"THE BIG EEASY"
28th NATIONAL CONFERENCE & EXPO
New Orleans
February 19-22, 2018

Monday February 19, 2018

8:00AM – 6:00PM **Registration Desk Open**

8:00AM – 3:30PM Pre-conference Trainings – Three available (Additional Fee)

Learning to S.E.E.: Sell Efficiency Effectively™
Instructor: Mark Jewell, Selling Energy

Most decisions are emotional decisions, and making the commitment to dedicate time and resources to enhance efficiency is no exception. Whether you are selling efficiency solutions or seeking project approvals, understanding what factors play a role in the decision-making process and knowing how to build rapport with key stakeholders vastly increase your odds of success. This workshop features highlights from the weeklong Efficiency Sales Professional™ (ESP™) Boot Camp, including: reframing the benefits of efficiency so that they can be measured with the yardsticks that your customers are already using to measure their own success; developing concise and compelling communication tools that really engage decision-makers; migrating the discussion from the "bits, bytes and blinking lights" of your offering to prospect-specific messages that motivate project approvals; and much more. This workshop will give you the insights, focus, and skills you need to define your most promising targets, streamline your sales process, and maximize your closing ratio.

Key learning outcomes:

- Understand how to connect the dots between your energy solutions and the segment-specific outcomes your prospects truly care about.
- Discover how to distill your message down to a 15-second elevator pitch that is both repeatable and memorable; a one-page narrative proposal that can be read in four minutes or less; and, a one-page investment summary that migrates the conversation from simple payback to the metrics that really matter.
- Learn how to clone past successes by creating a Success Story Archive and sharing it with prospects that look a lot like your best customers.

Additional benefits:

- A full year's membership in Selling Energy's Mastermind Group featuring monthly two-hour coaching conference calls ($348 value)
- A full year's access to an online/on-demand version of "Financial Analysis of Efficiency Projects – Intermediate" ($149 value)
- An autographed copy of Mark's Wall Street Journal bestseller, *Selling Energy: Inspiring Ideas That Get More Projects Approved!* ($20 value)

8:00AM – 3:30PM

This is a UTILITY-ONLY Workshop

Design Thinking: Creating Customer-Centric DSM/DER Programs, Marketing, and Experiences
Instructor: Bill LeBlanc, E Source

Why did it take 80 years for luggage designers to put wheels on suitcases? Sometimes obvious solutions are hard to see…and momentum and habits set in. Developed at Stanford University's Institute of Design (the 'd.school'), Design Thinking can be applied to any challenge. Initially used in tech companies such as Apple (the computer mouse is an early win), then to service industries such as the Mayo Clinic's award-winning patient care process and Bank of America's hyper-successful "Keep the Change®" program, it's now ready to be part of the energy industry.

Design thinking can create new ways of looking at old problems, or to dive into brand new areas. Challenges such as rate design, connected/smart homes, EVs, demand response, energy efficiency, or low-income programs can all benefit from using customer empathy as starting point in design.

In this workshop, attendees will learn through a hands-on approach how to extract key insights from ethnographic research where we delve deeply into customers' needs, wants, and fears. You will then "peel the onion" to discover why customers feel and act the way they do. Attendees will then move through the design process, creating Points of View, "How Might We…" statements, and then onto brainstorming for new and different solutions that customers just might like enough to share on social media! Finally, we'll talk about the importance of rapid-rough prototyping as well as storytelling.

Key Learning Outcomes:

- How the design thinking approach is different than typical product development stage-gate processes
- How to use the power of open-ended ethnographic research to develop true customer-centric insights
- Experiencing the application of design thinking to real DSM challenges you are facing today

8:00AM – 3:30PM

Leadership Training for Exceptional Team Performance
Instructor: John Oyhenart, *PivotStone* Group, LLC

This course is custom-designed for energy industry leaders at all levels involved in DSM/energy efficiency policy, program planning/design preparation, regulatory support, program implementation, and program measurement and evaluation. In this fast-paced, interactive course you will: learn key leadership concepts, identify and leverage your emotional intelligence preferences and natural leadership styles, and discover how to better communicate with and motivate your employees. Whether a first-time, mid-level or senior leader, this course teaches you the skills and techniques you need to create, inspire, and lead exceptional teams.

Learning Outcomes:

- Understand the difference between managing and leading, and when to use each.
- Use Emotional Intelligence (EI) to better manage conflict and increase your leadership effectiveness.
- Apply the Situational Leadership model to match the right leadership style to the skill and will of your follower.
- Use leadership presence, actively listening, and powerful questions to empower your team to deliver exceptional results.

Apply your learning to real leadership challenges on the job.

12:30 PM-2:00PM

AESP Energy Awards (invitation only)

4:00 – 5:30PM	UtilitiesConnect - Utilities Only Session

Utility Challenges - the Now and the Future

A special closed-door session for attendees who work in a utility company only.

How do utilities do more with less? Higher goals with reduced budgets.

We will explore how utilities achieve higher energy savings with less money. This will include open discussions around the impacts of increased state mandated savings objectives, net-to-gross impacts, increasing incentive requirements, lessons learned and what is occurring that will impact utilities in the future. Hear how other utilities are handling these current and future challenges in the ever-changing world of energy efficiency.

Becoming the Utility of the Future – DERS

The emergence of distributed energy resources and competition from non-traditional energy service providers have made innovation a business imperative for utilities of the future. Through orchestrated breakout sessions, build your Utility from the ground up! Work with peers to tackle todays leading disruptors to create a sustainable business model for your Utility of the future. Shape a favorable regulatory structure, rate class/tariffs, program/rebate structures, as well as the customer impact of future energy disruptors. Work through topics such as: Integrating Energy Efficiency into Capacity Planning; Leveraging DERs as a Demand Response resource (VPP's, Vehicle to Grid, Electric Vehicles, Battery Storage) and Analyze how TOU rates will impact the future of DSM offerings.

5:30 – 7:00PM	**Opening Reception – Expo Hall**
7:15 – 8:15PM	**New Professionals and New Members Event**

Tuesday February 20, 2018

7:00AM – 6:00PM	**Registration Desk Open**
7:15 – 8:15AM	**Networking Continental Breakfast - Expo Hall**
8:15 – 10:00AM	Opening Plenary

Welcome Address and Industry Awards

Keynote Presentation: Janet Lapp - Rapid Change Management and Organizational Transformation Specialist
Flourish with Change!

We all know that the energy utility is changing. To what remains to be seen. Where will revenue come from? What will happen to today's jobs? What new opportunities will emerge? Change is disruptive and is scary but there is a specific mindset that people who thrive from change have. Janet Lapp will show you how, no

matter what changes are on the horizon, you'll be ready for them with flexibility, optimism and courage. Hear true stories of companies who have transformed themselves, learn that with change, there are also opportunities … not just problems.

10:00 – 10:30AM **Networking Refreshment Break - Expo Hall**

10:30 – 11:45AM

Session 1A: Business Models - The Evolving Role of DSM in Utilities (Panel)

Moderator: John Hargrove, AESP

DSM Programs, the Next Generation
Panelists: Val Jensen, ComEd; David Jacot, LADWP; Malini Giridhar, Enbridge; Doug Scott, Great Plains Institute/e21; and Mike Mernick, ICF

DSM is just one department in a complex organization dedicated to safely providing reliable energy. But in many utilities DSM has become one of the primary tools to provide customers with services and tools that impact the utility relationship. What is the future of the utility DSM program? How has national policy, local regulation and consumers demands impacted the role that DSM plays in an energy organization? What will the next generation of these program look like? Hear what industry leaders think about the role DSM plays within the utility and what they believe is next.

10:30 – 11:45AM

Session 1B: Implementation – Community Engagement: From the Bayou to the Big City

Moderator: Marta Schantz, Waypoint

Energy Smart New Orleans, a Local New Orleans Program
Speakers: Derek Mills, Entergy New Orleans and Jacqueline Dadakis, Green Coast Enterprises

Since its inception in 2011, the Energy Smart New Orleans program, which was developed by the New Orleans City Council, administered by Entergy New Orleans, Inc., and now implemented by APTIM, has evolved substantially. The program historically focused on energy savings achieved through standard proven measures. Today, the program has transitioned to a unique approach of prioritizing local stakeholder engagement and economic/workforce development while ramping up energy savings targets to 2% of annual sales by 2020. Learn about highlights from the program's evolution, its commitment to community and economic development, and its goals to be an innovator in the region.

Grassroots Green Homes: Driving Savings through Individual Connections
Speaker: Alison Steele, Conservation Consultants Inc.

Grassroots Green Homes (GGH) is a community-based engagement program that increases energy efficiency and home health through a neighbor-to-neighbor education model within select neighborhoods in Pittsburgh, typically areas with lower median income and older housing stock. The goal is to help participants lower their energy usage (and their bills) while increasing home health and comfort. The GGH model includes a "train the trainer" approach. Over the course of a year, volunteer neighborhood liaisons – called "Energy Coaches" – attend training sessions to learn basics of community outreach and engagement, energy efficiency tools and practices, and home health risks that are common in the Pittsburgh area (specifically mold, lead paint, and radon). Learn the findings from the pilot round, specifically the impact of end user engagement on the success of behavior-based energy efficiency programs.

