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Wednesday, January 14, 2015		Thursday, January 15, 2015	
General Session		General Session	
8:30 am	Welcome and Introductions Ed Wisniewski, Executive Director, CEE	8:30 am	Welcome Back Joanne Morin, Deputy Director, CEE
	Keynote Speaker Nancy Sutley, Chief Sustainability and Economic Development Officer, LADWP		The Customer Engagement Opportunity: How Efficiency Maps to a Customer's Overall Energy Experience Facilitator: Ed Wisniewski, Executive Director, CEE
	Beyond kWh Savings: Leveraging our National EE Infrastructure for Grid and Rate-Payer Benefit Facilitator: John Taylor, CEE		Evolving Emerging Technologies to Meet the Changing Energy Landscape Facilitator: Kim Erickson, CEE
	Program Redesign: Empowering Consumers, Building Relationships, and Saving Energy Facilitator: Alice Rosenberg, CEE	10:00am	CEE Short Takes Facilitator: CEE Staff
10:30 am	<i>Networking Break</i>	10:30 am	<i>Networking Break</i>
11:00 am	Breakout Session I <ul style="list-style-type: none"> • Connected Committee: Part I • Residential Gas Water Heating Committee • Consumer Electronics Committee • Commercial Whole Building Performance 	11:00 am	Breakout Session IV <ul style="list-style-type: none"> • Commercial Data Centers and Servers • Residential HVAC Committee • Emerging Technologies Collaborative • Industrial Program Planning Committee
12:30 pm	<i>Lunch</i>	12:30 pm	<i>Lunch</i>
1:30 pm	Breakout Session II <ul style="list-style-type: none"> • Connected Committee: Part II • Gas Committee: Greenhouse Growers • Residential Lighting Committee • Commercial Kitchens Committee • Motor and Motor Systems Committee 	1:30 pm	Breakout Session V <ul style="list-style-type: none"> • Commercial Air-conditioning and Heat Pumps Committee • Residential Gas Heating Committee • Residential Appliance Committee • Industrial Strategic Energy Management Committee
3:00 pm	<i>Networking Break</i>	3:00 pm	<i>Networking Break</i>
3:30 pm	Breakout Session III <ul style="list-style-type: none"> • Evaluation Committee • Gas Committee: Commercial RTUs • Commercial Lighting Committee • Residential Whole House Committee • Motor and Motor Systems Committee 	3:30 pm	Breakout Session VI <ul style="list-style-type: none"> • Behavior Committee • Gas Committee: Commercial Steam Traps • Residential Swimming Pool Committee • C&I Health Care Sector Exploration
5:30 pm	<i>Evening Reception</i>	5:00 pm	<i>Adjournment</i>

For descriptions of these sessions, please see the [Detailed Agenda](#) →

To register for the meeting, please visit the [Winter Program Meeting homepage](#) →

Wednesday, January 14, 2015

General Session

8:30 am–10:30 am

Welcome and Introductions

Ed Wisniewski, Executive Director, CEE

Keynote Speaker

Nancy Sutley, Chief Sustainability and Economic Development Officer, LADWP

Beyond kWh Savings: Leveraging Our National EE Infrastructure for Grid and Rate-Payer Benefit

Panelists: George Malek, Energy Efficiency Portfolio Manager, Commonwealth Edison Company; Richard Génécé, Vice President of Energy Efficiency, Bonneville Power Administration

Facilitator: John Taylor, CEE

In addition to meeting more ambitious energy savings targets, energy efficiency programs are being called upon by regulators to deliver results other than cost-effective energy savings. These include enhancements to the grid (peak shaving, grid balancing, and integration of intermittent renewable resources) as well as new customer value such as financial savings stemming from more sophisticated energy management in areas with time dependent rates. During this session representatives from CEE's Board of Directors will comment on national trends impacting EE programs, and how this is influencing their program portfolio in Illinois and the Pacific Northwest.

