



## 2015 NATIONAL CONFERENCE ON ENERGY EFFICIENCY AS A RESOURCE

Statehouse Convention Center ▪ Little Rock, AR ▪ September 20-22

*Preliminary Program (subject to change)*

### Sunday, September 20

4:00 pm to 7:00 pm	Registration
5:00 pm to 7:00 pm	Reception

### Monday, September 21

7:00 am - 8:00 pm	Registration
7:00 am – 7:45 am	Breakfast
8:00 am - 9:00 am	Conference Welcome & Introductions
9:00 am – 9:45 am	Keynote Address
9:45 am - 10:00 am	Break
10:00 am - 11:45 am	Plenary Session

Regional Round-Up: Utility Energy Efficiency Highlights from Around the United States

### 11:45 am - 1:30 pm Lunch and Poster Displays

Boxed lunches served and the opportunity to visit poster display offerings.

### 1:30 pm - 3:00 pm Breakout Sessions

#### Energy Efficiency Programs Track

#### Session 1A: **Lighting Programs**

Emerging Strategies for LED Street Lighting Conversion

Presenter: **Brian Buckley**, Northeast Energy Efficiency Partnerships

The Great Light Bulb Exchange

Presenters: **Sheri L. Borrelli** and **Elizabeth Murphy**, The United Illuminating Company

Transforming the Commercial Lighting Market

Presenter: **Andre Javier-Barry**, D&R International

The CEE/Xcel Energy Small Business One-Stop Efficiency Program

Presenter: **Richard Szydlowski**, Center for Energy and Environment (*invited*)

Energy Efficiency Benefits Track

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**Session 1B: Energy Efficiency as a T&D Resource**

Targeted Energy Efficiency for Transmission and Distribution Reliability

Presenter: **Richard Aslin**, Pacific Gas and Electric

Not your Usual Suspects: How a Michigan Utility and an Environmental Group Collaboratively Developed a Pilot Project to Defer a Distribution System Upgrade with Energy Efficiency

Presenter: **Chris Neme**, Energy Futures Group (*invited*)

Using Geographically Targeted Energy Efficiency to Deter T&D Investment

Presenter: **Elizabeth Titus**, Northeast Energy Efficiency Partnerships

Con Edison's Integrated Demand Side Management Potential Model

Presenter: **Michael Harrington**, Con Ed

Rhode Island's System Reliability Pilot

Presenter: **Leslie Mahone**, Acadia Center

Energy Efficiency as a Resource: Regulatory Issues Track

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**Session 1C: Regulatory Mechanisms for Energy Efficiency**

Beyond Carrots for Utilities: Recent Trends in Performance Incentive Mechanisms for Utility Energy Efficiency Programs

Presenter: **Seth Nowak**, American Council for an Energy-Efficient Economy

The Link between Revenue Decoupling Mechanisms and Increased Utility-Led Energy Efficiency

Presenter: **Will Nissen**, Fresh Energy

Valuing Efficiency: A Review of Lost Revenue Adjustment Mechanisms

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

Evaluation and Use of Data Track

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**Session 1D: Evaluation, Measurement and Verification Methods Issues**

What's Under the Hood? Building Transparency in Energy Efficiency Savings and Underlying EM&V Methods through a Standardized, Integrated Reporting Platform

Presenter: **Patrick Wallace**, Northeast Energy Efficiency Partnerships

Showing Me the Savings: TRMs, Big Data, and EM&V 2.0 as Catalysts for Energy Efficiency Savings

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

Defending Energy Efficiency as a Reliable Grid Resource

Presenter: **Isaac Wainstein**, ERS

What's your kW? Defining Peak Demand in Texas

Presenter: **Lark Lee**, Tetra Tech

Other Key Topics Track

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**Session 1E: Energy Efficiency in the Clean Power Plan**

The Potential for Tracking & Trading Energy Efficiency under the Clean Power Plan

Presenter: **Kate Swayne Wilson**, Cadmus

Southeastern Responses to the Clean Power Plan

Presenters: **Abby Fox**, Southeast Energy Efficiency Alliance; **Katie Southworth**, EMV Energy Solutions

Quantifying the Value of Energy Efficiency as a Compliance Mechanism

Presenter: **Jeff West**, ICF International

Capturing Energy Efficiency Savings and Implementing Common EM&V Practices to Develop a Successful Framework for EPA's Clean Power Plan