Animating Markets to Reduce Greenhouse Gas (GHG) Emissions: A New Kind of Implementation Program
Speakers: Luke Surowiec, ICF and Ali Levine, NYC Mayor's Office of Sustainability

Climate change poses an existential threat to NYC, which is why in 2014, the City joined world leaders and committed to reducing greenhouse gas emissions by 80 percent by 2050. NYC's buildings are responsible for 70 percent of GHG emissions so to build on legislation requiring the City's large buildings to benchmark and perform energy audits, the City launched NYC Retrofit Accelerator. This is a free, one-on-one advisory service to help fast-track energy and water efficiency in privately owned buildings, with the goal of reducing emissions by one million metric tons by 2025. Using a direct outreach approach, assistance, marketing resources, and partnerships with state and utility incentive programs, the Retrofit Accelerator began promoting efficiency and clean energy projects in 2015. The NYC Retrofit Accelerator was developed to meet the decision-makers where they are, tailoring assistance to meet their needs. The City is not bound to specific fuel types or savings requirements, which lead to a holistic, end user approach. Hear more about the positive impact this program is having on the city and how the program's end users' perspectives have been key to the program's success.

Using Data to Galvanize a Community
Speaker: Rebecca Nelson, Milepost Consulting

In the face of a growing national trend to ignore climate change science, City of Seattle continues to address it as a top concern, working to educate and galvanize its residents around the climate protection initiatives woven throughout city policies, programs and planning efforts. On Earth Day, City of Seattle published Moving the Needle – Seattle's Environmental Progress Report, showing 50 different data points on progress towards city-wide goals in environmental categories such as climate, building energy, transportation, food, trees and green space, complete neighborhoods, and healthy environment. The report clearly illustrates that climate change is not a stand-alone issue separate from the other issues that cities face; (e.g. energy costs, lack of transportation, etc.), making this important work more approachable and applicable. Data was collected across 14 city departments and five community organizations. By showing where City of Seattle is excelling and where they are falling behind, they set themselves up to be accountable, building trust within their community. Data was presented in simple infographics, making it both fun to read and easy to skim while digesting city goals and progress.

10:30 – 11:45AM **Session 1C: Evaluation 2.0 – When the Meters Come Marching in (Panel)**

Moderator: Scott Dimetrosky, Apex Analytics

Driving Towards Residential Energy Savings at the Customer Meter: Does anyone have a map?
Panelists: Steve Bonanno, National Grid; Tim Guiterman, EnergySavvy; and Rebecca Foster, VEIC

There is lots of discussion around Advanced M&V (aka M&V 2.0), which in general introduces elements of automation, machine learning, big data analytics, and continuous analysis of energy consumption data to measure savings at the customer meter (i.e., billing analysis). These capabilities are emerging alongside other trends, including a shift away from widget-based measures, increasing penetration of smart meters, more focus on temporal and locational-based load reductions, the prevalence of other distributed energy resources, and new regulatory policies. Explore the potential benefits and drawbacks of this evolution for program managers, implementers, evaluators, and regulators.

10:30 - 11:45AM **Session 1D: Leadership Roundtable – A Discussion on Diversity and Women in the Energy Industry**

Moderator: Quinn Parker, AESP

Speakers: Michelle Branigan, Electricity Human Resources Canada; Sabrina M. Brooks, PECO; and Kim Winslow, KCP&L

AESP is continually seeking ways to serve a diverse and evolving energy industry. This Leadership Roundtable will be a facilitated discussion in an intimate setting that will be focused on diversity and the growth of women leaders within the industry. Three successful female leaders will share their perspectives on diversity in the energy/utility industry, as well as their own career trajectory. This will be a productive session wherein attendees can learn more about the state of workforce diversity in the energy industry, be inspired by the accomplishments and careers of these leaders, and come away with actionable insights to apply to their own careers.

11:45AM - 1:30PM	**Networking Lunch - Expo Hall**
Noon - 1:15PM	**Chapter Lunch Meetings**
1:45 – 2:45PM	Session 2A: Marketing – Séance it ain't So

Moderator: Laura Orfanedes, ICF

Achieving a 90 Percent Increase in Gas Conversions through Hyper-Local, Right-Time Marketing
Speaker: Sarah Gibson, Brand Cool Marketing

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Getting homeowners to take on the time and expense of switching to natural gas can be a challenge, and communicating ONLY to those within 375 feet of a pipeline is even more complicated. Hear how a campaign utilizing right-time marketing strategies that encouraged prospects to switch was deployed. The agency applied a fully integrated approach, including: Hyper-local strategies to target homeowners on the pipeline, paid media, direct mail and email for consistent air-cover and 1:1 messaging to increase engagement. Aa dashboard to show real-time performance data was also created. In year one of this approach, the utility has seen a 90% increase in gas conversions. Learn more about this impactful strategy and how it can be applied to your gas marketing efforts.

Click Here to SaveNow: How inbound marketing drove 8,000 leads in nine months
Speakers: Megan Nyquist, Franklin Energy and Justin Chamberlain, CPS Energy

Program leads, cost per acquisition and lead source. These are some of the most important metrics to your residential portfolio. While you need this number to be measurable and consistent month after month, it's often the opposite. So, what's the secret? In September of 2016, CPS Energy launched the SaveNow residential program portfolio. For this nine-program portfolio, the solution was a fundamental shift in the residential marketing strategy to inbound marketing. Learn all about the success of this portfolio's inbound strategy and focus on topics such as customer lead generation, content marketing strategies and successes with digital promotion channels.

1:45 – 2:45PM	2B: Implementation – I Got You, (multi) Fam

Moderator: Christopher Baggett, APS

Applying the Principles of Strategic Energy Management to the Multifamily Sector
Speakers: Julie Hayes, Milepost Consulting and Elly Bunzendahl, O'Brien & Company

Having experienced measurable results in the commercial space using Strategic Energy Management (SEM,) Puget Sound Energy (PSE) decided it was time to apply the engagement, education, behavior, planning and tracking strategies from their SEM for commercial to their multifamily market. PSE engaged 15 multifamily properties (a total of 35M kWh) across their service territory to participate in an SEM program with the goals of improving the customer relationship, increasing participation in existing programs and achieving 5 – 10% energy savings over 12 months. After decades of successful programs and initiatives designed for residential customers, revenue is flat in the Northwest, and energy savings targets continue to rise while the cost effective, low hanging fruit in the retrofit market has gotten more and more difficult to find. Through all of this, the multifamily market has remained an elusive target with ample opportunities to help meet these goals. The program strives to engage property managers in gaining a better understanding of opportunities for energy savings, planning for new energy management projects, and implementing direct install options. Gain new insights on how targeted strategies drove the overall success of this program.

A Decade of Results: A Retrospective of NYSERDA's Multifamily Performance Program
Speaker: Mark Lorentzen, TRC Energy Services

For 10 years, NYSERDA's statewide Multifamily Performance Program (MPP) has served New York multifamily consumers—driving large-scale energy efficiency results and earning awards and acclaim from ACEEE, ENERGY STAR®, and the Environmental Business Journal. This innovative, market-based program has served over 300,000 apartments, including existing and new construction projects across market-rate and affordable sectors. Learn about the successes achieved and lessons learned through administration of the MPP, including: a) reaching low-income customers, b) creating pay for performance incentive structures, c) realizing significant energy savings in this large, yet often underserved market due to its "hard-to-reach" reputation, and d) experience developing visionary long-term, market-based solutions to scale-up energy efficiency over the next 10 years.

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I Spy Savings: Using Virtual Tools to Show Real Energy-Saving Potential

Speaker: Katie Mueller, Focus on Energy

When it comes to finding energy savings, customers don't always know where to look. Many programs rely on traditional marketing materials to explain how to find opportunities in facilities, while others use assessments by Energy Advisors. What if you could SHOW your customers energy-savings potential, on their time, without the high cost of an assessment? Wisconsin's Focus on Energy Program began looking for innovative, unique ways to provide customers with a new experience in identifying non-residential energy-savings potential, thus developing the Multifamily Virtual Property Walk Through. This presentation walks through the development, marketing and engagement results of the Walk Through and how any segment can apply this concept to their customer engagement strategy.

1:45 – 2:45PM

Session 2C: Tools & Technology – SMB: For You, Bayou

Moderator: Leesa Lee, Bidgely

Hocus "Focus" – What Makes SMBs Tick
Speakers: Katie Vrabel, Ecova and Luke Gebhard, Milepost Consulting

The small and medium business (SMB) customer segment represents an untapped source of significant energy and demand savings, yet programs targeting SMBs continue to face unique challenges in achieving desired market penetration and realizing meaningful savings. Utility service providers have experienced high investment costs breaking into the large, diverse and hard-to-reach SMB customer segment: while utilities nationally spend between 7 and 14 percent of their demand-side management portfolios on the SMB segment, only 1-2% of SMBs participate in their utility's energy efficiency programs. Despite the energy-related operational and facility improvements these programs offer SMB owners, there remain significant barriers to participation, such as split incentives, time constraints, competing priorities, risk aversion, skepticism, and lack of upfront capital often required to fund improvements. Attendees will learn focus group research findings around engagement and messaging best practices that utilities can leverage to identify, segment, target and effectively deliver programs to their SMB customers.