Program Redesign: Empowering Consumers, Building Relationships, and Saving Energy

Panelists: Susan Norris, Senior Manager: Energy Efficiency Products, Pacific Gas and Electric; Heather Anderson, Product Manager, Baltimore Gas & Electric

Presenter: Alice Rosenberg, CEE

While incremental savings from traditional end measures continue to diminish, smarter technologies are enabling new opportunities for data management, system integration, and detailed energy information to help drive market transformation at scale. Members are increasingly looking at alternative and innovative strategies to capitalize on this data and simultaneously enhance customers' experiences. Representatives from PG&E and BGE will address the different drivers for their organizations' exploration into new program design, as well as the value propositions each effort is leveraging in order to achieve new savings potentials. They will elaborate on the particular data elements and parameters that were necessary to achieve these objectives, and address which technological requirements would be needed to reach additional goals. Follow up discussion will highlight the similarities and differences of each approach, and identify implications for future program designs that engage consumers.

Networking Break

10:30 am–11:00 am

CONNECTED COMMITTEE: PART I

Priorities for 2015: Matching Anticipated Benefits of Connected Products with the Associated Specification Requirements

Description In 2015 CEE will continue our work to develop connected specifications for appliances, pool pumps, HVAC systems, and water heaters. We will also continue to flesh out what data is needed to support members' consumer engagement platforms and what data is required for enhanced program EM&V. During this session the committee will revisit the accomplishments in 2014, the work plan for 2015, and then delve deep into specific projects requiring member input and deliberation.

Target Outcome During this session, the committee will review and prioritize the utility and customer benefits that could stem from connected devices and then map which products are the best candidates to deliver on those benefits. We will also review the status of specification development work and make incremental progress on each.

- Informative
- Deliberative

Who Should Attend

- Program Designing & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL GAS WATER HEATING COMMITTEE

Beyond the Water Heater: System Efficiency for Hot Water

Description Estimates suggest that one in five gallons of hot water is wasted in homes. Hot water system efficiency depends as much on components beyond the utility closet as on the water heater itself. This session will consider opportunities and program measures that address system efficiency through distribution system design, water heater location, and fixture selection. In addition, the session will address recirculation system loops in the context of new installation and retrofits. After a topical presentation, attendees will discuss the value and opportunity of hot water measures to help determine a potential CEE role.

Target Outcome The session will inform members about potential hot water savings and gather input on future topics for the Committee's work.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

CONSUMER ELECTRONICS COMMITTEE

Grappling with Gadgets: Updating the Consumer Electronics Initiative

Description With loads attributable to consumer electronics continuing to grow as a share of residential energy consumption, CEE has identified the opportunity to update the CEE Consumer Electronics Initiative. Building on work undertaken in the CEE Consumer Electronics Program Center, this session will welcome broader Committee discussion on the market conditions and programmatic approaches that have changed since the Initiative was first launched in 2007. The scope of the Initiative will be revisited to verify that the products, approaches, and partners identified are properly prioritized, and to ensure that the Initiative remains a relevant vehicle for efficiency programs to address the fast-evolving consumer electronics space.

Target Outcome The target outcome for this session is to prioritize goals, define scope, and set a timeline for revising the CEE Consumer Electronics Initiative.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

COMMERCIAL WHOLE BUILDING PERFORMANCE

Strategically Segmenting the SMB Market: Program Approaches to Mass Customization

Description At the 2014 Industry Partners Meeting, industry stakeholders in energy management information systems (EMIS) for small and medium business customers (SMBs) validated that there was a need for broader industry consensus and acceptance around empirical approaches to estimating savings. As the Subcommittee on Savings Estimation continues to explore this topic, a question remains: how to strategically segment and successfully achieve those savings being estimated by addressing the SMB market through specific program approaches? In this session, participants will learn about and discuss actual programs being implemented by participants on an informal panel that target whole building and energy management in SMBs, and the specific EMIS tools, program design strategies and market segments in which these programs are achieving success.

Target Outcome Participants will learn about program design and market segmentation strategies and EMIS tools being used to address small and medium business customers.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Lunch

12:30 pm–1:30 pm

CONNECTED COMMITTEE: PART II

Priorities for 2015: Matching Anticipated Benefits of Connected Products with the Associated Specification Requirements

Description In 2015 CEE will continue our work to develop connected specifications for appliances, pool pumps, HVAC systems, and water heaters. We will also continue to flesh out what data is needed to support members' consumer engagement platforms and what data is required for enhanced program EM&V. During this session the committee will revisit the accomplishments in 2014, the work plan for 2015, and then delve deep into specific projects requiring member input and deliberation.

