comfort, reduced noise, better indoor air quality, and aesthetics are important considerations. Efforts are underway to determine the value of non-energy benefits in order to help program administrators and regulators develop more realistic estimates of program cost-effectiveness and more effective marketing messages to sell consumers on home performance services. This session will review promising valuation methodologies and findings from studies conducted to date and present program experience in using non-energy benefits to market and promote Home Performance with ENERGY STAR.

*Discussion Topics:*

- How can valuation of non-energy benefits be used to improve common cost-benefit tests and their applicability to programs where there are large non-energy benefits in addition to energy savings?
- How do different valuation methodologies compare? Which are proving to be more robust? Should multiple methods be used?
- How can the findings of valuation studies be used to design program marketing messages?
- What are some examples of program marketing that have incorporated messages about non-energy benefits?

**N1: Using Energy Efficiency to Address Climate Change**

*Facilitator:* Bruce Johnson, Keyspan Energy

*Presenters:* Joseph Kwasnik, National Grid  
Melissa Lavinson, Pacific Gas and Electric Company

*Description:* The country's energy demand is satisfied predominantly with fossil fuels. The increased extraction, consumption and combustion of fossil fuels creates substantial greenhouse gas emissions, thereby deteriorating the environment and contributing to climate change. Reliance on fossil fuels not only threatens the global climate balance but also economic sustainability and the health of local environments. Energy efficiency has an important role to play in lowering these risks by reducing generation requirements at the source. The more efficiently we use energy, the less we will contribute to global warming. The objective of the session is to examine how leading energy companies are incorporating energy efficiency, climate change mitigation and greenhouse gas reductions into their strategies. We will hear from companies on the status of their programs, their successes, and barriers to overcome in order to accelerate and broaden their efforts.

*Discussion Topics:*

- What role does your organization play in mitigating climate change?
- Are there any regulatory initiatives set up for climate change mitigation programs?
- What role does energy efficiency/renewable energy/green technology play in your action plan?
- How long is it going to take for energy efficiency to become an integral part of climate change mitigation efforts?
- What will it take to convince other utilities to follow these leaders?

**S1: We Can't Do It Alone: Increasing the Effectiveness of Industry Partnerships**

*Facilitator:* Chris Neme, Vermont Energy Investment Corporation

*Presenters:* Julie Humes, Lennox Industries  
Lorie Wigle, Intel Corporation

*Discussant:* Janelle Kearsley, Wal-Mart

*Description:* The success of most efficiency programs is intimately tied to the strength of our working relationships with key industry partners. However, it is not always clear that we have thought enough about their needs when designing and implementing programs. Nor have we been as creative as we can or need to be in our partnerships to generate the level of investment in efficiency that we believe is needed to address environmental, economic and other policy imperatives. Following on the luncheon address from Wal-Mart, this discussion-intensive session is designed to continue the

conversation and to seek direct, constructive input from representatives of two different industries on what they would need from our community to help make their companies significantly increase investment in and promotion of efficiency. Participants are encouraged to discuss interesting, creative ideas for new approaches to promoting efficiency.

*Discussion Topics:*

- What are the top two barriers to even deeper industry investment in efficient designs and/or the sale of efficient products?
- Are there things efficiency program administrators and industry can do together to address those barriers?
- What is the best way for efficiency program administrators to begin engaging industry in discussions on such ideas?
- One option being used in some places for some products is a competitive solicitation in which program administrators state their goals, identify funding that they have available, ask industry to propose how they would use available funds to advance the goals, and select/fund the best proposal(s). What are the pros and cons of this approach from industry's perspective?
- Do the emergence of new efficiency markets such as the Northeast capacity market and emission markets offer opportunities for industry partners? Are there any examples of such opportunities being considered?