How Wireless Technology Will Revolutionize Retail (and save energy too)!
Speaker: Wesley Whited, DNV GL

With great lighting, a retailer can craft a unique brand identity that energizes and entices customers. While retailers understand that telling a story through lighting helps their bottom line, this story often comes at the cost of energy savings. The U.S. Energy Information Administration (EIA) estimates that lighting accounts for 53% of a typical retail outlet's energy consumption. For comparison, lighting accounts for around 20% of an average commercial office building's energy consumption. Reducing lighting loads through emerging technologies, like wireless advanced lighting control (ALC) systems, is an efficient, 21st Century strategy retailers can use to achieve energy and cost savings. Advanced lighting controls produce verifiable energy savings, with some cases documented as high as 90%. While the demand for all ALCs will grow at around 12%, wireless controls will grow at twice that pace because lower acquisition and labor costs will improve ROI and open the previously closed retrofit market. As retail spaces already understand the value of great lighting, and need to improve energy savings, they will be the key market segment to begin retrofitting with wireless lighting controls. Retail spaces will specifically choose a wireless technology because it's low cost, data driven, simple, flexible, scalable and reliable.

"Is it Really Working?" - Results from Advanced Rooftop-Unit Control (ARC) Field Experience
Speaker: Justin Sipe, Transformative Wave

ARCs are a retrofit technology that can cost-effectively improve RTU energy performance and operational oversight. But how do they really perform in the field? Field performance will be highlighted and discussed in this presentation. Since 2010, ARCs have been field demonstrated by third-parties across the country, from the U.S. Department of Energy's (DOE) national laboratories to utilities and municipalities. Beyond a comprehensive list of their results, hear insights into the unique lessons learned with each demonstration. Information when considering an ARC retrofit, particularly what building types, climates, and RTU configurations are the most cost-effective will also be shared.

2:45 – 3:30PM **Networking Refreshment Break - Expo Hall**

3:30 – 4:00PM Professional Development Session - *Better Brainstorming – The Other Climate Change*

Speakers: Amanda Gasse, ERS and Brian McCowan, ERS

Finding good answers in the increasingly fast-paced energy efficiency business environment can make the difference between finding a competitive edge or being left in the dust. Brainstorming is one of the most common ways to identify actionable ideas. Yet numerous studies have shown that typical group brainstorming is not very effective. In fact, it has been shown that solo head scratching can often generate better ideas. The best path, however, is a hybrid of these two methodologies. Learn about a proven enhanced brainstorming process that avoids the pitfalls of conventional brainstorming sessions, and takes advantage of the creative mind. As an attendee, you will have the opportunity to be part of an actual brainstorming session, where successful brainstorming approaches will be demonstrated.

3:30 – 4:00PM

Professional Development Session – *How to Facilitate a Group Planning Meeting and Actually Get Something Done!*

Speakers: Kara Crohn, EMI Consulting and Julie Scrivner, EMI Consulting

How many times have you left a meeting thinking, "What did we actually accomplish in there?" Many utility, implementer, and evaluation firm staff need to facilitate group meetings like kick-offs, workshops, and project planning sessions to gather input, build consensus, and drive a project forward. Yet, many are not trained in effective facilitation techniques. A poorly-run meeting leaves participants feeling discouraged and unheard. A strong facilitator builds a shared sense of purpose and personal investment in project. During this professional development session, attendees will be taught clear guidelines for successful group facilitation through an engaging mock project session.

3:30 – 4:00PM

Professional Development Session – *Using Emotional Intelligence for Work Success*

Speaker: M.J. Clark, Integrated Leadership Systems

Research has shown that the benefits of strong emotional intelligence are many: greater career success, stronger personal relationships, increased optimism and confidence, better health, effective leadership skills, improved communication, and better problem solving skills. Attendees will understand the crucial role of self-awareness in developing successful relationships and help participants pinpoint behaviors that impact work performance, so they can more effectively overcome workplace conflicts. With these lessons, participants can improve their work by understanding how the brain works, how staying cool and building confidence can boost productivity, and how to develop their leadership skills by recognizing and managing office behaviors.

Topic Committee Meeting

Hot Topics Open House!

4:00 – 5:00PM

We want to hear from you! For one hour only, we are opening up a session for you to engage with your fellow AESP members to discuss the issues that matter to you most. This will also be a unique opportunity to explore all the different topic committees and issues they are tackling in the upcoming year. At the end of the session you walk away knowing more, connecting more, and understanding the high-level hot topic issues of today's environment. *Brought to you by your friendly topic committees!*

4:00 – 5:00PM

Chapter Leadership Meeting

5:00 – 6:30PM **Networking Reception and Expo Prize Drawings – Expo Hall**

Wednesday February 21, 2018

7:15AM – 5:00PM **Registration Open**

7:30 – 8:30AM **Networking Breakfast – Expo Hall**

8:30 – 9:45AM `Session 3A: Evaluation EM&V 2.0 – Carn-Eval (Interactive Roundtable)`

Moderators: Laura Schauer, Illume Advising LLC and Lisa Obear, Illume Advising LLC

The Super Why: Sleuthing Out the Story Behind the Data
Come with us on a Super Why adventure to search out clues to a Super Big Question: how is my program really performing? In this interactive roundtable session, utility staff, implementers, and evaluators will all put their heads together and use empathy-based research and critical thinking skills to solve evaluation puzzles and see program performance through different lenses.

8:30 – 9:45AM `Session 3B: Cross Cutting – Gas – Mardi Gras`

Moderator: Raegan Bond, Alectra

Natural Gas and its Unique Path to Integrated Resource Planning
Speakers: Suzette Mills, Enbridge Gas Distribution and Michael Sloan, ICF

The discussion regarding the relationship between climate change and GHG emissions has brought the role of fossil fuels to the forefront. In Ontario, the OEB is requiring a review of the role between conservation and natural gas infrastructure planning, indicating that it expects the gas utilities to consider the role of DSM in reducing and/or deferring future infrastructure investments. The EGD/UG IRP Study has examined the impacts of energy efficiency on peak day and peak hour demand, including a review of the impacts of energy efficiency measures on both a broad-based franchise wide and geo-targeted basis.

South Jersey Gas Home Performance Program and Evaluation
Speakers: Jacqueline Berger, APPRISE and Bruce Grossman, South Jersey Gas

South Jersey Gas' (SJG) Energy Efficiency Programs provide incentives that are complimentary to the New Jersey Clean Energy Programs (NJCEP). The residential and C&I programs provide rebates and loans to assist with the purchase and installation of energy efficient equipment and measures. SJG faced challenges developing a contractor network and a market for home performance but worked with contractors to help them develop the expertise needed to implement home performance and increased the number of participating contractors from only two or three Building Performance Institute certified contractors to more than 30 contractors. SJG also implemented a comprehensive marketing program that included a mix of digital, print, radio, grass roots, and outdoor advertising and increased participation from 585 participants in 2010 to over 1,100 participants in 2015. HPwES contractors reported that the SJG HPwES Loan Program had a positive impact on their business. They said it enabled them to increase revenue, increase staffing, helped them to close deals, convinced them to enter the home performance field, and helped with educating

customers about the program. Learn all about the positive impacts and results from this comprehensive program that focuses on residential and business markets.

The Evolution of Whole House Energy Program Designs - What's Next?
Speakers: Anthony DePrima, Delaware Sustainable Energy Utility and Katherine Johnson, Johnson Consulting Group

Whole-house energy audit programs are a great idea. Conduct an audit, identify energy savings opportunities, install the appropriate measures, and the home-owners benefit from reduced energy bills and a more comfortable home. This is a complicated program design requiring collaboration between the home energy auditors and customers. But too often, home owners don't follow through, which causes missed opportunities. This leaves program designers to wonder if there is a better way to offer home owners- and even tenants- opportunities to install energy savings measures beyond the traditional energy audit model? Attendees will leave with new ideas and fresh approaches to this challenge.

Boiler up! – Seasonal Program Challenges – a Key Ingredient for Natural Gas Efficiency Programs
Speaker: William Clemens, DTE Energy

For several years, DTE Energy's commercial and industrial energy efficiency program has had a very consistent approach to the boiler tune-up market. This can be a challenging market as Boiler Tune-up applications require an abundance of paperwork and documentation for relatively low incentives. Understand all the intricacies on how to properly structure boiler tune-up incentives that cover a wide range of applications and customer types. Learn best practices on motivating contractors and technicians to assure that they are submitting applications for every tune-up that they perform in the field.

8:30 – 9:45AM	Session 3C: Implementation – "Rolling Down the River," Midstream Ahead! (Rapid Fire)

Moderator: Rebecca Fiissel Schaefer, Ecofitt

Should Midstream Become Mainstream? Lessons from the Field
Speakers: Jordan Whiddon, E Source and Lisa Sarubbi, The United Illuminating Company

Midstream programs are outperforming their downstream counterparts, time and time again. Utilities running these programs are quickly seeing increased program participation, market transformation, and streamlined rebate processing. Some utilities are even seeing participation increases upwards of 1000%...yes, that many zeros. But with all this success, a critical question looms over utilities that are considering swimming up the stream: How might we design a midstream program to be cost-effective? In conjunction with large industry sample of utilities, E Source has created an extensive database of midstream programs, and we have seen some interesting patterns emerging. Primarily, the data show that midstream programs are more cost-effective than their downstream counterparts. Two contributing factors are the reduced rebate processing costs and higher installation rates. With practical design, implementation and evaluation, utilities can find that cost-effective secret sauce they have been searching for in midstream programs. So, how are utilities actually succeeding in creating and implementing these designs? Learn the answers to this question and more in this thought-provoking session.