Target Outcome Leveraging the progress of the earlier breakout session, the committee will continue to review and prioritize the utility and customer benefits that could stem from connected devices and then map which products are the best candidates to deliver on those benefits. We will also review the status of specification development work and make incremental progress on each.

- Informative
- Deliberative

Who Should Attend

- Program Designing & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

GAS COMMITTEE: GREENHOUSE GROWERS

Through the Greenhouse-Glass and What CEE Found There: Hothouse Efficiency and the Greenhouse Market

Description The Gas Committee continues to explore working with greenhouse growers at the binational level to address greenhouses as an area for improving program savings. This session will look at relevant market characterizations in order to help inform committee consideration of the greenhouse customer segment and the associated savings opportunity. During the session, participants will review intelligence on the North American grower population, including details on the customer segment, major players in the greenhouse equipment and services supply chain, and identify other key industry stakeholders to engage in promoting energy efficient greenhouse operations. Efficiency program representatives will exchange insights into working with growers on efficiency, the gas efficiency measures that are applicable to the segment, and the barriers that hinder growers in improving their overall efficiency.

Target Outcome An improved understanding of the greenhouse grower market with respect to efficient gas equipment and identification of short and long term objectives for the committee in this area informed by the discussion on key market barriers and opportunities to leverage CEE involvement.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL LIGHTING COMMITTEE

What's More Effective Messaging: Consumer Education or Marketing?

Description One of the most significant challenges to successful adoption of energy efficient lighting in the market is supporting the consumer's purchase of the 'right product' to meet their needs. Given the myriad of lighting options in the market and the lack of consumer understanding regarding terminology such as lumens and color temperature, programs are attempting to identify and disseminate the most effective guidance. In a search for these approaches, programs are making investments in consumer education, traditional marketing techniques, and in many cases a combination of the two. During this session, programs that have made progress on these questions in their particular service territories will share some of their findings.

Target Outcome Identify the pros and cons of pursuing consumer education and traditional marketing efforts and consideration of opportunities to combine these strategies to maximize impact.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

COMMERCIAL KITCHENS COMMITTEE

Keeping it Fresh in the Kitchen: New Resources to Accelerate DCKV Uptake

Description The Commercial Kitchens Committee has been working to develop and inform resources to support program administrators design and implement Demand Control Kitchen Ventilation (DCKV) programs. During this session, participants will learn about new resources to support DCKV program messaging and marketing, including the ENERGY STAR® Emerging Technologies Award for DCKV and the recently revised *CEE Commercial Kitchens Ventilation: An Energy Efficiency Program Administrator's Guide to Demand Control Kitchen Ventilation*. Participants will share how they are leveraging these resources to achieve program objectives. Participants will also explore if and how working together on messaging can increase members' collective energy savings impact.

Target Outcome To identify opportunities to leverage new DCKV resources to increase program participation.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Breakout Session II

Wednesday, January 14

1:30 pm–3:00 pm

MOTOR AND MOTOR SYSTEMS COMMITTEE

The IE4 Motor Efficiency Standard: Program Implications and Opportunities

Description In March, the International Electrotechnical Commission (IEC) published a new standard which, for the first time, officially defines IE4 Super Premium efficiency motors. During this session, participants will discuss the IEC IE4 efficiency standard and its applicability to North American motor product lines. CEE will present IE4 market research, focusing on potential industrial applications, target markets, and product availability. Using this contextual information, the group will discuss the broader potential for IE4 in US and Canadian programs; can IE4 programs meet members' needs and achieve significant energy savings? Is there a separate and/or complementary role for motor + drive programs? The group will also discuss the potential value of updating CEE Motor List based on the IE4 efficiency level.

Target Outcome Discuss and document implications and options for motor-based efficiency program design. Determine additional information needs and roles going forward to gather needed data to inform program design. Seek to make a determination about the possibility of developing ATM guidebook content.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Networking Break

3:00 pm–3:30 pm

Breakout Session III

Wednesday, January 14

3:30 pm–5:00 pm

EVALUATION COMMITTEE

Take a SIP: Energy Efficiency and 111(d)

Description Though the final rules and state implementation plans (SIPs) have yet to be determined, EPA has indicated that energy efficiency could be a cornerstone of emissions reductions at existing power plants under the CAA 111(d) Clean Power Plan. Are you curious about the details? At this session, attendees will first receive a crash course in the Clean Power Plan, particularly as it relates to energy efficiency. Next, a local member will discuss the California utilities' joint comments to EPA, as well as the results of some preliminary analyses assessing the ease of compliance with California's CPP goals, in order to highlight some considerations program administrators will face in the coming years. Finally, attendees will have the opportunity to discuss topics covered in the two presentations.