**WORKING SESSION II**  
**3:30 to 5:00 pm**

*Residential Programs Track*

*Hampton Ballroom*

**R2: Advanced Next-Generation Water Heaters**

*Facilitator:* Subid Wagley, Keyspan Energy Delivery

*Presenters:* [Marshall Hunt, Valley Energy Efficiency Corp](#)  
[Mathew Dugan, Keyspan Energy Delivery](#)  
< [Download Gas Networks Attitude Survey](#) >  
[Patrick Hughes, Oak Ridge National Laboratory](#)

*Description:* Water heating can represent as much as 20% of total energy use in a home. Revisions to minimum efficiency standards for water heating equipment have created a small range of available equipment that can be considered high efficiency. This creates a challenge for energy efficiency program managers in identifying additional energy-saving opportunities. This session will highlight the work currently being done with three specific water heating technologies and the implications in the marketplace as they are introduced and their market penetration increases. The three areas of focus are: the Super Efficient Gas Water Heating Appliance Initiative (SEGWHAI); a tankless/on-demand water heating program; and heat pump water heaters.

*Discussion Topics:*

- What is the market potential for each water heating technology? What is the demand and availability of each? What are some key market barriers?
- What is the best application for each water heating technology? Should certain technologies be favored for certain applications or certain regions?
- How do the technologies compare in terms of savings potential and incremental cost?
- What do energy efficiency program administrators need to know in order to best utilize and promote each water heating technology?

*Commercial Programs Track*

*Blue Prefunction Room*

**C2: Market Transformation Strategies for Commercial Lighting Design**

*Facilitator: David Hewitt, New Buildings Institute*

*Presenters: Carol Jones, Pacific Northwest National Laboratory  
Marilyn Dare, New York Energy Research and Development Authority*

*Description:* The U.S. Department of Energy is developing a new initiative, the Lighting Challenge, focused on energy savings through improved lighting design. Recent code changes have lowered lighting power density substantially, narrowing the gap between energy codes and energy efficient lighting technology options. Even lower lighting power densities are still possible, but improved lighting design is needed to protect lighting quality while simultaneously saving energy and demand. Several DSM programs have focused on enhancing design practice through guidelines, training, and other strategies. This session focuses on presenting recent program developments to enhance savings through improved design options.

*Discussion Topics:*

- How can the strategies and resources of the Lighting Challenge increase lighting energy savings in DSM programs without compromising lighting quality?
- How would DSM programs need to be modified to get more savings from new construction, lighting replacement and retrofit strategies?
- How can the business case be presented to key decision makers in the market?

*Market Research and Evaluation Track*

*Calvert Room*

**E2: Measuring Market Transformation Across North America: Current Status and New Frontiers**

*Facilitator:* Angela Li, National Grid

*Presenters:* Scott Dimetrosky, Quantec  
Indrani Hulan, Natural Resources Canada

*Description:* Obtaining market penetration data for the evaluation of market transformation programs has proven to be a slow and challenging process. This session will launch a discussion about what specific market penetration information is truly essential for purposes of program evaluation; ways that evaluators might be able to develop proxies for market penetration or identify alternative forms of market transformation program impacts measurement; and the extent to which changes in regulatory requirements might be needed to reflect the difficulty of obtaining market penetration data. To set the stage for this discussion, the speakers will review the major approaches used by the efficiency community to obtain market penetration data, the barriers that are typically encountered, and the current state of market penetration data collection efforts in the U.S. and Canada.

*Discussion Topics:*

- What strategies exist to reduce barriers to industry's provision of information to program administrators?
- What is the highest priority information need for the different groups in need of data?
- How could evaluators coordinate regional/local efforts to produce tracking data for our industry?
- Are anecdotal data or partial data sets (e.g., national retailer, saturation surveys) sufficient for administrators' documentation needs? If so, when?

*New Directions Track*

*Capitol Room*

**N2: Merging Technologies: Crossing the Efficiency-Renewables Boundary**

*Facilitator:* Brian Henderson, New York State Energy Research & Development Authority

*Presenters:* David Hill, Vermont Energy Investment Corporation  
Bruce Cenicerros, Sacramento Municipal Utility District

*Description:* The purpose of this session is to provide residential and commercial examples of how energy efficiency product installations were coupled with renewable energy installations. Speakers will discuss how savings from investment in energy-efficient technologies have led homeowners and businesses to reinvest the savings into renewable energy applications including solar electric power, wind power, and fuel cells. Speakers will address marketing messages and the challenges involved in the integration

of energy efficiency and renewable energy projects.