Go with the flow - Midstream Program!
Speaker: Alison Jaworowski, DTE Energy

As incentive programs mature nationwide, utilities continue to search for new and effective channels to reach customers that have yet to participate. This is where point-of-sale midstream programs come in. Midstream programs are not exactly new, but they come in many forms and with many different

technologies. Attendees can explore a comprehensive approach to designing and implementing the midstream model. From up front research – understanding customers, technology and financial models – to identifying and procuring a distributor network and point-of-sale marketing. Evaluation risk is always the first obstacle that arises at the earliest discussion of midstream programs. A new approach to working closely with an evaluation team in the early stages of program design; exploring how customers are validated; and setting incentive levels to assure high levels of net-to-gross scores are achieved will be discussed. Challenges and successes in piloting and launching two midstream programs (lighting and food) in the last two years will also be shared. Attendees will enjoy an in-depth review of the midstream journey and secrets to success, approach and customer satisfaction results.

Identifying Low Income Participation in PECO Energy Efficiency Programs Through Travel-Time Analysis in GIS
Speaker: Nick DeDominicis, PECO Energy

PECO faces mandatory low-income targets of 5.5% of all energy efficiency savings and failure to meet this target results in financial penalties. To increase understanding of low-income participation in energy efficiency programs and meet low-income targets, PECO integrated cutting-edge geographic information systems (GIS) techniques with customer, program, distribution, transportation, and census data. Advanced analytics and GIS can provide alternatives to traditional field surveys that are faster, more accurate, less invasive, more comprehensive, and avoid self-report bias. PECO used publicly available data to develop low-income proportion estimates by census tract around previously identified target retailers and GIS analysis to estimate the percentage of low income participants shopping at each participating store. PECO's innovative program provided increased lighting product price buy-downs at stores located in or near low income neighborhoods, eliminating the need for participants to self-identify as low income. Program savings and costs from each retail location were allocated to low income program targets based on the analysis of each individual location. Understand how this methodology allowed PECO to reduce program participation barriers without the expense or potential bias introduced through standard customer income certification or program evaluation techniques.

The Worst Ingredients in Your Kitchen: Wasted Energy, Lost Opportunities, and Misconceptions
Speaker: Courtney Baum, DNV GL

There are many different goals for midstream incentive programs: Transform lost opportunities into participants, overcome resistance to change, and correct misconceptions about energy efficient equipment. This is especially true for the food service industry, which tends to be conservative and holds many misconceptions about energy efficient or ENERGY STAR®-rated equipment. Attendees will learn the three common misconceptions and the realities behind them as well as how midstream incentive programs allow customers to choose energy efficient equipment options for their commercial kitchens with a point-of-sale rebate. How midstream programs overcome free ridership and change stocking patterns of distributors will also be shared.

9:45 - 10:30AM **Networking Refreshment Break - Expo Hall**

10:30 - 11:45AM `Session 4A: Tools & Tech – See Ya Data Alligata`

Moderator: Jeff Adams, Alliant Energy

With Great Data comes Great Responsibility
Speaker: Fatima Crerar, ecobee

As connected devices become ubiquitous in households across North America, the magnitude of data being collected on consumer behavior grows exponentially. While some customers may not care that you know

when their IoT toaster makes breakfast, other data points contain sensitive customer information. Take for example smart thermostats that know when you're home or away; a doorbell that records who's been on your front porch or your interval electricity usage to a 15-minute degree. Data security and protecting personally identifiable information is crucial, but so is tapping into the story that data tells. Both ecobee and ComEd have developed data-sharing programs that offer value to researchers and academia to advance the study of home energy usage and behavior. The type of data being shared is often expensive and difficult to collect – to the point that studies are often conducted on, and models are built around, 10 to 20 homes at a time, in very small geographical area. When offered up on a large, yet disaggregated scale, the potential for learning is astounding. This session promises to deliver eye-opening ideas and information on data and how it can help with home energy usage and behaviors.

Even Monthly-Read Meter Customers Can Get in the Disaggregation Game
Speaker*:* Josh Gleason, Bidgely, Inc

Energy disaggregation is becoming table-stakes for utilities, as more leading utilities leverage their AMI infrastructure to better serve their customers. However, many utilities still have a mix of AMI and non-AMI meters and are unable to take advantage of most disaggregation technology. New technology, informally called "universal disaggregation" applies the latest advancements in data science to extend the benefits of disaggregation to address non-AMI homes. What does this mean? Itemization for monthly-read meters, personalized insights, and a consistent experience for all homes in a utility's service territory. Learn how to extrapolate insights between populations, and how utilities can effectively roll out universal disaggregation to their customers.

Managing Big Data to Provide Near Real Time Performance Monitoring & Program Implementation Feedback
Speaker: Troy Eichenberger, Tennessee Valley Authority

Conservation Voltage Reduction (CVR) is a strategy that electric utilities employ at the distribution system level to achieve energy savings and demand reductions. A major southeast Power Producer implemented a CVR program in 2015 through several of its Distributors. The program will be in effect for 10 years, and is running on multiple control zone feeders in each of the program participants' service territories. In order to monitor and ensure the program is being implemented correctly and to estimate energy impacts, 1-hour interval data is being collected. To support a multiyear, multi-participant program, much collaboration and planning needs to take place to build the infrastructure to collect and house this magnitude of data. The evaluation team built a scalable data management system that supports automated integration of the data streams. Quality checks and other system controls were included to eliminate manual data cleaning which is an extremely tedious, cumbersome, and costly endeavor required before performing any analysis. This automation was necessary to keep costs down to support a multi-year operation and evaluation expanding big data project.

10:30 - 11:45AM

Session 4B: Technology-enabled Customer Engagement

Moderator: TBD
Speakers: Udi Merhav, energyOrbit; Matthias Kurwig, enervee; and Judd Moritz, Simple Energy

By providing customers with timely and highly personalized online experiences, utility marketplaces are gaining significant momentum as a key digital engagement strategy. As utilities look to broaden their value and offered services, these technologies are making it possible to reach users when and where they shop. Hear from three leading solution providers on how online marketplaces allow innovative utilities to drive new revenue, increase customer satisfaction, and help hit energy savings goals.

10:30 - 11:45AM	Session 4Ew: BrainFire on Bourbon Street, **Evaluation** – New this year!

Want to get outside and explore New Orleans, while solving some of our industry's thorniest issues, network, and have some fun? You're in luck. You'll join a team of your colleagues in Evaluation and be let loose in the French Quarter to compete in an app-based scavenger hunt. Your mission will be a mix of fun stuff, idea generation around topics sourced by the Evaluation Topic Committee and locational-based challenges—and we'll be sharing it live on social media. Ready to set your brain on fire?

10:30 - 11:45AM	Session 4Iw: BrainFire on Bourbon Street, **Implementation** – New this year!

Want to get outside and explore New Orleans, while solving some of our industry's thorniest issues, network, and have some fun? You're in luck. You'll join a team of your colleagues in Implementation and be let loose in the French Quarter to compete in an app-based scavenger hunt. Your mission will be a mix of fun stuff, idea generation around topics sourced by the Implementation Topic Committee and locational-based challenges—and we'll be sharing it live on social media. Ready to set your brain on fire?

10:30 - 11:45AM	Session 4Mw: BrainFire on Bourbon Street, **Marketing** – New this year!

Want to get outside and explore New Orleans, while solving some of our industry's thorniest issues, network, and have some fun? You're in luck. You'll join a team of your colleagues in Marketing and be let loose in the French Quarter to compete in an app-based scavenger hunt. Your mission will be a mix of fun stuff, idea generation around topics sourced by the Marketing Topic Committee and locational-based challenges—and we'll be sharing it live on social media. Ready to set your brain on fire?

11:45AM - 1:30PM	**Networking Lunch – Expo Hall**
Noon - 1:15PM	**Chapter Lunch Meetings**
12:45 – 1:15 PM	**Cupcake Dash**
1:30 – 2:30 PM	Session 5A: Marketing – Voodoo Analytics (Panel)

Moderator: Karen Germain, DNV GL

Pain Point or Sweet Spot - Leveraging Analytics to Move Beyond Analysis to Active Management
Panelists: Ken Randazzo, DTE Energy; Kara Rodgers, Eversource; Adam Grant, NV Energy; and Mike Brandt, ComEd

Utilities are demanding greater and more cost-effective savings from their programs based on analytics solutions. They want greater accountability based on the insight and decisions that analytics provides. Thought leaders from utilities across the U.S. share their thoughts in a panel discussion of how they use analytics in the implementation and evaluation space, and their thoughts on what they need in an efficient and cost-effective solution. Attendees are strongly encouraged to actively participate in the discussion by posting questions at #AESPAnalytics and follow the discussion on Twitter as we live Tweet key findings from the panel.

1:30 – 2:30 PM	Session 5B: Evaluation – "Who Dat?!"