Target Outcome Attendees at this session will leave with a better understanding of the Clean Power Plan and of the issues and considerations specifically facing electric utilities - and energy efficiency program administrators - under the plan.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

GAS COMMITTEE: COMMERCIAL RTUs

Efficiency Through the Roof: Commercial Condensing RTUs

Description Rooftop units (RTUs) that are responsible for space heating typically rely on low-efficiency gas heating modules placed inside commercial packaged air conditioners (PACs). A handful of manufacturers have introduced condensing heating modules that improve efficiency but require additional components such as condensate disposal drains. CEE members and industry partners have completed pilot testing of condensing rooftop units, and one pilot project has collected much-needed data on PAC runtime to serve as a basis for energy savings calculations.

This session will review the results of condensing PAC installations, data about unit runtime variability and gas consumption, and potential energy savings. The presentation will identify commercial and industrial customers well suited for condensing equipment. Participants will explore program needs for additional data or information and discuss a potential CEE role to support adoption of condensing technology in commercial RTUs.

Target Outcome Attendees will understand the savings opportunities offered by condensing heating equipment in commercial rooftop units. This session will work towards determining a potential CEE role in promoting the use of condensing technology.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

COMMERCIAL LIGHTING COMMITTEE

Getting It All Under Control: Lighting Controls Integration Across the Program Portfolio

Description As building energy codes tighten and program baselines rise, advanced lighting control strategies and technologies represent an opportunity for deeper savings for commercial lighting programs. To increase energy savings from high market penetration of lighting controls, programs are looking to promote their integration across a portfolio of program offerings, from prescriptive measures to performance-based retrofits to new construction. In this session, participants will learn about and discuss different strategies being used to promote advanced controls, from networked systems to embedded, luminaire-level devices, and deliberate on opportunities to increase market uptake through coordinated, bi-national efforts. Potential options identified by members of the Commercial Lighting Committee for consideration in the 2015 work plan include: developing a report that synthesizes market attitudes survey for industry partners and a program summary for program administrators; expanding the *Lighting for Tomorrow* design competition to recognize the highest-performing commercial lighting controls projects; and/or establishing procedures and templates for consistent data collection and reporting from control systems that might be incorporated into program specifications and project studies.

Target Outcome Participants will develop a framework for desired information from a lighting controls market attitudes survey and program summary to be conducted with industry partners and...

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Breakout Session III

Wednesday, January 14

3:30 pm–5:00 pm

Target Outcome (continued): ...program administrators, respectively, in mid-2015, and provide feedback on potential opportunities to be explored as part of the 2015 CEE Commercial Lighting work plan.

RESIDENTIAL WHOLE HOUSE COMMITTEE

Breaking Ground: Developing a CEE New Homes Tiered Specification

Description To date, there has been a patchwork of utility, state, and federal incentives aimed at increasing the efficiency of new homes beyond existing energy codes. These incentives have had varying success, but in general have encountered difficulty with inducing builders to go far beyond existing energy codes. However, recent developments in the residential new construction market may be making it amenable to a nationally coordinated program that incentivizes deep energy savings.

This session will provide an opportunity to advance the Whole House Committee's recent work to define a CEE specification for new construction. Through a deliberative process, participants will determine shared priorities, the initial components of a specification, and potential alignment with federal programs. By evaluating and considering the common needs and interests across the membership, this session will help flesh out content for a draft CEE Initiative.

Target Outcome To establish initial features and qualities of a CEE New Homes Tiered Specification, including various foundational pieces and common principles. Outcomes from this session will be incorporated into a draft CEE Initiative framework for further consideration.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

MOTOR AND MOTOR SYSTEMS COMMITTEE

DOE Motor System Market Assessment: The Value for Programs and How Programs Can Add Value

Description The project team from the US Department of Energy and the Lawrence Berkley National Lab will provide an update on the US Industrial Motor Systems Market Opportunities Assessment and discuss plans for stakeholder interaction with the assessment process.