*Discussion Topics:*

- What are the economic benefits to integrating efficiency and renewables programs?
- How does the integration affect your marketing efforts?
- How does integration enhance energy savings?
- Does integration hinder the ability to implement efficiency measures in a short time-frame?
- Do traditional energy barriers (interconnection, cost, component reliability, awareness) hinder the ability to sell efficiency measures?

*Program Strategies Track*

*Governors Room*

**S2: Strategies for Improving Federal Tax Incentives**

*Facilitator:* Sarah Black, American Council for an Energy-Efficient Economy

*Presenters:* Rick Gerardi, New York State Energy Research & Development Authority  
[Edward Gray, National Electronic Manufacturers Association](#)

*Description:* The purpose of this session is to describe and discuss steps that program implementers and members of the relevant industries have taken to use the existence of federal tax incentives to drive increased participation in energy efficiency projects in their region or among their customer base. Speakers will discuss the challenges of the existing tax incentive requirements and ideas to improve the incentive structure and requirements, given there will be an opportunity to influence the process in the very near term.

*Discussion Topics:*

- How many individuals or organizations were able to take advantage of the incentives in 2006 – and which incentives are successfully being used?
- Are the incentives actually driving increased adoption of energy-efficient technologies? How much is really free-ridership?
- What is the opportunity for influencing the tax incentive structure?
- Which incentives have challenges associated with them that are preventing their effective use, and how can that be addressed?

**2007 National Symposium on Market Transformation  
“Accelerating the Pace: Deepening and Broadening Efficiency Efforts”**

**Wednesday, March 21**

**CONCURRENT SESSION II  
8:00 to 10:00 am**

*Concurrent Session 2A*

*Hampton Ballroom*

**Regional Roundup: Deepening and Broadening Efficiency in North America**

*Moderator: Marc Hoffman, Consortium for Energy Efficiency*

*Presenters: Sue Coakley, Northeast Energy Efficiency Partnerships  
George Edgar, Wisconsin Focus on Energy  
Mark Gaines, Southern California Gas Company  
Julia McNally, Ontario Power Authority  
Brian Castelli, Southeast Energy Efficiency Alliance  
Michael Weedall, Bonneville Power Administration*

*Description:* The purpose of this session is to share experiences from various parts of North America on the pursuit of deepening efficiency efforts for greater savings as well as the broadening of efforts to address additional markets or regions. Speakers will present their experiences to date, approaches, promising markets and future opportunities for deepening energy efficiency programs in each region. For regions that are experiencing renewed or broadened efficiency activities, speakers will discuss the policy drivers, the level of commitment and timeframe for program growth, and what is needed to sustain or expand the support for efficiency. A discussion will follow in which participants and attendees will have the chance to compare and contrast experiences and identify cross-regional opportunities and needs to achieve the deeper and broader goals for energy savings.

*Concurrent Session 2B*

*Blue Prefunction Room*

**Emerging Technologies: Next Big Ideas 2007**

*Moderator: Harvey Sachs, American Council for an Energy-Efficient Economy*

*Presenters: Richard Brown, Lawrence Berkeley National Laboratory  
James Brodrick, U.S. Department of Energy  
Hugh Henderson, CDH Energy Corporation  
Jonathan Livingston, Pacific Gas and Electric Company*

*Description:* Technology development and dissemination are continuing processes. As our market transformation programs move new technologies and practices into the

mainstream, new energy-saving technologies emerge to succeed them. This session will zero in on three technologies that are currently the focus of great interest and/or debate in the energy efficiency community: solid-state lighting; commercial cooling technologies for hot and humid climates; and next-generation, highly-insulating windows. To bring the discussion back to next steps as we explore market transformation opportunities, a final presentation will provide an overview of how the innovation process is being managed in California, the state with the largest budget for screening and promoting emerging technologies.