Moderator: Sue Hanson, Tetra Tech

Beyond NTG: Integrated Market Insights from a Multi-Pronged Impact Evaluation
Speaker: Jennifer Canseco, DNV GL

The goal of impact evaluations is to generate accurate estimates of program savings and net-to-gross ratios. Unfortunately, typical impact evaluation approaches often fail to take advantage of opportunities to obtain valuable market information. When evaluators collect and analyze market data, they can clarify the program's context and provide useful information to help guide program strategy and planning. Such insights are even more relevant when programs operate within rapidly changing markets. Learn how a 2015 upstream lighting program (ULP) impact evaluation used multiple, complimentary sources to not only estimate the savings achieved among consumers who purchased and installed program-discounted lamp, but also to provide insights into the program's effects on the market overall. The ULP impact evaluation leveraged multiple, complementary impact evaluation research efforts and other data sources to generate market insights.

Encountering the Factual: Accounting for Trade Allies in Assessing Program Net Savings
Speaker: Ryan Bliss, Research Into Action, Inc.

A large part of assessing program-attributable energy savings is assessing the counterfactual – what would have happened in absence of the program. While the counterfactual assessment often is not explicit in assessing spillover, the implicit counterfactual question is how likely the un-incented measures would have been installed without program influence. Evaluators have stressed the role that program trade allies play as program outreach or delivery agents and the need to account for that role in assessing program influence. Our recent work has shown that the industry can continue to improve approaches to assessing the trade ally role in delivering energy savings. Assessments can be improved by better defining and measuring how program trade allies act as program agents, to better define the counterfactual and better assess indirect program influence. Selected findings from recent research showing the importance of accounting for contractors' influence on customers assessing free-ridership in residential programs will be presented. Providing a complementary perspective, on how trade allies are a source of program influence and can capture more spillover, will be demonstrated.

To-Code or Not-To-Code? That Is the Massachusetts Question
Speaker: Ari Michelson, ERS

Energy codes are increasingly perceived by program administrators as a vehicle that can be leveraged to increase energy savings for both new construction and existing buildings. Assessing compliance with codes provides great insights into construction practices and energy savings opportunities, as each new version of the energy code sets more stringent performance targets and as many states regularly adopt the new codes and train their architects, builders, and code enforcers. The commercial energy code progress of the State of Massachusetts and trending compliance results over time from studies completed for each of the past three versions of the energy code will be discussed. The highlights of several innovative applications of compliance study data to inform market baselines and standard practices in building operations and controls will also be presented. Attendees are encouraged to discuss the applicability of energy codes as baselines and how building operations post-occupancy interact with codes to drive energy savings.

1:30 – 2:30 PM Session 5C: Business Models – NWA Straight Outta NOLA

Moderator: Kevin Lauckner, Franklin Energy

Non-Wires Alternatives: The New Model to Integrate and Target DSM and DER
Speaker: Brett Feldman, Navigant

As grid management and distributed energy resource technology has improved, utilities look to engage customers more and provide more value-added services. As policy concerns related to cost and the environment have grown, more-creative solutions are being explored to try to address transmission and distribution infrastructure needs at a lower cost with higher customer and environmental benefits. These types of projects have come to be known as Non-Wires Alternatives (NWA). The traditional utility business model for acquiring energy efficiency is likely to change over the next 10 years, and utilities should consider steps with program design revisions, policy, evaluation, and approach to partnerships to better position themselves to achieve continued levels of comprehensive, yet more affordable, energy efficiency all stakeholders genuinely desire.

Combining Customer Focused and Utility Least Cost Integration of Grid Modernization and Distributed Energy Resources
Speakers: Kenneth Skinner, Integral Analytics, Inc. and Teresa Lutz, Michaels Energy

By identifying service territory sub-regions that require significant infrastructure investments, this utility study finds over a 2x improvement in utility benefits and over a 30% improvement to overall program cost-effectiveness and achievable potential obtained through locational targeting of energy efficiency and solar programs. Improved cost-effectiveness is achieved by targeting customers in high cost of service sub-regions, including areas with older equipment that can benefit from life extension and customers who benefit from specific programs. Participation levels can be further forecasted through a bottoms-up circuit level saturation analysis over the planning horizon using circuit level customer counts (including circuit specific growth projections over 30 years), specific segmentation demographics, and marginal new participant cost. Logistic regression results identify customer adoption/acceptance trends of the key drivers impacting participation. Results will demonstrate that the integration of non-wire alternatives including energy efficiency, with the locational benefits of solar and other distributed resources, dramatically improves cost effectiveness, increase consumer acceptance, and lower utility costs.

Geo-targeting: Finding more than savings with EE programs
Speakers: Kirsten Rowley, Oklahoma Gas and Electric Company and Edward Schmidt, MCR Performance Solutions, LLC

"Geo-targeting" and "Non-wires alternatives" ("NWA") are becoming all the rage in the world of utility energy efficiency ("EE") and other distributed energy resources ("DER"), but the subject can be intimidating and expensive. OG&E undertook a micro-scale pilot, targeting one neighborhood with existing EE programs and delivery mechanisms to test three hypotheses related to EE uptake, call center activity, and distribution transformer loading. Investigating the impact on individual distribution transformers addresses a downstream component of the substations that are typically thought of when NWA are discussed since individual customers sum to a distribution transformer, individual distribution transformers sum to a circuit and multiple individual circuits are typically fed by a substation. Thus, if geo-targeting can impact the distribution transformers by relieving stress, it can be scaled to impact the substation or banks within the substation. OG&E's pilot was, and will continue to be in 2018, a "test & learn" exercise intended to simply ask the question, "Can EE 'move the needle'"? The audience will hear how OG&E's geo-targeting pilot summarized the processes, data management and analytics; and then zoomed the lens in to focus on the results, challenges and lessons learned by looking at one large multifamily complex.

2:30 - 3:00PM **Networking Refreshment Break – Expo Hall**

3:00 – 4:00PM Session 6A: Marketing – Black Magic

Moderator: Gillian Saidman, L'Image Home Products, Inc.

(Don't) Miss Behavior
Speaker: Danielle Marquis, AM Conservation Group

We know that what customer's say and what they do are often different things—like how they say they'd love for their utilities to help them save money on their energy bill, yet participation rates in already available programs are low. This is because hidden biases and emotions play a large role in customer's decision-making processes. But how can we uncover them? Widely available digital tools provide a fast and (often) inexpensive way to answer our questions about customer's decision-making process by simply providing them options and monitoring their behavior. Is it our overly complicated messaging that's driving them away? By understanding our customer's actual behavior, marketers have a better chance of influencing their decisions at the most important touchpoints. Insights from behavioral economics melded with rapid prototyping methods and tools that can be applied in our industry to help marketers better understand their customer's behavior throughout the customer journey, will be shared in this interactive session. The audience will participate in mapping a typical customer journey in a DSM program, recognize important touchpoints and identify ways to use rapid prototyping and experimentation to improve our ability to effectively recruit, satisfy and retain customers.

Stop Sending Mixed Signals- Make Sure Your Message Elicits the Right Emotional Response

Speaker: Kristin Laursen, Michaels Energy

We've all sat through those mind-numbing ads filled with random characters and events and a storyline that never seems to get anywhere. You're left dumbfounded, mouth agape, wondering what the heck you just watched, knowing you'll never get that 30 seconds back. IF you remember the brand after the complete and utter nonsense, you're certainly not more likely to purchase their product. This is NOT the kind of exposure we're seeking for our brands. The above scenario not only applies to commercials, but to a wide array of marketing and creative we expose our customers to on a daily basis. Studies indicate we only have two seconds to connect with our audience, or risk them running for the hills. Our intended message not only has to be visually eye-catching and attention-grabbing, but it must evoke the correct emotional response from customers to move them toward action. This session will dive into emotional marketing and how we can trigger various emotions quickly and effectively. We'll explore some examples of various types of emotional marketing (good and bad), along with their intended and unintended response. We'll then touch on some of the behavioral insights learned from the previous presentation, "(Don't) Miss Behavior" and the techniques people can use to develop content that connect with their customers meaningfully.

The Right Message to the Right Customer at the Right Time
Speaker: Cindy Sargent, Brainspur, Inc.

It's no longer business as usual where blasting out messages to a mass audience works. The empowered energy consumer expects more and wants it personalized. As customer segmentation increases, it is essential that utilities understand the motives, wants and needs of their different customers. We'll make the connection between key customer insights derived from smart thermostat and meter data and unique customer segments, then look at how those insights can be leveraged and developed into messaging that connects in the form of stories. Stories can humanize a message and give cache and social currency to issues such as energy efficiency, new rates, new products and services. When a compelling story resonates, it can tip the scales towards behavior change and action. A story with the right emotional triggers, message and words delivered to the right customer at the right time can make all the difference in improved customer communication, stronger engagement and higher satisfaction scores.

3:00 – 4:00PM

Session 6B: Tools & Technology – Drones: A New Tune for The Industry

Moderator: Brad Gunter, Florida Power & Light

First in Flight: Aerial Drones to Benefit Energy Efficiency Program Implementation
Speaker: Terence Conaty, Lockheed Martin and Jeromy Cotton, TVA

Most Energy Efficiency Programs have the need for engineers to visit customer sites and verify equipment at all types of facilities and weather conditions. While humans are still considered our best resource in this specific case, we are eager and willing to usher in new tools, technology and practices to help us improve our safety and effectiveness in the field. With these goals in mind, Lockheed Martin worked in tandem with the Tennessee Valley Authority (TVA), to conceptualize and pilot the use of aerial drones to assist engineers in the field as they conduct their energy efficiency inspections. The goal of the pilot is to demonstrate the value of aerial drones as both an innovative and cost-effective enhancement to program implementation. Stop by for performance highlights, lessons learned and examples of LM drone images and video from actual projects.