Target Outcome Attendees will gain a better understanding of the assessment project team's plans going forward, and how the CEE membership can contribute strategic guidance and data to inform the assessment. Specific member project opportunities and other forms of data collection may be mapped out.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Evening Reception

5:30 pm–7:00 pm

Thursday, January 15, 2015

General Session

8:30 am–10:30 am

Welcome Back

Joanne Morin, Deputy Director, CEE

The Customer Engagement Opportunity: How Efficiency Maps to a Customer's Overall Energy Experience

Panelists: TBD

Facilitator: Ed Wisniewski, CEE

Our industry has thought efficiency to be a gateway to higher levels of customer involvement, satisfaction, and loyalty. This session will feature select member experiences, which highlight the supporting systems, data, and customer platforms (web, apps, social media, etc.) involved in engaging the customer in a more holistic energy experience.

Evolving Emerging Technologies Programs to Meet the Changing Energy Landscape

Panelists: Jim Parks, Program Manager, Sacramento Municipal Utility District; Jennifer Williamson, Bonneville Power Administration

Facilitator: Kim Erickson, CEE

Since 2011, the CEE Emerging Technologies Collaborative has been building infrastructure to accelerate consideration and adoption of emerging technologies into energy efficiency programs and the market. During this same time, shifts in regulatory policy, growth in distributed energy resources and electric vehicle uptake, and big data analytics have been redefining demand side management programs. During this session, speakers will highlight how emerging technologies programs are evolving to not only support, but lead the transformation of utility business models and demand side management programs. From a 50,000 foot view to a specific product example, this session will demonstrate the role of emerging technologies programs in the changing energy landscape and how the CEE Emerging Technologies Collaborative is evolving with it.

CEE Short Takes

Facilitators: CEE Staff

CEE staff will provide a series of short updates regarding: ACHP specifications, Lighting For Tomorrow, developing a CEE New Homes specification, Commercial Kitchens Specifications, the DCKV ET Award, Commercial Lighting Initiative, Commercial Whole Buildings Initiative, HECAC Initiative, Strategic Energy Management, Motor Decisions Matter, and Agricultural Gas Savings.

Networking Break

10:30 am–11:00 am

COMMERCIAL DATA CENTERS AND SERVERS

Exploring Strategies to Reach Small and Medium Data Centers

Description According to a recent Natural Resource Defense Council (NRDC) study, approximately half of all US server electricity consumption is consumed by small and medium (SM) data centers. With average server utilization at only ten percent, NRDC estimates that fifty percent of server energy consumed by SM data centers is wasted due to lack of awareness and incentives to implement efficiency measures. Low server utilization levels result from over provisioning of IT resources, unused “comatose” servers, under deployment of server power management solutions, and other practices. Several CEE member organizations are undertaking research projects to characterize this market, better understand barriers to efficiency, and develop strategies to more effectively promote efficiency measures in SM data centers. In this session, participants will learn about research to date, success stories, and lessons learned in order to identify collective strategies to more effectively promote efficiency measures in small and medium data centers.

Target Outcome Enhanced understanding of barriers and opportunities for efficiency in small and medium data centers.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL HVAC COMMITTEE

Defining Data Needs to Enable More Effective Residential HVAC QI Programs

Description When it comes to Residential HVAC equipment and services, what information do efficiency programs need in order to meet different program objectives? Related to CEE’s work with the HVAC industry on a specification for connected / DR-ready HVAC equipment, this session will help identify the data that can support specific Residential HVAC efficiency program efforts such as Quality Installation. Taking into consideration utility, contractor, and consumer perspectives, participants will consider the interplay of data and connectivity in the context of Quality Installation and ongoing maintenance to prioritize a list of common data needs. Outcomes from this session will help drive the Committee’s continued efforts in 2015 to identify efficiency gains from connected HVAC equipment and quality installation.