### **CONCURRENT SESSION III**

**10:30 to 12:00 noon**

*Concurrent Session 3A*

*Hampton Ballroom*

#### **International Roundup: Going Deeper Abroad**

*Moderator: Elizabeth Hicks, KEMA, Inc.*

*Presenters: Paul op den Brouw, Netherlands Office for Science and Technology  
Laura van Wie, Lawrence Berkeley National Laboratory  
Russel Sturm, International Finance Corporation  
Jas Singh, USAID*

*Description:* Many countries made major public policy commitments in 2006 to reduce the pace of growth in greenhouse gas emissions and have employed energy efficiency programs to help achieve these targets. International organizations have also stepped up energy efficiency investments and programs in developing countries. The objectives of the session will be to address the issues of “going broader and deeper” by exploring and comparing policy and program approaches in three distinct international contexts. Participants will hear from the Netherlands on the country’s energy transition goals and their place within other EU initiatives; hear findings from Lawrence Berkeley Lab’s China Energy Group on the status of China’s 2010 Program; and discuss a range of tools that are being developed to catalyze market transformation in developing countries. A final, shorter presentation will take a step back to provide a broad overview of global market transformation activities and trends.

*Concurrent Session 3B*

*Blue Prefunction Room*

#### **Aligning Incentives: Recent Developments in Energy Efficiency Regulatory Policy Mechanisms**

*Moderator: Monica Nevius, Consortium for Energy Efficiency*

*Presenters: Martin Kushler, American Council for an Energy-Efficient Economy  
James Presswood, Natural Resources Defense Council  
Paul Peterson, Synapse Energy Economics*

*Description:* As states look to efficiency programs as an effective way to address issues such as rising fuel prices, system reliability concerns, and worries about the environmental impacts of energy consumption, there is increasing recognition that to make energy efficiency programs work optimally, policies are needed that reduce or eliminate the economic disincentive of efficiency to the energy provider. This session will begin with an overview of key regulatory approaches that states are using to support energy efficiency, with a focus on recent policy developments, how approaches have been changing over time, and where they are expected to head. Two cutting-edge approaches to eliminating the economic disincentive—rate decoupling and the integration of energy efficiency into the Forward Capacity Market administered by ISO New England—will be explored in more detail from a policy perspective.

### **WORKING SESSION III** **1:15 to 2:45 pm**

*Residential Programs Track*  
**R3: Zero Energy Homes**

*Hampton Ballroom*

*Facilitator:* John Taylor, Consortium for Energy Efficiency

*Presenters:* Ed Pollock, U.S. Department of Energy  
George James, U.S. Department of Energy

*Description:* The U.S. Department of Energy's Zero Energy Homes research initiative promotes the use of new technologies and building practices by homebuilders across the United States. According to DOE, a Zero Energy Home (ZEH) combines state-of-the-art, energy-efficient construction and appliances with commercially available renewable energy systems such as solar water heating and solar electricity. This combination can result in net zero energy consumption from the utility provider. Zero Energy Homes are connected to the utility grid but can be designed and constructed to produce as much energy as they consume annually. The Department of Energy (DOE) selected four teams to work with researchers at DOE's National Renewable Energy Laboratory to introduce the ZEH concept into the single-family, new-home construction industry.

DOE staff will present a summary of research conducted by these teams. Attendees will learn about new technologies that could be promoted in New Homes programs and be used to meet the federal tax created by EPACT 2005. This session will also address strategies for promoting energy efficiency in states with incentives for solar or other renewable energy sources.

*Discussion Topics:*

- How can the new tax credits complement existing program approaches?
- What approaches are needed at the local and regional level to complement the tax incentives?
- How can we best leverage market transformation in these three areas?

- What should happen when the credits expire on Dec. 31, 2007?

