



# 2017 National Conference on Energy Efficiency as a Resource

## PROGRAM

Wigwam Arizona • Litchfield Park, AZ • October 30–November 1, 2017

### Monday, October 30

|                        |                     |                     |
|------------------------|---------------------|---------------------|
| <b>4:00 pm–7:00 pm</b> | <b>Registration</b> | <i>Sachem Foyer</i> |
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| <b>5:00 pm–7:00 pm</b> | <b>Hospitality</b> | <i>Trellis Garden</i> |
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### Tuesday, October 31

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|------------------------|---------------------|---------------------|
| <b>7:00 am–6:00 pm</b> | <b>Registration</b> | <i>Sachem Foyer</i> |
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| <b>7:00 am–8:00 am</b> | <b>Continental Breakfast</b> | <i>Sachem Terrace</i> |
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| <b>8:00 am–9:45 am</b> | <b>Welcome, Introductions and Keynote Address</b> | <i>Sachem Hall</i> |
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**Welcome and Introductions**

**Welcome:** **Martin Kushler** and **Dan York**, American Council for an Energy-Efficient Economy  
**Hunter Moore**, Policy Advisor on Energy and Natural Resources, Office of Arizona Governor  
 Doug Ducey  
**Tom Forese**, Chairman, Arizona Corporation Commission

**Introduction:** **Steve Nadel**, American Council for an Energy-Efficient Economy

**Keynote Presenter:** **Pat Vincent-Collawn**, Chairman, President and CEO of PNM Resources and recently elected  
 Chairman of the Board of Edison Electric Institute

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| <b>9:45 am–10:00 am</b> | <b>Networking Break</b> | <i>Sachem Terrace</i> |
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| <b>10:00 am–11:45 am</b> | <b>Plenary Panel</b> | <i>Sachem Hall</i> |
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**Regional Round-Up: Utility Energy Efficiency Highlights from Around the United States**

**Moderator:** **Maggie Molina**, American Council for an Energy-Efficiency Economy

**Presenters:** Midwest: **Will Baker**, Midwest Energy Efficiency Alliance  
 Northeast: **Sue Coakley**, Northeast Energy Efficiency Partnerships  
 Northwest: **Susan Stratton**, Northwest Energy Efficiency Alliance  
 California: **Michelle Vigen**, California Efficiency and Demand Management Council  
 Southwest: **Howard Geller**, Southwest Energy Efficiency Project  
 South-Central: **Chris Herbert**, South-Central Partnership for Energy Efficiency as a Resource  
 Southeast: **Cyrus Bhedwar**, Southeast Energy Efficiency Alliance

Lunch and the opportunity to view and discuss the following poster presentations:

**Eric Bruckbauer**, New Buildings Institute

Multifamily New Construction: A Market Divided by the Energy Code

**Christine Donovan**, Vermont Energy Investment Corporation

Net Zero + Low Income + Innovative Thinking = A New Residential Energy Efficiency Resource

**Paul Geary**, DNV GL

Seeing the Light: Partnering with Local Government to Achieve Significant Savings

**Ray Hawksley**, Energy Trust of Oregon

Air Abatement: Necessary Evil or Cost Reduction Opportunity?

**Alex Katzman**, Enervee

Driving Engagement and Savings by Rethinking How to Incentivize Efficient Products

**Krystal Laymon** and **Pam Mendelson**, US Department of Energy

Low-Income Energy Affordability Data (LEAD) Tool

**Maria Mauceri**, Advanced Energy

SystemVision Affordable Housing Program

**Tom Quasius**, APTIM

Energy New Orleans, Energy Smart Demand Side Management Program

**Ethan Rogers**, American Council for an Energy-Efficient Economy

The Features and Benefits of a National On-line Marketplace for Energy Efficiency Programs