Target Outcome Identify a common list of data needs that can be communicated to industry to help inform development of a connected specification.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

EMERGING TECHNOLOGIES COLLABORATIVE

Building the Infrastructure to Accelerate Emerging Technologies Uptake

Description Since 2011, about a dozen CEE members have been working together through the CEE Emerging Technologies Collaborative (ETC) to accelerate the transfer of emerging technologies (ET) assessment results and the consideration and uptake of ETs by energy efficiency programs and the market. Since 2011, the ETC has created a common language for ET programs, catalogued information about 700+ ETC sponsor assessments, and jumpstarted consideration of target ETs by CEE Committees. During this session, participants will consider the ETC’s work to date and inform the next generation of these resources. Participants will share information about their ET efforts and needs, map those to existing resources, and identify gaps between needs and resources.

Target Outcome To identify how non-Sponsor organizations may benefit from ETC efforts and validate the approach taken to date, and to understand the extent of ET activity and needs across the CEE membership.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government
- Other: Emerging Technologies

INDUSTRIAL PROGRAM PLANNING COMMITTEE

Use Cases for CHP: What Are Appropriate Applications for Programs

Description Last year the Industrial Program Planning Committee heard from members who were rolling out combined heat and power programs as an energy efficiency measure, including Xcel Energy, Baltimore Gas and Electric, Northeast Utilities and National Grid. One of the lessons learned from these members is that some applications are a better “fit” with programs than others. During this session, members will take a closer look at program needs and objectives when it comes to CHP and attempt to match the types of applications (use cases) that make suitable projects for program administrators. Finally the group will discuss the availability of these applications in the market.

Target Outcome Information sharing regarding the link between emerging program design for CHP and particular applications that result in projects that are well matched with program needs and objectives. This outcome will help inform a future role for CEE to support member interests in CHP as an energy efficiency measure.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Lunch

12:30 pm–1:30 pm

COMMERCIAL AIR CONDITIONING AND HEAT PUMPS COMMITTEE

Clearing the Path for Advanced Rooftop Unit Control Retrofits

Description Advanced rooftop unit controls (ARC) retrofits have demonstrated significant savings potential but there are challenges to cost effectively realizing savings at a program level. Effectively influencing the supply chain to deliver retrofits at scale is one of these challenges. At the most recent CEE Industry Partners Meeting the Committee learned about market barriers to ARC retrofits, including distributor and contractor business models that focus on high volume products and basic services, and a mismatch between typical contractor skills and the knowledge needed to properly install and commission ARCs. Industry partners expressed that communicating the benefits of ARCs to customers and contractors is also a challenge. During this session, participants will discuss strategies to address these barriers and identify strategies that would benefit from binational coordination through CEE.

Target Outcome Identify strategies to influence the supply chain to deliver ARC retrofits and address market barriers and deliberate on CEE roles to support those strategies.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL GAS HEATING COMMITTEE

Hot New Trends: Connected Benefits for Space Heating

Description Efficiency measures tied to connected equipment and behavior measures offer new ways to reduce gas consumption by providing feedback to customers continuously or at regular intervals. Although the conversation about connected equipment is often focused on electrical efficiency, these trends are poised to benefit gas efficiency programs as well.

Following a review of existing programs, attendees are invited to share their experiences with behavior, connected, or related communication measures (such as thermostats). In addition, participants will assess the opportunity provided by new technologies and the potential EM&V benefits of connected equipment.

Target Outcome The session will inform members about energy savings through connected equipment and gather input on future topics for the Committee's work.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL APPLIANCE COMMITTEE

Creating a Pathway for a CEE Clothes Dryer Specification

Description Residential clothes dryers represent a large savings opportunity in homes, but there are a number of significant challenges that face program efforts to fully capture these savings. The Residential Appliance Committee has indicated support for the development of CEE specification for clothes dryers to advance this savings opportunity. During this session, CEE staff will outline the necessary elements for developing a CEE specification for clothes dryers as well as a pathway for achieving them. Participants will be asked to respond to this pathway and provide direction on specific activities for 2015.

Target Outcome To identify a consensus pathway for a CEE clothes dryer specification and define the specific activities to pursue in 2015.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

INDUSTRIAL STRATEGIC ENERGY MANAGEMENT COMMITTEE

Multi-fuel SEM Program Partnerships

Description Energy savings in industrial facilities come in many shapes and sizes, and fuels. Increasingly program administrators are seeking ways to achieve holistic, multi-fuel solutions for their SEM program participants. During this session, we will draw on the experiences of a select group of Committee member programs to learn more about the benefits and specific challenges of multi-fuel SEM program partnerships.