*Commercial Programs Track*

*Blue Prefunction Room*

**C3: Advanced Rooftop Units: The Next Round of Savings**

*Facilitator: Mark Cherniak, New Buildings Institute*

*Presenters: Vern Smith, Architectural Energy Corporation  
Jeff Harris, Northwest Energy Efficiency Alliance  
Todd Rossi, Field Diagnostics  
Cathy Higgins, New Buildings Institute*

*Description:* Research and pilot efforts have developed and/or demonstrated a number of enhancements to increase energy savings from rooftop units (RTUs). These include Advanced Rooftop Units with advanced embedded diagnostic capabilities, improved controls, climate specific options for hot/dry, hot/humid and cooler areas, and a new generation of evaporative cooling technologies. The objectives of this session are to increase the understanding of key research and pilot project results that demonstrate the energy efficiency of advanced RTUs, and to develop strategies for how DSM efforts can work with emerging HVAC technologies to resolve performance and costs uncertainties. Speakers in this panel will quickly cover the status of a variety of promising approaches, with a focus on practical applications.

*Discussion Topics:*

- What are the key remaining questions regarding the next generation of RTUs?
- How can remaining cost and performance issues be resolved?
- How can these new technologies be brought into DSM programs?

*Market Research and Evaluation Track*

*Calvert Room*

**E3: Getting to the Same Page: Standardizing Metrics for Energy Efficiency Programs, Part I**

*Facilitator: Elizabeth Titus, Northeast Energy Efficiency Partnerships*

*Presenters: Marian Brown, Southern California Edison  
Chris Neme, Vermont Energy Investment Corporation*

*Discussant: Nikolaas Dietsch, U.S. Environmental Protection Agency*

*Description:* Standardizing metrics for energy efficiency program evaluation across state boundaries has been an objective for program administrators and governing bodies for years, but progress has been slow. Now for the first time, new markets that demand standardization are providing a great opportunity for these efforts to gain momentum. These include forward capacity markets for electricity with a role for energy efficiency,

and the potential market for tradable greenhouse gas emissions credits. The purpose of this session is to help regulators, evaluators, and efficiency program administrators identify some of the issues involved in getting to common metrics and strategies to overcome current obstacles. Part II of this session (E4) will follow with a detailed case study on the development of carbon emissions credit and offset markets in order to focus on some of the “nuts and bolts” policy and practical considerations involved.

*Discussion Topics:*

- Under what circumstances are standardized metrics advisable? Essential?
- What are the key criteria for success in developing common metrics?
- What are some of the most common barriers to developing common metrics, and how can they/have they been overcome?

*New Directions Track*

*Capitol Room*

**N3: Saving More with ENERGY STAR**

*Facilitator: Ed Wisniewski, Consortium for Energy Efficiency*

*Presenters: Maria Vargas, U.S. Environmental Protection Agency, ENERGY STAR Program  
Keith Reed, Pacific Gas and Electric Company*

*Description:* Some program administrators currently promote a subset of ENERGY STAR qualified products to generate greater savings, increase program effectiveness, and/or accelerate acceptance of the next generation of efficiency using tiered specifications developed by the Consortium for Energy Efficiency (CEE). The purpose of this session is to discuss ongoing efforts that explore how energy efficiency program sponsors can merge tiered specifications with the ENERGY STAR platform to create incentives for the purchase of products above ENERGY STAR levels without compromising the integrity of the brand. Particular attention will be paid to how such an effort would be effectively integrated with ongoing, national efforts to build strong brand awareness of ENERGY STAR. The ENERGY STAR program is exploring and refining (based on feedback from consumers and program administrators) how best to offer this option and under what circumstances. Attendees will learn about the findings to date, coordination with existing efforts, CEE pilots, and next steps.

*Discussion Topics:*

- What strategies can be used to encourage consumers to give particular consideration to the best or most efficient products?
- How do we best maintain the integrity of the ENERGY STAR brand while enabling increased promotion by efficiency program administrators?
- How should messaging to consumers be structured to minimize any potential confusion? What additional research is necessary?
- How can we get the joint benefits of enhanced consumer education on ENERGY STAR and cost effective utility/state programs?

- For what technologies/practices/markets does this two-tiered approach make sense?
- How does this fit in with other initiatives underway that leverage ENERGY STAR?