Presenter: **Robert Neumann**, Navigant

**3:00 pm - 3:30 pm**

**Break**

**3:30 pm to 5:00 pm****Breakout Sessions**Energy Efficiency Programs Track

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**Session 2A: Small Business Programs**

Small Business Energy Savings: Onward and Upward

Presenter: **Edward Musz**, ComEd (*invited*)

Small Business Market Engagement: Efficiency, Economy & Equitability

Presenter: **Jake Felton**, CLEAResult

The Blitz Is On: An Innovative Customer Approach that Results in Increased Conversion Rates and Cost Effectiveness

Presenter: **Christina Crowell**, Puget Sound Energy

Achieving 20% Energy Savings in Small Commercial Direct Install

Presenter: **Josiah Adams**, Ecology Action

Energy Efficiency Benefits Track

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**Session 2B: Energy Efficiency as a T&D Resource (Examples)**

Using Energy Efficiency for Distribution System Planning

Presenter: **John Finnigan**, Environmental Defense Fund

Energy Efficiency and Reliability: Southern California Edison's Local Capacity Requirements RFO and Preferred Resources Pilot

Presenter: **Mohammed W. Aliuddin**, Southern California Edison

Energy Efficiency as a Resource: Regulatory Issues Track

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**Session 2C: Other State Policies for Utility Energy Efficiency**

Implementation and Outcome from Washington State's Energy Efficiency Resource Standard

Presenter: **Glenn Blackmon**, Washington Department of Commerce

Policy in Action: How States Drive Large Investments in Energy Efficiency

Presenter: **Mike Guerard**, Optimal Energy

EERS vs. IRPs: Why States Should Eliminate EERS

Presenter: **Stacey Paradis**, Midwest Energy Efficiency Alliance (*invited*)

Evaluation and Use of Data Track

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**Session 2D: Best Practices in Potential Studies and Integrated Resource Plan**

Searching for Best Practices for Modeling Energy Efficiency in Integrated Resource Planning

Presenter: **Kenji Takahashi**, Synapse Energy (*invited*)

Forecasting the Future: Quantifying Uncertainty in Emerging Technologies

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

Why Potential Studies Can Do More Harm than Good...and What to Do About It

Presenter: **Peter Mosenthal**, Optimal Energy

Other Key Topics Track

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**Session 2E: Energy Efficiency Developments in the South**

Business Models for Utilities of the Future: Emerging Trends in the Southeast

Presenter: **John Sibley**, Southface

Energy Efficiency as a Resource

Presenter: **James Linder**, Tennessee Valley Authority

Energy Efficiency in Arkansas: The 5<sup>th</sup> Year of Comprehensive Programs

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

Collaboration: One Key to Arkansas's Success

Presenter: **Matt Klucher**, Arkansas Public Service Commission

**6:30 pm – 8:30 pm****Welcome Reception – William J. Clinton Presidential Center**

**Tuesday, September 22****7:00 am - 5:00 pm** Registration**7:30 am – 8:30 am** Breakfast**8:30 am – 10:00 am** Concurrent SessionsSession 3A: **US Environmental Protection Agency Clean Power Plan**Session 3B: **The Role of Energy Efficiency in the Utility of the Future****10:00 am - 10:15 am** Break**10:15 am – 11:45 am** Breakout Sessions*Energy Efficiency Programs Track*Session 4A: **Residential Programs**

Better Buildings Residential Program Solution Center: Learn from the Highly Effective Residential Energy Efficiency Programs

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

Statewide Strategies for Localized Savings: The Illinois Home Performance Approach

Presenter: **Kelsey Horton**, Midwest Energy Efficiency Alliance

Dramatically Increase Residential HVAC Program Participation with an Upstream Approach

Presenter: **Jennifer C. Parsons**, The United Illuminating Company*Energy Efficiency Benefits Track*Session 4B: **NEBs and Benefit-Cost Test Issues**

Promoting Energy Efficiency for What It is Really Worth

Presenter: **Tim Woolf**, Synapse Energy

NEBs, EULs, and Other Benefit-Cost Issues

Presenter: **Lisa Skumatz**, Skumatz Economic Research Associates

Counting More than Energy: Preparing for Direct Measurement of Non-energy Impacts from Small Residential Energy-Efficiency Programs in New York