Target Outcome Information sharing regarding the benefits and specific challenges of multi-fuel SEM program partnerships, including the following areas: Customer engagement and satisfaction, energy savings, program delivery costs, and savings measurement and attribution.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Networking Break

3:00 pm–3:30 pm

BEHAVIOR COMMITTEE

It's All Fun and Games Until Someone Loses a kWh: Gamification as a Behavior Tool in Efficiency Programs

Description Games can be a powerful way to engage customers and provide energy information in an appealing and interactive way. One challenge of these efforts is moving beyond platforms that are simply “fun and games” and leveraging games in order to change the behavior and reduce the energy use of players. Even more compelling are games that include an evaluation component that allows programs to link individuals’ gaming to their own energy savings, an area that is just beginning to emerge. This session will highlight examples of the innovative gamification work currently underway among members, the quantifiable energy savings that has resulted from these efforts, and the rigorous evaluation approaches that have been (and can be) used to measure these savings. The discussion portion of the session will allow attendees the opportunity to provide input on how the Behavior Committee can best support members’ exploration of game-based energy efficiency efforts in the future.

Target Outcome Attendees will come away from this session with an understanding of the different ways in which members are exploring games as a way to reduce customers’ energy use as well as how the CEE Behavior Committee will address this topic going forward

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Technology & Engineering
- Regulatory Affairs
- Portfolio Management
- Government

GAS COMMITTEE: COMMERCIAL STEAM TRAPS

Scaling Up Commercial Steam Trap Projects

Description Outside of the industrial sector, achieving consistent, cost-effective energy savings from steam trap measures is a challenge for members. While steam trap repair and replacement measures in industrial facilities often yield significant savings per project, too few projects come through the pipeline each year to make them a reliable source of energy savings. There are a greater number of potential steam trap projects in the commercial sector, but program administrators are challenged to identify cost-effective, easily repeatable opportunities and methods. In this session, participants will hear how members are designing steam trap programs to overcome these challenges in commercial buildings, such as dry cleaners, schools, multifamily, healthcare, and offices, and share their experiences working in this area. Participants will then discuss what a mass market program approach might look like for steam trap repair and replacement at the binational level.

Target Outcome Define the opportunity for cost-effective steam trap replacement/repair in the commercial sector and identify possible roles for CEE in accelerating commercial steam trap programs.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

RESIDENTIAL SWIMMING POOL COMMITTEE

Kicking Off Revisions to the Pool Pump Specification

Description In order to continue to best serve program needs CEE has identified a need to revise the CEE Pool Pump Specification. In 2015, CEE will address the incorporation of a minimum flow rate requirement, adjust the Energy Factor for the “Most Efficient” or “Lowest Speed” setting, identify potential pathways for replacement motors to qualify, and add criteria for connected functionality. During this session, CEE will share information on these proposed revisions, accompanied by the rationale and analysis that supports further examination of these changes. Participants will be asked to respond to the proposed changes and provide input on appropriate next steps.

Target Outcome To advance the process of revising the CEE Pool Pump Specification and identify next steps.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

C&I HEALTH CARE SECTOR EXPLORATION

Exploring A Strategic Energy Management Pathway for Health Care Facilities

Description Health care facilities represent a savings-rich but challenging segment for efficiency program administrators. Data collected by CEE indicates a growing number of member programs are applying a strategic energy management approach to serve hospitals and other energy intense health care facilities. This session will feature member programs discussing their approach and experience to delivering strategic energy management to health care facilities. The session will also include data from CEE and others to characterize the diverse energy savings opportunities in health care and map these against existing resources, including CEE specifications, strategic energy management minimum elements, and federal program resources. The session will conclude with the presentation of a proposed set of activities and deliverables to enhance the outcomes of programs for the health care segment, including a strategic energy management program template for energy intense health care facilities, and a new program guide for the health care segment.

Target Outcome To collect feedback on a proposed outline of a new strategic energy management program template, and member information needs, to enhance outcomes of programs targeting the health care sector, as well as exchange information regarding program design and experience applying a strategic energy management approach to energy savings in health care.