**Mohammed Shahini**, DNV GL

Leveraging Energy Efficiency to Save Water in Industrial Facilities

**Mary Shoemaker**, American Council for an Energy-Efficient Economy

Energy Usage Data Access: The Role of State Regulators

**Gary Swan**, National Energy Foundation

The First National Survey on Energy Literacy: Insights for Energy Efficiency

**Jerry Zolkowski**, DNV GL

Consumers Energy Industrial Energy Management (IEM) Program

**John Zvimba**, South African Water Research Commission

Exploring Opportunities for Energy Generation and Efficiency within Wastewater Services: Perspective from a Developing Country

Energy Efficiency as a Resource (IRP, EE Potential) Track*Sachem East***Session 1A: IRP Key Concepts and Examples**Moderator: **Manish Rukadikar**, DTE Energy

Modeling DSM Resources in the Southwest: Evolution of the “Bottom-Up” Approach

Presenter: **Jeff Schlegel**, Schlegel & Associates

Energy Efficiency as a Supply-Side Resource in Electricity Modeling

Presenter: **Etan Gumerman**, Duke University

Integrated Resource Planning: Giving a Fair Shake to the Lowest Cost Resource

Presenter: **Nick Dreher**, Midwest Energy Efficiency AllianceEnergy Efficiency Programs (Residential, Commercial and Industrial) Track*Aztec A***Session 1B: Strategies for Large Industrial**Moderator: **Toben Galvin**, Navigant

Putting Large Energy Users in the Driver’s Seat: Giving Customers More Control with Self-Direct Programs

Presenter: **R. Neal Elliott**, American Council for an Energy-Efficient Economy

Addressing Customer Energy Concerns through Strategic Utility Engagement

Presenter: **Cole Granrath**, Franklin Energy Services

Should Large Customers Stay or Should They Go? A Solution to the Opt-Out Dilemma

Presenters: **Sean McCoy**, DNV GL**Crystal DeCocker**, DNV GLUtility of the Future Track*Sachem West***Session 1C: Key Issues for Utilities of the Future**Moderator: **David Nemptzow**, US Department of Energy

The Role of Energy Efficiency in the Utility of the Future: Getting Los Angeles to 100% Renewable and Zero Carbon by 2025!

Presenter: **Ted Flanigan**, EcoMotion

Integrating Power Markets and Public Policy, and the Case for Considering Energy Efficiency in the Discussion

Presenter: **Cheryl Jenkins**, Vermont Energy Investment Corporation

Energy Efficiency: Cornerstone Resource in the Utility of the Future

Presenter: **Leslie Malone**, Dunsy Energy ConsultingMeasuring the Energy Efficiency Resource Track*Aztec B***Session 1D: Energy Efficiency Evaluation, Key Issues and Examples**Moderator: **Sharyn Barata**, Opinion Dynamics

Review and Categorization of TRMs in the Midwest

Presenter: **Greg Ehrendreich**, Midwest Energy Efficiency Alliance

From Gross to Net: The True Impact of Energy Efficiency Resources

Presenter: **Erin Malone**, Synapse Energy Economics

Turning Locational Value to Real Dollars

Presenter: **Haider Khan**, ICF

**Session 1E: Natural Gas Energy Efficiency Programs**

Moderator: **Ed Carroll**, Franklin Energy

Natural Gas DSM – Harder Sell But Can Be Done

Presenter: **Michael Pascucci**, Xcel Energy

Using Demand-Side Resources to End a Moratorium on New Customers for a Local Natural Gas Company in Massachusetts

Presenter: **Kenji Takahashi**, Synapse Energy Economics

Integrated Resource Planning: The Role of Climate Change Policy and Energy Efficiency on Natural Gas Distribution System Design

Presenter: **Suzette Mills**, Enbridge Gas Distribution

**3:00 pm–3:30 pm**

**Networking Break**

*Sachem Terrace*

**3:30 pm–5:30 pm**

**Breakout Sessions**

*Energy Efficiency as a Resource (IRP, EE Potential) Track*

*Sachem East*

**Session 2A: Energy Efficiency Potential**

Moderator: **Dick Spellman**, GDS Associates, Inc.

