

Sunday, August 12, 2018

ACEEE Summer Study at Asilomar, California

## Co-Chairs' Welcome



**Bing Liu, Co-Chair,  
Northwest Energy  
Efficiency Alliance**

Welcome to the 2018 Summer Study, which is the 20th biennial ACEEE Summer Study on Energy Efficiency in Buildings!

Our theme for this milestone anniversary of the Summer Study is "Making Efficiency Easy and Enticing." We chose this theme as a clarion call to redouble our efforts to scale energy efficiency. Since the first Summer Study 40 years ago, our community has made tremendous progress in developing advanced technologies and innovative policies. Indeed, there are now hundreds of buildings operating at or near net-zero energy. The major challenge for the building industry is to significantly increase the pace of adoption across all market sectors and regions. Overcoming stubborn behavioral, economic and market barriers calls for innovation in how we approach technology development, program design and implementation, codes and standards, financing, workforce development, and community

development. Put simply, we need innovation to make energy efficiency the easy and enticing choice for decision-makers and stakeholders across the board.

This year, we are especially excited to announce a new panel on energy efficiency and equity. Low-income communities and communities of color stand to benefit from energy efficiency upgrades, healthier housing, and local job creation; yet they often cannot take advantage of energy efficiency opportunities given a variety of policy, regulatory, and other structural barriers. This panel focuses on efforts to reach historically underserved households with energy efficiency investments. We hope you'll take the time to participate in this panel.

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## Welcome to Summer Study 2018!



**Jennifer Amann,  
Director of ACEEE's  
Buildings Program,**

With great pleasure, I welcome you all to the 20th biennial ACEEE Summer Study on Energy Efficiency in Buildings. Once again, the efficiency community comes together to share the latest research findings and lessons from programs and policies that advance energy efficiency in buildings. Our agenda is packed with a stellar lineup of plenary speakers, paper presentations, and participant-led informal sessions offering many opportunities to learn, engage, and explore new ideas and strategies.

In preparation for the week, I've been reflecting on this year's theme, Making Efficiency Easy and Enticing. Increasing the appeal and convenience of efficient products, operations, and behaviors is critical to scaling their adoption. While recent impressive gains in energy efficiency are laudable—a 19% reduction in energy use per household from 2005 to 2015 and a 12% reduction in commercial energy use per square foot from 2003 to 2012, we must continue to push for efficiency solutions that help address climate change, provide healthier and more affordable homes, and support business success.

Clearly, energy efficiency faces challenges. Increasing baselines for many products—most notably for lighting—present a challenge for efficiency programs striving to meet state-mandated energy savings targets; stalling policy progress at the federal level puts the onus on states and cities to do even more; withdrawal from the Paris Agreement leaves private sector leaders in the driver's seat without the certainty provided by government action; the list goes on. Is it just me or is all this somewhat overwhelming?

On top of these challenges, comes the hard work of making energy efficiency easy and enticing. This is where the good news comes into play. New technology developments, emerging market dynamics, and a greater understanding of human behavior are contributing new tools and techniques that help this undertaking.

Continued on back page

## Co-Chairs' Welcome continued

We are very thankful to the many volunteers that make the Summer Study possible, especially the panel leaders, paper and poster authors, and the peer reviewers. Their dedication and commitment are crucial for the success of the Summer Study. In addition, we would like to express our deep appreciation to the dedicated ACEEE staff under the capable leadership of Steve Nadel, in particular Rebecca Lunetta, Jennifer Amann, Naomi Baum, Wendy Koch, Lynn Pyle, and Kim Mathador.

Join the conversation at the 2018 Summer Study with your ideas, experiences, and vision to make energy efficiency easy and enticing!

**Bing Liu**, Co-Chair, Northwest Energy Efficiency Alliance

**Paul Mathew**, Co-Chair, Lawrence Berkeley National Laboratory



## Heads Up!

Friday 10:30 session, Panel 5 room is **Toyon** (not Triton).

The following is a change in the **Panel 11 schedule**:

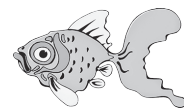
**Jordana Rubin**, originally scheduled for Wednesday 10:30 am session, has moved to **Friday 8:30 pm** session.

**Michael Baechler**, originally scheduled for Friday 8:30 am session, has moved to **Wednesday 10:30 am** session.

**Correction!** Co-Chair Paul Mathew's affiliation is listed incorrectly in the program booklet. He is with Lawrence Berkeley National Laboratory (not PNNL)

### Attention all nursing mothers!

We have set up a nursing station in **Sanderling** complete with refrigerator, chair, table, and most importantly—privacy. Come to **Surf and Sand** to get a key to this room.