- Informative
- Deliberative

Who Should Attend

- Program Design & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Winter Program Meeting Adjournment

5:00 pm

Tuesday, January 13, 2015

Day Ahead Workshop

RESIDENTIAL WHOLE HOUSE COMMITTEE

2:00 pm–5:00 pm

Leveraging Federal Programs and Resources: DOE, EPA, and YOU

Description This Workshop will include a panel of DOE and EPA representatives who are involved in the federal suite of various residential whole house programs and resources. Speakers will share their current work and discuss how these different tools and platforms can support members' whole house programs.

Participants will have the opportunity to ask questions and also engage in dialogue about their own needs, future efforts, and areas for national consensus vs. localized approaches. In addition to an informative update from the specific federal programs, members will also participate in a broader conversation about the role and direction of national efforts as they relate to individual programs and vice-versa, in order to support effective collaboration and coordination with these important national resources.

Target Outcome Communicate the current landscape of federal programs and resources available to CEE members and determine underlying roles and needs for these efforts in the future. Work to strengthen partnership with US EPA and DOE in order to advance collective objectives of broader market transformation and uptake of residential whole house programs.

- Informative
- Deliberative

Who Should Attend

- Program Designing & Planning
- Program Management
- Marketing & Outreach
- Evaluation or Market Research
- Regulatory Affairs
- Technology & Engineering
- Portfolio Management
- Government

Welcome Hour

5:30 pm–6:30 pm

Welcome (or welcome back)! CEE Meeting attendees have appreciated the chance to meet and greet peers in order to get to know each other better before delving into the content of the CEE Winter Program Meeting over the next two days. For attendees arriving on Tuesday, please join CEE staff representing each sector for Dutch-treat style refreshments in [The Lobby Bar](#) located in the [Westin Long Beach hotel](#). Informal groups will form and head to nearby restaurants for dinner at 6:30 pm.

Friday, January 16, 2015

Day After Workshops

GAS PORTFOLIO MANAGER WORKING GROUP

9:00 am–11:00 am

System Success: Finding Gas Savings Beyond Core Products

Description Pressured by challenging cost effectiveness, program managers are increasingly looking beyond product rebates to find additional value through system efficiency, behavior, and other measures. Many of these elements have become valuable sources of energy savings and important ways to better engage customers.

Portfolio managers will have the opportunity to share struggles and successes in moving programs from design to implementation and overcoming savings barriers. Additionally, participants will discuss ways to evaluate new technologies or measure design, and how they have been able to maximize savings amid program change.

Target Outcome For portfolio managers to share experiences and lessons learned regarding how they have been able to build and sustain successful programs and approaches, and identify programs or delivery approaches for further exploration.

- Informative
- Deliberative

Who Should Attend

This session is open to Portfolio Managers of Natural Gas Efficiency Programs responsible for assessing efficiency program objectives, timelines, and resources (for a sector or the total portfolio), planning a set of sector programs needed to meet these requirements beyond the current program year, and maintaining a balance of sector program activities across the portfolio in order to achieve multi-year goals, among other responsibilities. Please contact [George M. Chapman](mailto:gchapman@cee1.org) (gchapman@cee1.org) if you are interested in participating in this session.

“Who Should Attend” Descriptions

Program Design & Planning

Responsible for developing and proposing programs including specification levels, evaluating cost-effectiveness, establishing rebate amounts, and deciding which activities the program will encompass (e.g., stakeholder education)

Program Management

Oversees the delivery of programs and can provide insights for the CEE process regarding what has worked and what has not

Marketing & Outreach

Promotes programs to the public and trade allies and makes decisions regarding promotional materials, advertising placements, and conducting on-line promotions

Evaluation or Market Research

Plans and oversees: market research for program planning or baseline setting, tracking and assessment of program impacts, progress towards program goals, and/or process evaluation. May also collect and analyze data in support of these efforts

Regulatory Affairs

Responsible for working with regulators on rate cases

Technology & Engineering

Qualified to evaluate the technical potential, performance, or safety of equipment under consideration for inclusion in programs

Portfolio Management

Responsible for assessing efficiency program objectives, timelines, and resources (for a sector or the total portfolio), planning a set of sector programs needed to meet requirements beyond the current program year, and maintaining a balance of sector program activities across the portfolio in order to achieve multi-year goals, among other responsibilities

Government

Has government perspective of working toward energy efficiency goals