Presenters: **Jonathon Steiner**, New York State Energy Research and Development; **Alireza Bozorgi**, ICF International*Energy Efficiency as a Resource: Regulatory Issues Track*Session 4C: **Integrated Resource Planning**

Building the Energy Efficiency Power Plant: TVA's 2015 IRP

Presenter: **Tom Rice**, Tennessee Valley Authority

DTE Energy's Long-term Energy Efficiency Study to Support Integrated Resource Planning Efforts

Presenter: **Manish Rukadikar**, DTE Energy

Leveraging Megawatts with Negawatts

Presenter: **Hossein Haeri**, Cadmus (*invited*)

Evaluation and Use of Data Track

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Session 4D: **National and Regional Results**

Collecting, Aggregating, and Analyzing Energy Efficiency Savings at a Regional Level – and Beyond?

Presenters: **Danielle Gidding**, Bonneville Power Administration; **Lakin Garth**, Cadmus

How the Cost of Saving a Kilowatt-Hour Has Changed in Recent Years and How Long Are the Savings Lasting?

Presenter: **Ian Hoffman**, Lawrence Berkeley National Laboratory (*invited*)

Highly Effective Energy-Efficiency Programs

Presenter: **Katie Ryder**, esource

Other Key Topics Track

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Session 4E: **Natural Gas Energy Efficiency**

Meeting Increasing Gas Energy Efficiency Savings Goals in a Challenging Environment

Presenter: **Paul Smith**, Franklin Energy (*invited*)

Breaking Good: How New Mexico Gas Company Consistently Meets Its Residential Energy Reduction Targets

Presenter: **Dru Jones**, Teco Energy New Mexico Gas Company (*invited*)

Program Design: Best Practices of Multi-Fuel Programs

Presenter: **Greg Wassel**, GoodCents

**12:00 pm - 1:15 pm**

**Lunch and Keynote**

**1:30 pm – 3:00 pm**

**Breakout Sessions**

Energy Efficiency Programs Track

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Session 5A: **Large C&I Programs**

B2B Success: Large C&I – Shake Hands with Your Energy Management Team

Presenters: **Tim Perrin** and **Greg Baker**, Efficiency Vermont

Leveraging Energy Efficiency in Data Centers: Highly-Effective Program Design for Specialized Large Customers

Presenter: **Dan Comperchio**, Willdan Energy Solutions

Commercial and Industrial Energy Efficiency in Arkansas

Presenter: **Evan Bowers**, CLEAResult

Energy Efficiency Benefits Track

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Session 5B: **Low-Income: Hard to Reach**

Duct Hunting: Developing a Comprehensive Statewide Strategy Targeting Hard-to-Reach Customers

Presenter: **Katherine Johnson**, Johnson Consulting Group

Reinvigorating Manufactured Home Retrofit Programs

Presenter: **Monica Curtis**, WECC

How to Address Weatherization within the Energy Efficiency Resource Acquisition Model

Presenter: **Jamie Howland**, Acadia Center

Energy Efficiency as a Resource: Regulatory Issues Track

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Session 5C: **Aggressive Energy Efficiency Portfolios**

View from the Northeast: Benchmarking the Costs and Savings from the Most Aggressive Energy-Efficiency Programs

Presenters: **Toben Galvin**, Navigant**Matthew Walker**, Vermont Public Service Department (*invited*)

How Ontario, Canada, is Putting Conservation First

Presenter: **Ni Schruder**, Independent Electricity System Operator (IESO)

Show Me the Money: Utility Benefits of Energy Efficiency Programs Implemented in the Southwest over the Past Decade

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

When Achievement Exceeds Potential

Presenter: **George Lawrence**, Optimal EnergyEvaluation and Use of Data Track

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Session 5D: **Local Government/Utility Partnership**

STEP-ing Into Savings: A Self-Install Program Approach Designed to Draw in Hard-to-Reach Facilities

Presenter: **Catherine Krasner**, Midwest Energy Efficiency Alliance

Realizing Energy Efficiency through Direct Collaboration between Utilities and Communities

Presenter: **Thomas Quasius**, CB&I

SCORE/CitySmart: Lessons from the Institutional Sector

Presenter: **Michael Sciortino**, CLEAResult

Advancing Municipal Energy Efficiency through Technical Support and Guidance

Presenter: **Diana McCarthy-Bercury**, EversourceOther Key Topics Track

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Session 5E: **Lightning Session on Behavior & EE/DR Integration**

Proactive Consumer Engagement for Efficiency Gains, Increased Satisfaction, and Transformation

Presenter: **Steve Nguyen**, Bidgely Inc.