Drones for Utility Service Providers: Uses, Benefits, Regulations, & the Future.
Speaker: Jonathan Rupprecht, Rupprecht Law

Are you a utility or a service provider interested in using drones? New tools, technology, and practices with the use of aerial drones can be used to assist engineers out in the field as they conduct their energy efficiency inspections. While there are legal and operational issues associated with the use of drones, there are solutions to those problems which allow drones to be a cost-effective and safe method for doing inspections. This session will discuss the use cases, regulations, solutions to the regulatory problems, lessons learned, and examples from actual projects.

3:00 – 4:00PM

Session 6C: DR/Pricing – Hot & Humid in N.O.

Moderator: Sharon Mullen, Navigant

Dynamic Pricing: What You Need to Know and Lessons from the Field
Speaker: Jason Cigarran, Itron

Our industry has been talking about dynamic pricing for years, but to date it's been brought to market mostly in the form of pilot deployments that reach a limited subset of customers. As a variety of catalysts converge, we're poised today to see greater adoption of price-based programs than ever before. The proliferation of distributed energy resources is driving utilities to look at retail rate structures that are more closely tied to their costs. The accelerated deployment of advanced metering infrastructure (AMI) and the increasingly engaged energy consumer have set the stage for a widespread rollout of new rate structures. This presentation will provide an introduction to dynamic pricing, the different program types, a survey of the current and projected landscape, and review a few utility case studies.

Prepay Metering Programs Promote Customer Energy Efficiency
Speaker: Jolyn Newton, Tennessee Valley Authority

Energy savings are being realized by using prepay metering programs (PPM). DNV GL evaluated six residential prepay metering programs in the Tennessee Valley and found energy savings ranging from 5 to 12 percent. The findings shed light on how the PPM programs influence customer behavior and reduce energy

consumption. There are more than ninety-five utilities in the United States that have PPM programs, with most of them being offered by cooperatives. More utilities are becoming aware of the benefits and offering PPM programs to manage energy revenues. The current, on-going study, incorporates both the energy impacts and the demand impacts of PPM in two local power companies in the Tennessee Valley. The evaluated results will show the effects during peak periods, which could help a utility manage their own costs for power. Utilities gain a better understanding of the usage profiles of PPM participants and get insight into the demand impacts too.

Smart Thermostats Offer the Potential to Save Energy, Provided Customers Can Navigate the Complex Features

Speakers: Donna Whitsett, EMI Consulting and Stephanie Yang, PG&E

Smart thermostat technology is becoming increasingly popular and has the potential to save energy over traditional thermostats by offering more dynamic operability and integration with time of use (TOU) rates. California investor-owned utilities will be defaulting all residential customers to TOU rate plans by 2019. PG&E undertook this study to better understand the role that smart thermostats might play in facilitating this transition. While smart thermostats offer unique energy management features, benefits will only manifest if customers understand how to appropriately interact with and operate their thermostats. First, the complex set of features of various smart thermostats, including "learning" features, occupancy sensors, and Wi-Fi/remote adjustment capabilities will be reviewed. Second, results of a multi-season study conducted for Pacific Gas & Electric (PG&E) to qualitatively understand customer behavior with respect to 1) customer attitudes toward smart thermostats , 2) how often and under what conditions customers interact with smart thermostats, 3) what features customers use (and don't use), 4) what type of information is most helpful to customers for understanding TOU rates and the role their thermostats play in saving energy, and 5) whether smart thermostats can positively affect customer response to TOU rates will be shared.

3:00 – 4:00PM

6D: Utilities Only Session: Becoming a Client of Choice: Strategies for Utilities to Attract the "A-Team" from External Vendors

Speaker: Brian Lines, University of Kansas

Utilities who position themselves as a "Client of Choice" can attract expert vendors to compete on their projects (specifically the best vendor team individuals, not just the company logos!). Properly leveraging external vendor expertise is critical for Utilities who are managing increasing complex portfolios. This session will share specific practices for how Utilities can build more collaborative partnerships with their vendors and incentivize vendor innovation on their projects. Common "bad habits" of traditional partnering approaches will also be discussed, along with how these habits directly raise project costs. Practical examples will be shared from nearly $3B in successful projects from Utilities who have adopted "Client of Choice" strategies on a variety of contract types (Information Technology (IT), Operations & Maintenance, Design & Construction, Business Services, etc.)

Learning Objectives:

1. Learn how becoming a "Client of Choice" in the eyes of external vendors can directly (and repeatedly) reduce costs.
2. How to cut through the marketing "fluff" of vendor proposals – and reduce evaluation times by 50-75%
3. Strategies to truly mitigate project risks (rather than simply transferring risk contractually).

4:15 – 5:00PM

Utilities Only Session: Transforming the Customer Relationship – Bill Collector to Trusted Energy Advisor

Facilitators will lead utility representatives through an interactive conversation of how Utilities are striving to become more nimble and customer centric. This conversation will brainstorm and evaluate pilots on how utilities are keeping up with changing customer demands and expectations that are being formed by outer industry technologies. We will look to answer the questions: How to integrate DSM programs into Customer Journeys? When do DSM programs become more about CSAT than MWhs? and How do we adapt and position programs to enhance customer's Distributed Energy Resources (DERs). We will challenge our audience to evaluate whether they are just a Bill Collector or a trusted energy advisor, and prove it!

4:15 – 5:00PM **Professional Development Session**

Get off the Elevator [pitch]: Ideas for intriguing people you meet
Speaker: Carl Samuelson, Michaels Energy

This professional development session could be the time you meet someone who changes your career….or it could be filled with awkward small talk. The difference might be how much you intrigue people with your ideas. But most of us struggle to do that in a short interaction. How can you capture someone's interest in just a few seconds? Spend 30 minutes and find out how to make a lasting impression, gather important information, and garner tips and techniques on dumping your elevator speech to something far more impactful.

5:15 – 7:30PM **Special Event**

Thursday February 22, 2018

8:00AM - Noon **Registration Desk Open**

8:00 – 9:00AM **Networking Breakfast**

9:00 – 10:15 AM **Session 7A: Greening the Grid Part I**

Moderator: Steve Bohlman, WECC

A First Step to Flattening the Renewable Ramp: Time-targeted Energy Efficiency
Speaker: Ethan Goldman, VEIC

By 2030 in Vermont, grid-tied micro-solar generation is projected to grow to equal demand on sunny summer days at solar noon. Unfortunately, this distributed solar generation does little to lessen the post-sunset residential peak demand, which now coincides with the overall grid peak in Vermont. RAP Senior Advisor Jim Lazar outlines steps to alleviate the post-sunset ramp and peak in his paper "Teaching the "Duck" to Fly – Second Edition" (http://www.raponline.org/wp-content/uploads/2016/05/rap-lazar-teachingtheduck2-2016-feb-2.pdf). Lazar's proposed first step to alleviating the post-sunset peak is using

time-targeted energy efficiency measures. A slate of time-targeted energy efficiency measures applied to residences in Vermont will be examined and their value for lowering the post-sunset peak demand will be analyzed.

A Data-Driven Approach to Accelerating Battery Storage in New York
Speaker: Gita Subramony, ERS

Battery storage is increasingly being considered to provide multiple benefits to customers and the grid. States such as New York, Massachusetts, and others are taking an in-depth look at how behind-the-meter battery storage can be more effectively deployed while optimizing the benefits to both end users and the grid. Despite the myriad of benefits, there are barriers to implementing this type of technology in buildings beyond the permitting and interconnect issues. In many markets, understanding the technical and financial potential for these storage systems can be challenging, and, as a result, finding potential hosts for behind-the-meter storage can be a costly endeavor. To reduce acquisition costs for distributed energy resources, a data-driven approach to identifying ideal candidates for these types of technology was developed. This approach is being applied in New York to assist NYSERDA with their Energy Storage Soft Cost Reduction effort. The result is a database of buildings ranked by best-fit criteria for viable energy storage projects. The team is exploring the potential for storage and, quickly assessing project financial and practical viability at a high level. Explore the methodology and challenges of the customer best-fit analytics as well as initial results and field lessons from customer engagement and education activities.

Alternative Statistical Approaches for Modeling CVR/VVO Impacts
Speaker: Paul Higgins, Navigant Consulting

Measuring the energy savings, peak demand reduction, and power factor improvement obtained from conservation voltage reduction (CVR) / volt-var optimization (VVO) projects installed at distribution substations typically relies on a comparison of feeder-level load forecasts when CVR/VVO controls are engaged relative to when they are disengaged. Regression analysis is applied to experimental data generated by alternating the voltage and reactive power controls on treated feeder circuits between treatment and baseline control states on a random schedule. The models are "trained" on the test data and simulation is used to forecast each program impact. In this approach, each treated feeder serves as its own control. Besides a binary control-state indicator, the standard model includes time-of-day and day-of-week indicators to account for exogenous load-shape effects, weather variables, and (if relevant) distributed generation. Separate regression analyses are run for each treated feeder in each weather season. Two possible model variations will be investigated.