## Important Correction about the Aquarium Event!

Event ends at 11 pm, not 9 pm.

## Opening Plenary Speaker



**Karen Florini** is Vice President for Programs at Climate Central, where her roles include developing and implementing communications strategies that reach and move large U.S. and global audiences as well as key decision-makers. In addition, she leads the integration of Climate Central's program efforts, and oversees the creation and distribution of the group's products to the public

and thought leaders. Florini is also a Visiting Fellow at the Oxford Martin School of the University of Oxford.

## Monday Plenary Panelists

**Emma Bassein**, VP of Strategic Initiatives, Carbon Lighthouse

**Fatima Crerar**, Director of Social Impact and Sustainability, Ecobee

**Colin Sng**, Director, Customer Success, FirstFuel

**YeYe Zhang**, Head of West Region Energy Partnerships, Google

## ACEEE is hiring!

We are seeking a **senior economist** to lead our jobs and economic analyses. The ideal candidate has a Ph.D. or ABD with interest in policy.

We are also looking for a **communications manager** with strategic savvy and excellent writing/editing skills.

Check out these and other ACEEE career opportunities in Surf & Sand or at [aceee.org/about/jobs](http://aceee.org/about/jobs)

## Summer Study Evaluation Form

*Before you leave, remember to complete an evaluation form for a chance to win an iPad Mini! The form is available in the ACEEE Office in Surf & Sand, online through Survey Monkey ([surveymonkey.com/SummerStudy2018](http://surveymonkey.com/SummerStudy2018)), or via link in the mobile app.*

*Return the hard copy form to the office in Surf & Sand.*

*Your thoughts and suggestions are extremely important to us and will help in the planning of future Summer Studies.*

## guidebook

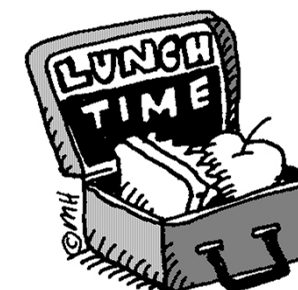
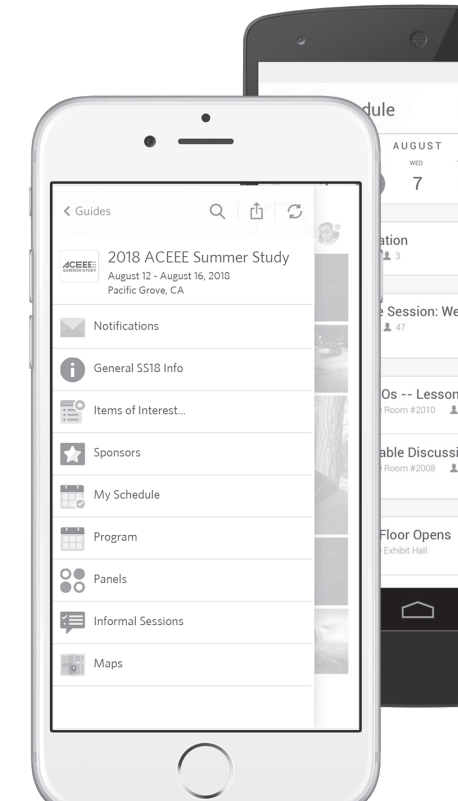
# 2018 ACEEE Summer Study on Energy Efficiency in Buildings has gone mobile!

Get the app on your mobile device now, for free.

<https://guidebook.com/g/ss18/>

- 1 Visit the above URL on your device
- 2 Tap the "download" button to get the free Guidebook app
- 3 Open Guidebook and look for the guide:  
2018 ACEEE Summer Study on Energy Efficiency in Buildings

*Make sure to check for updates throughout the Summer Study week for possible program changes.  
(Devices must be connected to WiFi or cellular data for automatic updates.)*



## BOXED LUNCH SIGN-UP WEDNESDAY-FRIDAY

**Boxed lunches** are available for pick up right after breakfast from Crocker Dining Hall beginning Wednesday, August 15.

Orders must be placed in Surf and Sand **48 hours before, by 11 am**. Please show your name and meal ticket when picking up your lunch.

## INFORMAL SESSIONS

Participants are welcome to schedule informal discussions during designated afternoons of the Summer Study. Sessions are typically two-hour discussions about topics that relate to the theme of the Summer Study but do not have published papers or formal presentations.