Allow Us to Reintroduce Ourselves: Effective Tools for Engaging Customers to Leverage Smart Meter Data Analytics and Energy Efficiency

Presenter: **Carrie Harkness**, Consumers Energy (*invited*)

Customers Know Best When It Comes to Behavior Change: Are You Listening?

Presenter: **Ashlie Ossege**, Direct Options

Building Lasting Customer Relationships that Open New Revenue (or) Creating an End-to-End Customer Experience: Leveraging Data, Personalization and On-Demand

Presenter: **Justin Segall**, Simple Energy

Why Bundling Makes Sense: EE, DR and the Smart Grid

Presenter: **Matthew Plante**, EcoFactor

The Behavioral Layer Cake: How Layering Peak Day Messaging Increases the Value of Behavioral Energy Efficiency

Presenter: **Nick Payton**, Opower

**3:00 pm – 3:30 pm****Break****3:30 pm – 5:00 pm****Breakout Sessions**Energy Efficiency Programs Track

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**Session 6A: CHP Programs**

CHP - All Sizes Fit One (Program): Turning the Agony to Ecstasy with Micro CHP as a Conservation Resource

Presenter: **Jon Feldman**, Independent Electricity System Operator (IESO)

Transforming the Market for CHP: How Maryland Created the Market

Presenter: **Tim Witting**, Lockheed Martin

From Threat to Asset: How CHP Can Benefit Utilities

Presenter: **Jessica Rackley**, ICF International (*invited*)Energy Efficiency Benefits Track

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**Session 6B: Multi-Family Programs**

Lighting Up Energy Savings in the Multi-Family Market

Presenter: **Brody Vance**, Franklin Energy

Efficiency for All: Quantifying and Capturing the Large Efficiency Potential in the Multi-family Affordable Housing Section

Presenter: **Annika Brink**, National Housing Trust

Bridging the Gap: Leveraging Energy Efficiency, Financing, and Utility Incentives for Moderate Rehab Projects

Presenters: **Elizabeth Glynn**, Local Initiatives Support Corporation; **Mark Pignatelli**, ICF InternationalEnergy Efficiency as a Resource: Regulatory Issues Track

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**Session 6C: Promising Areas of Utility Energy Efficiency Expansion**

Creating Best Practices for Energy Code Compliance in California

Presenters: **Sally Blair**, NORESO; **Jill Marvel**, Pacific Gas and Electric Company

From VFDs to LEDs: How the American Farmer Can “Harvest” the Benefits of Energy Efficiency

Presenter: **Cody Allen**, ICF International (*invited*)

Energy Efficiency and Capacity Auctions: An Update

Presenter: **Roger Baker**, ComEdEvaluation and Use of Data Track

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**Session 6D: Innovative Approaches**

Don't Be Fooled Again: Smart Thermostats and Residential Demand Response – Market Review, Design Considerations, and Early Findings of Savings Potential

Presenter: **Pace Goodman**, Navigant

Groundbreaking Healthcare Program Generates Innovative Approach to Accessing Hard-to-Reach Customers

Presenters: **Katie Wilson**, Willdan Energy Solutions; **Gerard Nesbitt**, Southern California Edison

Whole Food Market and NSTAR: Employing Custom and Streamlined Incentives to Achieve Real Energy Savings

Presenter: **Mike Guldenstern**, e2sOther Key Topics Track

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**Session 6E: Public Power**

Energy Efficiency in the Municipal Utility World

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

Lowering Costs and Improving Stakeholder Experiences in Energy Efficiency Programs

Presenters: **Dan Ridings**, Conservation Services Group; **Frank Rapley**, Tennessee Valley Authority

On-Bill Financing and Collection of Energy Efficiency Improvements

Presenter: **Mark Cayce**, Ouachita Electric Cooperative