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Using the Whole Toolbox: Integrating Demand-Side Potential Studies
Speaker: Erin Boyd, U.S. Department of Energy

With growing utility and consumer interest in a variety of distributed electricity resources (DERs) (energy efficiency, demand response, distributed generation, distributed storage), studies to assess the integrated potential for behind-the-meter technologies will be of increasing value to decision-makers searching for least cost opportunities to meet demand. This presentation will report on U.S. Department of Energy research on the integrated potential of DERs. First, we present new modeling that constructs an integrated supply-curve of EE measures and DR measures applied together for a set of residential and commercial end uses. Second, we discuss a broader effort underway to scope how an integrated DER potential study could be undertaken by developing a guide for states on what factors need to be considered.

9:00 – 10:15 AM | Session 7B: Implementation – Are You Tuned in to Customer Satisfaction? (Rapid Fire)

Moderator: Susan Mendez, Duke Energy

Don't Just Think Outside the Box, Look Outside the Industry
Speakers: Cary Brock, Franklin Energy Group and Shannon Gardner, Duke Energy

Corporations spend millions of dollars to bring customers a consistent, high-quality experience. From ordering to delivery, ensuring customers get what they want, when they want it, keeps customers coming back. In 2015, recognizing customers are more technically savvy than ever before, Duke Energy's Home Energy House Call program strived to empower customers with the ability to manage their enrollment experience. Managing so much of the day to day through a mobile device or computer already, customers now additionally have the option to schedule their Home Energy House Call appointment how/where and when it's convenient for them.

The Corner of Self-Serve and Satisfied: How Programs Meet Customers Where They Want to Be
Speaker: Jenifer Gonzales, Puget Sound Energy

In 2016, Puget Sound Energy (PSE) looked inwardly at their customer experience and began to wonder if there was a better way. PSE, like other utilities, experienced thousands of phone calls per year. Phone call were costly, not just in dollars but in customer satisfaction. Customers were not finding the information they wanted, or able to schedule the appointment they needed, and called PSE as a result. To reduce phone calls, PSE created a new roadmap for success, changing the direction of the customer experience by understanding and anticipating customer needs. PSE strove to find services that customers could complete where they wanted to be: online. This included the use of technology tools to help customers navigate through the Home Energy Assessment Program. The Home Energy Assessment Program rolled out a three-phase technology approach to help reduce phone calls, appointment cancellations, and create route optimization to get better results. The first tool was online scheduling software. The second phase of technology use was to address cancellation rates for customers scheduled out further than two weeks. Finally, the program integrated route optimization software for more efficient appointments.

How Likely Are You to Recommend This Session? Net Promoter Score™ for Measuring Customer Satisfaction
Speaker: Erinn Monroe-Nye, APTIM

Developed in 2003 by Fred Reichheld of Bain & Company and published in the Harvard Business Review, Net Promoter Score™ (NPS) has become a wildly popular way to measure customer sentiment and loyalty. NPS measures sentiment through the simple, 1-10 scaled question: "How likely is it that you would recommend [product or service] to a friend or family member?" Respondents that score the program a 9 or 10 are dubbed "promoters", those that score the program a 7 or 8 are "neutrals" and those that score it under 7 are "detractors". The final NPS score is calculated by subtracting the percentage of detractors from the percentage of promoters. The question is then followed up with the open-ended question "Why?" where customers can provide more detail about the answer they gave. Part of its popularity is its simplicity. Can a single question really provide program managers with enough information to make program design decisions? In 2016, CB&I (now APTIM) requested that the NPS question be added to the Focus on Energy customer satisfaction surveys. Learn how NPS correlated to a more standard customer satisfaction question battery to determine when and how to use this powerful customer sentiment tool.

Improving Customer Satisfaction in Home Energy Report Programs Without Sacrificing Savings
Speaker: Molly Podolefsky, Navigant

While Home Energy Report (HER) programs are a positive experience for some customers. HERs can frustrate some users, who may report low program satisfaction or may disengage entirely. Must utilities

settle for low program satisfaction to achieve savings through Home Energy Report (HER) programs? DTE Energy tackled this question head-on by researching the effects of softening the tone of HER messaging on satisfaction and savings, and found that satisfaction can be significantly improved with little impact on savings. DTE assigned approximately 100,000 households with inefficient energy use to "Soft Norm" or "Target Rank" messaging regime in early 2016, to improve their experience. DTE identified the 150,000 most inefficient users in the HER program, assigned 50,000 to each of the alternate messaging regimes, and assigned the remaining 50,000 to a control group who continued to receive status quo messaging. Analysis of the results confirmed with 85% confidence that the alternate messaging increased satisfaction by over five percentage points. Through the Message Testing experiment, learn how DTE created happier HER participants, most of whom saved just as much as their less-satisfied counterparts. These results should interest all program administrators interested in increasing customer satisfaction with their HER programs.

Innovating for Inclusion: Expanding Your Energy Efficiency Footprint to Americans with Disabilities
Speakers: David DeLind, DTE Energy and Todd Morrison, Alliance for Deaf Services

In a nation where 1 in 5 people have a disability, utility companies are tasked with finding new ways to effectively bring energy-saving services to a broader range of customers. DTE Energy focused on a customer segment that needed more: The Deaf and Hard of Hearing community. Guided by the principle that programs require continuous evaluation from a customer-centric lens, DTE launched a pilot to test how they could meet the needs of this community and others like it. Meet with DTE Energy as they discuss their dynamic partnership with the Alliance for Deaf Services and demonstrate the implementation of Talk-to-Text and Video Remote Interpretation technology. Uncover how it opened the door to serving the deaf and hard of hearing community and explore what it takes for your organization to provide complete service to every customer. This interactive presentation gives you a look at their journey from program design and staff education to in-market implementation. Talk-to-Text technology allows for field staff members to perform home energy audits by converting spoken word to written text in real time. Every team member is equipped with the technology necessary to provide this specialized service to customers.

9:00 – 10:15AM

Session 7C: DR – IDSM Creole Kitchen: Jambalaya in the DR

Moderator: Elizabeth Titus, NEEP

Marrying DR and EE Marketing in IDSM Programs – Fairytale or Nightmare?
Speaker: Elizabeth McKinley, GoodCents

Many energy efficiency program marketers are intimidated by demand response programs – they may not be familiar with how the programs work since the two have historically operated in separate silos, and even if they do understand them, marketing free LEDs is different than convincing people to sign up for a program that will turn off their air conditioner on the hottest day of the year. As more utilities move towards integrated demand side management (IDSM) program offerings, marketing that addresses both program types in a unified way becomes more important to efficiently achieve program goals. Both programs are marketing to the same audience persona and the customer journeys are often very similar; many eligible customers will be interested in participating in both programs, particularly when they're bundled together. Attendees will learn how to introduce energy efficiency-minded customers to complimentary demand response programs. This crash course on IDSM "marriage" counseling will help marketers develop messaging to address the tough questions ("You want to do what to my air conditioner?") and leverage modern marketing tactics (e.g., digital, referral programs and incentives) to effectively reach the target audience with an IDSM offering.

Entergy Arkansas' Smart Thermostat Demand Response Pilot
Speaker: Gerardo Galdamez, Entergy Arkansas

While new technologies are allowing utilities to identify non-traditional resources, using big data and advanced analytics enables utilities to manage the grid like never before. In June 2016, Entergy Arkansas launched a smart thermostat program to capture energy and demand savings. While a smart thermostat facilitated DR program is nothing new, the interval data provided by the smart thermostats have enabled innovative strategies for proactive demand-side management.

Integrating EE and DR – What do we Know About Customers' Engagement with Smart Thermostats?
Speakers: Olivia Patterson, Opinion Dynamics and Cole Willis, Indianapolis Power & Light Co.

Smart thermostats are increasingly being adopted across a wide range of utilities with the aim to capture both energy efficiency and demand response impacts. However, much is still unknown about how to balance an integrated EE/DR strategy, and what this emerging technology can offer in terms of energy impacts. Further, even less is known about how customers are engaging with their smart thermostats – provoking larger questions in terms of whether these devices are cost effective and the kinds of benefits program administrators can rely upon.

Designing DR with the Customer in Mind
Speakers: Amanda Janaskie, Baltimore Gas & Electric and Sarah Colvin, ecobee

Finding the right approach to demand response isn't easy. What technology should you deploy; should you cover the cost of installation; what will the value to the energy market or the utility system be – and how will you quantify that? At the heart of these questions, should remain the balance between system and customer need. BGE's DR strategy strikes harmony between these two factors. They offer a combination of mandatory and voluntary events as required by system needs. BGE also makes it easy for the customer to participate by providing smart thermostats and installation at no additional cost.

10:15 – 10:45AM **Networking Refreshment Break**

10:45AM – Noon `Session 8A: Implementation: Niche Segments – Finding Your Pearls in a String of Beads`

Moderator: Debbie Reed, AEP Ohio

Death by a Thousand Cuts. Or not.
Speaker: Suzanne Shelton, Shelton Group

The largest utility customers that use a lot of energy are increasingly going renewable, and doing it without their utility or with their utility as an afterthought. Why? It's not that they dislike their utilities: 72% of business decision-makers polled ranked themselves as "satisfied" with their utility. It's because they're committed to sustainability. It is a similar story on the residential side: 66% of Americans say they're satisfied with their utility but 33% are interested in "leaving" their utility for another non-utility option (e.g. Google, Comcast or SolarCity). And once they buy a smart thermostat, it opens many possibilities for them – and the percentage of interest in procuring energy from someone other than their utility jumps to 47%. In short, utilities are going to continue to see pieces of revenue fade away, from both commercial and residential customers. How can utilities turn this around? Increasing participation in EE, RE and DR programs, increasing awareness of their environmental efforts and by aggressively promoting EVs. Attendees will hear the latest research into utility customer loyalty including formulas for increasing loyalty and revenues, understanding the key role energy efficiency programs play, and gain expertise from utilities across America.