New National Estimates of State-by-State Energy Efficiency Potential

Presenter: **Danielle Sass Byrnett**, US Department of Energy

Energy Efficiency Resource Planning Tools for the 21st Century

Presenter: **Eric Wilson**, National Renewable Energy Laboratory

Potential Studies: Don't Maximize...Optimize!

Presenter: **Philippe Dunsky**, Dunsky Energy Consulting

Raising the Bar: At What Cost? A 20 State Review of Savings and Spending on EE Programs versus Potential

Presenter: **Toben Galvin**, Navigant

*Energy Efficiency Programs (Residential, Commercial and Industrial) Track*

*Aztec A*

**Session 2B: Lightning Session: Residential and Commercial Programs**

Moderator: **Teresa Davies**, DNV GL

Smart Thermostats for the Small Business Gap

Presenter: **Charlie Richardson**, Consumers Energy

Tariff-Based Utility Financing of Energy Efficiency Measures behind the Meter

Presenter: **Walter Nixon**, Arkansas Public Service Commission

Tuning Programs, Tracking Contractors, and Targeting Inspections with Near Real-Time Data

Presenter: **Sarah Norris**, EnergySavvy

Optimizing ENERGY STAR® Retail Products Platform through Field Services

Presenter: **Alice Liddell**, ICF

Residential Energy Efficiency: New Technologies and Data to Enable Value-Added Savings

Presenter: **Steve Dunn**, US Department of Energy

Geo-Blitzing Direct Install Program: Engaging Underserved Rural and Urban Small Business Customers

Presenter: **Jason Berry**, Willdan Energy Solutions

Keeping Ahead of the Code: Innovation in Commercial New Construction Programs

Presenter: **Claire Cowan**, Seventhwave

Session 2B: **Lightning Session: Residential and Commercial Programs (continued)**

Beyond Incentives: Using ENERGY STAR® to Support the Utility as Trusted Energy Advisor

Presenter: **Erin Zayko**, Lockheed Martin Energy

A Customer Portfolio Approach Overcomes Lack of Resources and Drives Results

Presenter: **Maged Kafafy**, DNV GL

From Crickets to Cash Crops: How to Grow Customer Satisfaction and Savings in the Agriculture Market

Presenter: **Duane Watson**, Franklin Energy

Utility of the Future Track

*Sachem West*

Session 2C: **Energy Efficiency and Distributed Energy Resources (DER) Integration**

Moderator: **Susan Stratton**, Northwest Energy Efficiency Alliance

Using the Whole Toolbox: Integrating Demand-Side Potential Studies

Presenter: **John Agan**, US Department of Energy

Energy Efficiency Lighting the Way for New DER

Presenter: **Patty Cook**, ICF

Timing is Everything: Understanding the Future of EE Capability for Utility Operations

Presenters: **Mark Bielecki**, Navigant

**Tom Hines**, APS

ComEd Sets the Foundation for the Utility of the Future with Smart Thermostat Program

Presenter: **Jacob Stoll**, ComEd

*Measuring the Energy Efficiency Resource Track*

*Aztec B*

Session 2D: **Environmental and Health Effects of Energy Efficiency**

Moderator: **Julie Michals**, E4TheFuture

Championing Energy Efficiency to Improve Air Quality

Presenter: **Nancy Seidman**, Regulatory Assistance Project

Health Benefits of Energy Efficiency

Presenter: **Robyn DeYoung**, US Environmental Protection Agency

Exemplary Programs that Benefit the Health of Energy Efficiency Program Participants

Presenter: **J.R. Denson**, American Council for an Energy-Efficiency Economy

*Other Utility Energy Efficiency Delivery Channels*

*Aztec C*

Session 2E: **Natural Gas Energy Efficiency Programs**

Moderator: **Carl Nelson**, Center for Energy and Environment

“Three Times a Combi” — Unique Approaches to Natural Gas Combination Systems

Presenter: **Aaron Winer**, Northwest Energy Efficiency Alliance

Holistic Natural Gas Programs: How New Mexico Gas Company is Positively Affecting Its Residential Customers