These sessions encourage group participation about topics that Informal Session organizers want to discuss. Organizers are encouraged to prepare brief introductions about the discussion themes to present at the beginning of their sessions. A sign-up sheet is posted (for time and room assignments) in the Summer Study office (**Surf and Sand** building).

A list of Informal Sessions with times and locations will be announced daily in *The Grapevine*.

Informal Session times are:

Monday	2:00 pm – 4:00 pm
	4:00 pm – 6:00 pm
Tuesday	2:00 pm – 4:00 pm
Thursday	2:00 pm – 4:00 pm

### Twitter Alert!

Join the Summer Study conversation on Twitter using hashtag #SummerStudy18



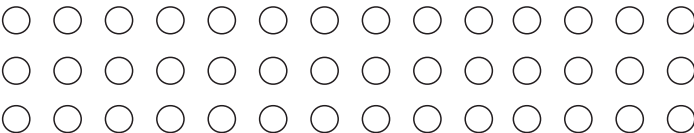
## Director's Welcome, continued

Smart technologies are making it easy to monitor and control energy use like never before. Innovative companies are bringing new services to market that help utilities and other businesses reach and serve customers including those that have been underserved in the past. New products deliver energy savings within a package of other benefits designed to meet other user priorities: comfort, productivity, health, profitability.

This week, I look forward to learning more about these new developments. Morning panels will cover the latest research in residential and commercial buildings technologies and programs, the future of utilities, advances in behavioral science, as well as the latest directions in net zero and net positive buildings, efficiency policy, and smart buildings. I'm very excited about the new panel this year that focuses on energy efficiency and equity issues. Come hear the presentations and then bring your ideas and pressing questions to participant-organized informal sessions. In these afternoon sessions, the discussion often focuses on moving ideas into action.

As a part of the dedicated group of efficiency professionals gathered in this beautiful setting, we can use this week to meet new collaborators, share insights, have some fun, and take away renewed inspiration for our work making efficiency easy and enticing for everyone. Let's get to it!

**Jennifer Amann**, Buildings Program Director, ACEEE



### THE GRAPEVINE DAILY NEWSLETTER

*The Grapevine* is published daily to highlight upcoming presentations and events, review events of the previous day, and list important announcements. It will be distributed each morning at breakfast in the **Crocker Dining Hall**, and in the **Surf and Sand** room.

### Got Something to Report?

We welcome suggestions for the next day's newsletter. If you have any announcements, updates, or information related to ACEEE events, drop them off at **Surf and Sand** to the attention of *The Grapevine* Staff in "Report Basket" or email them by 3:30 pm to [ljackson@homeenergy.org](mailto:ljackson@homeenergy.org). *The Grapevine* will also appear on the ACEEE Blog at [www.ACEEE.org/blog](http://www.ACEEE.org/blog).

## Sunday, August 12

3:00 pm – 8:00 pm **CONFERENCE REGISTRATION**

Surf & Sand Building

4:00 pm – 6:00 pm **OPENING RECEPTION**

Hearst Social Hall, West Deck

All participants, families, and guests are invited to enjoy an informal reception on the West Deck of the Hearst Social Hall facing the Pacific Ocean. Greet your friends in the energy efficiency community after you register for the 2018 Summer Study.

6:00 pm – 7:00 pm **DINNER FOR REGISTRANTS**

Crocker Dining Hall

All Summer Study registrants staying at Asilomar are welcome to enjoy a special dinner at the Crocker Dining Hall. Off-site registrants are also welcome, but must purchase dinner tickets from the Asilomar Front Desk in **Hearst Social Hall**.

7:30 pm – 9:00 pm **WELCOME AND OPENING PLENARY**

Merrill Hall

### WELCOMING REMARKS

**Jennifer Amann**, Buildings Program

Director, American

Council for an Energy-Efficient Economy

Co-Chairs

**Bing Liu**, Co-Chair, Northwest Energy

Efficiency Alliance

**Paul Mathew**, Lawrence Berkeley

National Laboratory

### PLENARY INTRODUCTION

**Bing Liu**, Co-Chair, Northwest Energy

Efficiency Alliance

### PLENARY

**Karen Florini**, Vice President for

Programs, Climate Central

Communicating on Climate: Messages

and Messengers that Matter

9:00 pm – 11:00 pm **SOCIALIZE**

**Fred Farr Forum**

End your day networking and socializing

at the *Hospitality Suite* in Fred Farr Forum

(across the street from Asilomar's main

entrance). Snacks and beverages offered.

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[www.homeenergy.org](http://www.homeenergy.org)

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