*Program Strategies Track*

*Governors Room*

### **S3: Hot Topics in Natural Gas Heating**

*Facilitator:* Marc Hoffman, Consortium for Energy Efficiency

*Presenters:* [Phil Degens, Energy Trust of Oregon](#)  
[Douglas Mahone, Heschong-Mahone Group](#)

*Description:* This session will explore the status of high-efficiency natural gas equipment in the residential and commercial space-heating markets, focusing specifically on residential furnaces and commercial rooftop units. Speakers will detail market barriers as well as opportunities for developing resource acquisition and market transformation programs for gas heating. The session will shed light on national trends and policies that impact local/regional programs and how such drivers can be leveraged to improve the efficiency of residential and commercial space heating.

*Discussion Topics:*

- What are the main technical barriers to condensing equipment and how do we overcome them?
- Do we need different program approaches in the new construction and retrofit markets for residential gas furnaces?
- What kind of incentives and programs are possible from utility commissions?
- How does the cost-effectiveness of furnaces compare for smaller homes? For the rental and moderate income markets?
- How can we foster better communication with manufacturers and other efficiency stakeholders to further product development?

## **WORKING SESSION IV**

**3:00 to 4:30 pm**

*Residential Programs Track*

*Hampton Ballroom*

### **R4: Air Conditioner Quality Installation: Lessons Learned and Future Program Strategies**

*Facilitator:* Ted Leopkey, U.S. Environmental Protection Agency

*Presenters:* [Christopher Granda, Vermont Energy Investment Corporation](#)  
[Michael Stockard, TXU Electricity Delivery](#)

*Description:* Increases in central air conditioner efficiency standards have increased interest in quality installation as a strategy to reduce summer cooling energy use. ACCA and CEE have been instrumental in developing quality installation specifications. Based

on this work, EPA is planning an ENERGY STAR HVAC Quality Installation program. EPA completed a pilot in 2006 with PG&E. This session will offer program administrators helpful insights to implement successful programs. EPA will update stakeholders on lessons learned from the pilot and future ENERGY STAR program plans. Two program administrators will present the challenges they have faced in implementing CAC QI programs and solutions to avoid or mitigate those challenges in the future. Issues to be discussed include contractor participation, verification, training, equipment and incentives.

*Discussion Topics:*

- What are the challenges to implementing a quality installation program?
- What protocols need to be put in place to ensure proper verification?
- What special training and equipment and incentives are needed for contractors to participate in a Quality Installation program?

*Commercial Programs Track*

*Blue Prefunction Ballroom*

**C4: Commercial New Construction: Aligning Programs to Increase Savings**

*Facilitator: David Hewitt, New Buildings Institute*

*Presenters: Mark Frankel, New Buildings Institute  
Linda Dethman, Dethman and Associates  
Jean Lupinacci, U.S. Environmental Protection Agency*

*Description:* Over the last year, there has been an unprecedented series of actions advocating for a dramatic leap in the energy efficiency of new commercial buildings. While the definitions, dates, and policy statements differ in the details, most of these efforts have referenced a near-term goal of a 50% reduction in the energy use for commercial buildings. Key statements have been made, for example, in the Energy Policy Act of 2005, the AIA High Performance Buildings Position Statement, and the ASHRAE President's Address. This dramatic change in energy efficiency goals presents significant challenges to those in the building and utility industries who strive to achieve these goals. The objectives of this session are to increase the understanding of key national efforts (LEED, AIA, ASHRAE, EPA Energy Star, EPCACT and NBI's Getting to Fifty); review successful case studies; discuss tools for measuring actual building performance; and generate concrete suggestions for how DSM programs can utilize these efforts to improve market penetration and savings.

*Discussion Topics:*

- How can energy savings be dramatically increased in new commercial DSM programs to support carbon reduction goals?
- What resources are needed to support accelerated goals?
- How can program efforts with similar broad goals be better aligned to improve the message to the market?
- How can the business case be presented to key decision makers in the market?