Presenters: **Steve Ellison**, ICF

**Dru Jones**, New Mexico Gas Company

More Bang for Their Buck: Massachusetts’ Natural Gas Customer-Wide Advantages

Presenter: **Elyse Doyle**, DNV GL

Energy Advantage Program: Creating Small Medium Business Market Lift

Presenter: **Patsy Dugger**, APTIM

**6:00 pm—8:00 pm**

**Welcome Reception**

*Wigwam Lawn & Patio*

## Wednesday, November 1

**7:00 am–4:00 pm** **Registration** *Sachem Foyer*

**7:00 am–8:00 am** **Continental Breakfast** *Sachem Terrace*

**8:00 am–9:45 am** **Plenary Panel** *Sachem Hall*

### Plenary Panel: **Energy Efficiency and the Utility of the Future**

Moderator: **Steve Nadel**, American Council for an Energy-Efficient Economy

Presenters: **Marion Gold**, Commissioner, Rhode Island Public Utilities Commission  
**Val Jensen**, Senior Vice President, Customer Operations, ComEd  
**Nancy Lange**, Commissioner, Minnesota Public Utilities Commission  
**Andrew McAllister**, Commissioner, California Energy Commission

**9:45 am–10:15 am** **Networking Break** *Sachem Terrace*

**10:15 am–11:45 am** **Breakout Sessions**

*Energy Efficiency as a Resource (IRP, EE Potential)* *Sachem East*

### Session 3A: **Meeting Aggressive Energy Efficiency Goals**

Moderator: **John Mayernik**, National Renewable Energy Laboratory

Successful Strategies for Meeting Aggressive Goals Year after Year: The Solution Lies within the Next Generation of Energy Efficiency Programs

Presenter: **Christine Donovan**, Vermont Energy Investment Corporation

Next Generation Energy Efficiency: Identifying Highly Successful Programs and Strategies for Cost-Effective Energy Efficiency Resource Acquisition

Presenter: **Kevin Andrews**, E Source

Trends in Utility Energy Efficiency Program Design and Performance in the Southwest

Presenter: **Howard Geller**, Southwest Energy Efficiency Partnership

*Energy Efficiency Programs Track* *Aztec A*

### Session 3B: **Combined Heat and Power (CHP)**

Moderator: **Patsy Dugger**, APTIM

CHP as an Effective EE Resource for Utilities and States

Presenter: **Neeharika Naik-Dhungel**, US Environmental Protection Agency

Utility Packaged CHP Programs

Presenter: **Gita Subramony**, ERS

CHP as a Grid Resource: How CHP Can Support the Transition to a Modern Electric Grid

Presenter: **Meegan Kelly**, ICF

Session 3C: **Market Transformation**

Moderator: **Derek Okada**, Southern California Edison

The Many Benefits of Upstream Programs

Presenter: **Lisa Sarubbi**, United Illuminating Company

Utility Energy Efficiency Program Administration in a Statewide Model

Presenters: **Erin Palermo Brooks**, Southern California Gas Company  
**Athena Besa**, San Diego Gas and Electric

Market Effects of Commercial Upstream Programs

Presenter: **Hector Lefbad**, Energy Solutions

*Measuring the Energy Efficiency Resource Track*

Session 3D: **Cost-Effectiveness**

Moderator: **Andrew Hudson**, Energy Trust of Oregon

Including Non-Energy Benefits in the Evaluation of Energy Efficiency Programs—Where to Start?