Hospital Energy Systems and Savings Opportunities
Speaker: Daniel Marmer, CLEAResult

Hospitals utilize many energy intensive systems as part of their regular operations and have very strict requirements for indoor climate, pressurization, and number of air changes per hour. In addition, hospitals require redundant systems to keep electricity, hot water, steam, and compressed air available at all times. Even with these operational requirements, hospitals have many opportunities for electrical and natural gas savings - both through equipment retrofits and behavioral modifications. Learn about some of the major energy consuming equipment at hospitals, including high-pressure boilers, chillers, air compressors, vacuums, kitchen appliances, and specialized medical equipment and the applicable codes and regulations that are relevant to energy systems. Hospitals are typically built in phases, with additions made to the original structure over a period of years and most have a mix of pneumatic controls and direct digital controls (DDC). However, most hospitals continuously upgrade their equipment, and many upgrades produce energy savings. Hear about major equipment retrofits, verified energy savings, and lessons learned. There will be a special focus on behavioral modifications, airflow balancing, and building retro-commissioning.

Wholly "Holy" Market Transformation!
Speakers: Sheri Borrelli, The United Illuminating Company and Linda Darveau, U.S. EPA

How did one utility's community outreach program combine a grassroots effort, EPA Portfolio Manager, whole building comprehensive measures, and its small business customers into energy efficiency Market Transformation? The answer is easy if you live in Connecticut. Small business customers face many challenges today and Houses of Worship face even bigger challenges. Providing these targeted customers with energy efficiency measures and savings opportunities, along with no cost resources to track their energy performance, increased the likelihood of program participation and resulting energy and money savings. Starting out as a pilot program in one community, then expanding to two more communities, has transformed into a statewide program garnering national recognition and merit awards from the EPA. Education, empowerment and engagement ("the three E's") are three steps to the success of this program. This approach along with two more E's, energy efficiency, coupled with on bill financing and utility efficiency rebate programs, engaged the House of Worship community throughout the state to take advantage of the program offerings. This strategic process of a scalable program has created a lasting change in market behavior by providing the contractors the opportunity to adopt and replicate the program.

Risk and Yield: Increasing Enrollment of Agricultural Customers in PG&E's Automated Demand Response Program
Speaker: Stefaniya Becking, Energy Solutions

PG&E's Automated Demand Response (ADR) program provides incentives for installing equipment controls for automatic DR event participation. A key selling point for growers to participate in PG&E ADR program is offsetting the initial cost of remote monitoring and control solutions for irrigation pumps. However, growers need assurances that changes to irrigation schedules due to DR events will not impact crop yields. Learn how the program increased enrollment after addressing key perceived risks of automating DR participation for growers. Understand the story of how program staff identified the barriers, collected data to support adjustments in technology eligibility, and leveraged trusted relationships with market actors to disseminate a clear value proposition.

10:45AM – Noon

Session 8B: Greening the Grid Part 2, Electrification

Moderator: Beth Delahaij, National Grid

Electrify the South: A Collaborative Approach to Customer Benefit and Load Optimization
Speaker: Jason Snyder, Tennessee Valley Authority

As technologies continue to advance for commercial and industrial products, the Tennessee Valley Authority's EnergyRight® Solutions for Business and Industry team is researching products and technologies to find quality innovation that supports our customers' desires for energy efficient products and cost savings. Many of the products the market is beginning to explore provide beneficial electrification options, providing value to the customer through lower energy costs, improved product quality, production efficiency, and savings in labor or materials. In this presentation, learn the strategy around the multi-channel, fast-track, training effort TVA is utilizing as well as insights, best practices, and lessons learned in creating effective education, marketing, and engagement strategies designed to promote electro technologies.

The Electrification Landscape and Strategy to Heat Pumps
Speaker: Kevin DeMaster, Mitsubishi Electric Cooling & Heating

Discussion has shifted from the Clean Power Plan to Electrification. In fact, many cities striving for carbon neutrality recognize that averting the worst impacts of climate change will require cutting GHG emissions by at least 80% by 2050. This is addressed through greening the grid with renewable technologies and powering end-uses with electricity instead of fossil fuel using less fossil fuel per kWh of energy produced resulting in electric appliances becoming "greener". Heat pumps have been identified as the technology for space and water heating end use areas necessary in achieving these significant GHG reduction goals. Heat pump opportunities and barriers of moving towards greening the grid will be outlined.

A Conversation on Consumer-Centric Marketing Strategy for Electric Vehicle Adoption
Speaker: Mei Shibata, Essense Partners

Widespread electrification of the transportation sector teamed with intelligent load management has the potential to increase electric demand while providing demand response and curtailment minimization for variable renewables. However, market penetration for electric vehicles (EV) remains around 1% in the U.S. and most utilities remain tepid about promoting EVs to their customers. Many utilities that develop communication efforts around EVs or encourage EV adoption tend to focus their outreach on the details of EV charging and the green or sustainability benefits of EV ownership. This session will feature a lightly moderated, lively conversation between two top energy sector professionals who have developed innovative approaches to marketing electric vehicles.

Night Shift: How Utilities Are Planning for Grid Impacts from Electric Vehicles
Speaker: Amaury De La Cruz, Con Edison

Grid-constrained utilities are concerned with the potential impact from EVs and are taking proactive steps to influence customers to charge EVs during non-peak hours. In 2017 Con Edison launched an EV incentive program, SmartCharge EV, that monitors EV charging patterns and program compliance through a device installed in the vehicle's on-board diagnostic port and incents customers for charging during the late evening hours. A second program track incents fleet vehicles to defer charging to off-peak hours through programming of "smart" charging stations used by these vehicles. Con Edison recently kicked off a concurrent evaluation that will provide real-time data and feedback to assess and improve the program. A major challenge for the SmartCharge EV program evaluation is establishing a valid baseline—how would an EV charge if the program did not exist? Plans are underway to collect data from a control group of EVs during the summer peak demand period to develop baseline charging profiles that, in concept, will reflect the estimated normal charging behavior of the participant population if they weren't involved in the program. Hear the results from the study team who will aggregate the data for the baseline and program participant charging profiles.

10:45AM - Noon

Session 8C: Cross Cutting – Not the Superdome, the Superhome!

Moderator: LeAndra MacDonald, Ecova

Turning Up the Heat: Best Practices in Smart Thermostat Program Design
Speaker: Katie Ryder, E Source

Utilities continue to rapidly expand their smart thermostat pilots and programs, providing both energy savings and demand-response capabilities. Data on over 70 utilities across the U.S. and Canada that offer programs based on smart thermostat technologies or are testing new products in pilots has been collected. With adoption increasing each year, utilities have the opportunity to keep their brand front and center in the conversation around energy efficiency by being part of a popular solution to high energy consumption. Learn all about best practices in designing these programs to benefit the program administrator as well as the customer.

How to "Dual": An approach for identifying geotargeted residential energy efficiency opportunities at dual-fuel customers
Speaker: Riley Hastings, Eversource Energy

Utilities are in a unique position where they have a lot of data and deep institutional knowledge about their own customer base. However, Program Administrators often do not have the ability to access or integrate data from their peers' customer information system and energy efficiency tracking. This disconnect can lead to "missed opportunities" for engaging customers, particularly when those customers are served by a different electric and gas provider. This disconnect inhibits the ability of Program Administrators to assess savings and participation trends at the customer level across fuels and in shared service territories. Gain practical insights into the approach of identifying geotargeted residential energy efficiency opportunities at dual-fuel customers.

They Visit How Many Millions of Homes Per Year?
Speakers: Cheri Davis, SMUD and Stephen Bickel, D+R International

Program sponsors more than ever need speed, scale, and lower cost options to meet energy savings goals. The Coalition for Home Electronics Energy Reduction (CHEER) establishes relationships with pay-TV providers to install energy-saving products during home visits. The pay-TV industry serves 100 million U.S. households and visits tens of millions of homes each year; tapping into this distribution channel has the potential to deliver rapid results at significant scale. The Sacramento Municipal Utility District and D+R International partnered with a major pay-TV provider and the three manufacturers of Tier 2 Audio Visual Advanced Power Strips to evaluate the practical and economic viability of this model. CHEER is ready to expand geographically using the same infrastructure. Attend this session to learn how program sponsors can leverage this platform to cost-effectively capture savings from a wide variety of home electronics and products.

Noon – 2:00PM

Lunch and Closing Plenary Session

Closing Keynote Presentation: Jason Kotecki
The Art of Tinkering

Sometimes in life and in business, taking things to the next level requires making a big, scary change. The good news is that most of the time, we can drive innovation, achieve new levels of happiness, and uncover hidden opportunities for fun and profit just by being open to the art of tinkering. In this

funny, fascinating and practical program, Jason Kotecki, will introduce you to the art and benefits of "tinkering," while addressing how tiny steps can overcome the giant fears that hold us back.

= Sessions good for "New Professionals"

= Sessions for attendees that work for a Utility