*Industrial Programs Track*

*Calvert Room*

**E4: Standardizing Metrics for Energy Efficiency Programs Part II: A Case Study of M&V Needs to be Effective in Market-Based Carbon Offset Programs**

*Facilitator:* George Edgar, Wisconsin Energy Conservation Corp

*Presenters:* Matthew Tidwell, Climate Trust  
Julia Michals, Northeast Energy Efficiency Partnerships

*Description:* This session will build on issues raised in the preceding session (E3) by focusing on the policy, process and other practical considerations encountered when developing standardized M&V protocols and metrics. The session will focus on a detailed case study based on the work of the Climate Trust, which incorporates energy efficiency savings into a carbon emission offset program. Based on the practical considerations that are raised, as well as experience from other market-based initiatives, speakers will discuss how standardized metrics can allow energy efficiency to play a more effective role in voluntary or regulatory market-based frameworks. Participants will have a chance to explore some of the effective strategies that have been used to overcome the primary obstacles to developing and implementing more effective standardized M&V.

*Discussion Topics:*

- What requirements, including M&V protocols, must energy efficiency projects meet to be eligible to qualify as carbon emission offsets and credits?
- What are the key issues and their potential resolutions for developing and implementing M&V metrics and protocols for market-based systems that better facilitate participation by energy efficiency projects?
- How can M&V transaction and other costs be balanced to provide adequate verification in a practical and most cost-effective manner to meet those verification needs?

*New Directions Track*

*Capitol Room*

**N4: Affordable ENERGY STAR Labeled Multifamily Housing**

*Facilitator:* David Lee, U.S. Environmental Protection Agency

*Presenters:* Michael Colgrove, New York State Energy Research & Development Authority  
Mark Zimet, Dunn Development

*Description:* The anticipated financial benefits of the ENERGY STAR label on a multifamily building (i.e., higher rents, a more affluent tenancy, or the flexibility to make improvements) are not always available to developers of affordable housing. In order to develop programs that provide benefits to tenants, owners and developers alike, implementers must understand what motivates a developer to invest the extra money and time needed to comply with ENERGY STAR protocols. The first speaker will present

the ENERGY STAR program and its value, using examples from the New York State ENERGY STAR multifamily pilot. The second speaker will then discuss why and how a developer builds affordable ENERGY STAR multifamily buildings. Participants will have the chance to discuss the benefits of the program and how to effectively expand it.

*Discussion Topics:*

- How are affordable developments funded and selected?
- Does being known as someone who builds ENERGY STAR multifamily buildings make a positive impact on a developer's reputation?
- How might developers be motivated to improve housing conditions for their low-income customers?
- How do we target the non profit owners of these projects to request ENERGY STAR labeled projects from developers?
- Is there a role for tenants in creating demand for ENERGY STAR-labeled affordable housing?

*Program Strategies Track*

*Governors Room*

**S4: Developing Expertise for Design and Contracting Professionals to Support the Expansion of Emerging Technologies and Practices**

*Facilitator:* Ed Schmidt, Northeast Energy Efficiency Partnerships

*Presenters:* Francis B. Boucher, National Grid  
Andrew Fisk, New York State Energy Research & Development Authority

*Description:* This session examines approaches used by efficiency program administrators to bring emerging technologies and practices into the mainstream of their offerings. With research and development funding limited, risks and uncertainties around market acceptance high, and contribution to overall cost-effectiveness indeterminate, the willingness and even ability of ratepayer-funded program administrators to delve into this realm is arguably constrained. Presenters will address the question of what exactly we are talking about when we speak of “emerging technologies” or “practices,” how they develop the market capabilities to promote them, how initiatives are structured and funded, and finally what the process of moving emerging technologies and practices to mainstream looks like.

*Discussion Topics:*

- How do you define an “emerging technology” or “practice”?
- What funding mechanisms do you rely on to develop the market infrastructure and awareness/acceptance of emerging technologies?
- From a regulatory perspective, how is the introduction to market of emerging technologies addressed? What are the risks and benefits to your organization?
- After introducing an emerging technology, how do you assess a “go or no go” for integrating the technology into the overall portfolio?