Presenter: **Alireza Bozorgi**, ICF

Reforming Energy Efficiency Cost-Effectiveness Analysis: An Overview of the National Standard Practice Manual

Presenter: **Tim Woolf**, Synapse Energy Economics

*Other Utility Energy Efficiency Delivery Channels*

Session 3E: **Public Power**

Moderator: **Lakin Garth**, Cadmus

The Whole-House Approach to Energy Savings

Presenters: **Jonathan Coulter**, Advanced Energy  
**Mike Smith**, Electric Cooperatives of South Carolina

An Integrated Strategic Planning Tool for a Municipal Electric Utility

Presenter: **Jeffrey Loiter**, Optimal Energy

**12:00 noon–1:15 pm**

**Lunch and Keynote**

*Hopi/Pima/Pueblo*

The Utility Sector as a Climate Solutions Provider: Harnessing Energy Efficiency

Keynote Presenter: **Chris Benjamin**, Director, Corporate Sustainability, Pacific Gas and Electric Company

*Energy Efficiency as a Resource Track**Sachem East*Session 4A: **Time Value of Energy Efficiency**Moderator: **Jenny Edwards**, Center for Energy and Environment

Comparing the Time-Varying Value of Energy Efficiency in Four Regions

Presenter: **Natalie Mims**, Lawrence Berkeley National Laboratory

Aiming for the Bulls-Eye: Time-Sensitive Valuation of Energy Efficiency

Presenter: **David Nemetzow**, US Department of Energy

Capacity: The Hidden Treasure in Energy Efficiency

Presenters: **Jennifer Light**, Northwest Power and Conservation Council  
**Lakin Garth**, Cadmus

Time to Look beyond the “Hour”

Presenter: **Hossein Haeri**, Cadmus*Energy Efficiency Programs Track**Aztec A*Session 4B: **Low Income Energy Efficiency Programs**Moderator: **Tim Guiterman**, EnergySavvy

Low Income Best Practices

Presenter: **Annie Gilleo**, American Council for an Energy-Efficient Economy

It Takes a Village: Energy Efficiency as a Resource for Low-Income Customers

Presenters: **Elizabeth Parsons**, TVA EnergyRight® Solutions  
**Scott Harrell**, TVA EnergyRight® Solutions

Developing a Stakeholder Synergy to Develop and Maintain Energy Efficiency Programs for Low-Income Customers

Presenter: **Maida Coleman**, Missouri Public Service Commission

Helping Home Fund: Weatherization and Health

Presenters: **Maria Mauceri**, Advanced Energy  
**Lorrie Maggio**, Duke Energy*Utility of the Future Track**Sachem West*Session 4C: **State Energy Efficiency Policies**Moderator: **Patricia Stanton**, E4TheFuture

A Transformational Opportunity: Putting Clean Energy First

Presenter: **Mike Bull**, Center for Energy and Environment

Unleashing New York’s Energy Efficiency Market Once and for All

Presenter: **Arjun Saroya**, Lime Energy

A Top Three State from the Midwest? Illinois’ Innovative New Business Model for Acquiring Efficiency Resources Makes State a National Leader

Presenter: **Chris Neme**, Energy Futures Group

Delivering High Levels of Energy Savings for Utility Programs: Strategies from Arizona

Presenter: **Weston Berg**, American Council for an Energy-Efficient Economy



Session 4D: **EM&V 2.0**

Moderator: **Dan York**, American Council for an Energy-Efficiency Economy

Expanding Efficiency Services and Advancing Utility Program Strategies with M&V 2.0

Presenter: **Ellen Franconi**, Rocky Mountain Institute

Judgement Day: Advances in Evaluation, Measurement, and Verification and the Big Questions Hanging in the Balance

Presenter: **Julia Friedman**, Midwest Energy Efficiency Alliance

How Do We Measure Something that Doesn't Exist and Call It a Resource? Tales from the Counterfactual Number Crunchers

Presenter: **John Backus Mayes**, EnergySavvy

*Other Utility Energy Efficiency Delivery Channels Track*Session 4E: **Local Government/Utility Partnership**

Moderator: **Christine Donovan**, Vermont Energy Investment Corporation

Advancing to Smart and Sustainable Communities

Presenter: **Sheri Borrelli**, The United Illuminating Company (Energize CT)

