**Panel 4: Commercial Buildings: Program Design, Implementation, and Evaluation**

With today's pressing challenges to building energy use, such as increased load growth from data centers, growing risks of power outages, and aging grid infrastructure, accelerating commercial buildings' journey to improve reliability is more important than ever. Additionally, there is a need to ensure that energy solutions align with customer needs for both affordability and reliability. This panel will feature speakers with pioneering approaches to commercial program design, implementation, and evaluation. Suggested topics include the following:

- Approaches for addressing affordability concerns among commercial customers
- Solutions for commercial customers that help them withstand and rapidly recover from power outages and continue operating with electricity
- Designing, implementing, and evaluating innovative commercial energy improvement and demand management programs
- New approaches for integrating demand response in commercial buildings
- Financing mechanisms and other incentive strategies that will help scale energy technologies, grid interactivity, and improve reliability in existing buildings and new construction
- Harnessing the power of data for optimized commercial program implementation and evaluation
- Influencing decision-makers and making the business case for implementation
- Capturing commercial building operational performance and behavioral changes
- Whole-building approaches and deep energy efficiency retrofits
- Moving toward improved energy performance in commercial buildings
- Advancing consumer choices of technologies
- Innovations in planning, deployment, and measurement of distributed energy resources
- Types of commercial sectors and geographic locations that need to be prioritized to improve energy performance, reduce utility costs, and improve affordability, as well as to improve reliability.