Filling the Pipeline with Savings in Public Buildings

Presenter: **Cathy Higgins**, New Buildings Institute

Realizing Energy Efficiency through Direct Collaboration between Utilities and Communities

Presenter: **Courtney Weber**, APTIM

Integrating Local Policies with Voluntary Programs to Drive Zero Carbon Communities

Presenter: **Nate Dewart**, Energy Solutions

**3:15 pm–3:30 pm**

**Networking Break**

*Sachem Terrace*

**3:30 pm–5:00 pm**

**Breakout Sessions**

*Energy Efficiency as a Resource (IRP, EE Potential) Track*Session 5A: **Future of Lighting Energy Efficiency**

Moderator: **Nick Minderman**, Xcel Energy

Turning Off T12 Lighting...For Good!

Presenter: **Joe Plummer**, Franklin Energy

From Market to Meter: Effects of Lighting Market Dynamics on Residential Energy Consumption

Presenter: **Laura Tabor**, Navigant

**Jessica Aiona**, Bonneville Power Administration (co-contributor)

What's Next after Lighting?

Presenter: **Ellen Zuckerman**, Southwest Energy Efficiency Project

Session 5B: **Multifamily Programs**

Moderator: **Ariel Drehobl**, American Council for an Energy-Efficient Economy

Build It and They Will Come: Hitting an Energy-Efficiency Home Run in the Multifamily Market

Presenters: **Ken Owens Jr.**, Franklin Energy  
**Ken Robertson**, Franklin Energy

Do Energy Efficiency Rebates Help Drive Property Managers in Low-Income Areas to Do Energy Efficiency Projects?

Presenters: **Christopher Conway**, DNV GL  
**Cindy Nagle**, DNV GL

A Decade of Results: A Retrospective of NYSERDA's Multifamily Performance Program

Presenter: **Mark Lorentzen**, TRC Energy Services

*Utility of the Future Track*

Session 5C: **Other Policy Approaches for Energy Efficiency**

Moderator: **Jenah Zweig**, US Department of Energy

Rate Design Matters: The Intersection of Residential Rate Design and Energy Efficiency

Presenter: **Brendon Baatz**, American Council for an Energy-Efficient Economy

Energy Efficiency in Capacity Auctions

Presenter: **Grace Relf**, American Council for an Energy-Efficient Economy

Beneficial Electrification Do's and Don'ts

Presenter: **Jim Lazar**, Regulatory Assistance Project

*Measuring the Energy Efficiency Resource Track*

Session 5D: **Intelligent Efficiency**

Moderator: **Ethan Rogers**, American Council for an Energy-Efficient Economy

Intelligent Efficiency and Utility Programs: Reports from the Midwest

Presenter: **Mark Milby**, Midwest Energy Efficiency Alliance

SoCal Gas Engaging Connected Home Customers with a Single Click

Presenter: **Yeye Zhang**, Nest Labs

A National Initiative to Advance Intelligent Efficiency in Energy Efficiency Programs

Presenter: **Geoff Wickes**, Northwest Energy Efficiency Alliance

*Other Utility Energy Efficiency Delivery Channels Track*

Session 5E: **Energy Efficiency and Water/Wastewater**

Moderator: **Weston Berg**, American Council for an Energy-Efficient Economy

Moving Toward More Effective Energy and Water Programs

Presenter: **Kate Robertson Zerrener**, Environmental Defense Fund

Come Together: Turning Utility Partnership Collaboration into a Strategic Energy and Water Efficiency Resource

Presenter: **Mugi Lukito**, Southern California Gas Company

Achieving Energy Efficiency in Water Utilities: A Model for Speed and Scale

Presenters: **Pranesh Venugopal**, The Energy Coalition  
**Fiela Vu**, Lincus, Inc.

# THANK YOU FUNDERS!

## GOLD



## SILVER



## BRONZE

