

Title: So You Have to Develop a New (Utility) DSM Program

Moderator: Suzanne Frew, P.E., KEMA Services, Inc.

**Panelists: Roger Krouse, APS
Charles Budd, Excelon
TBD, Nevada Power**

Objective: The panel will provide insight into the challenges of introducing a DSM incentive program from the perspective of three different Utilities; APS, an all electric program and less than one year old, Excelon, gas and electric utility with service in two states and Sierra Pacific Resources with two utilities in one state. In addition, the panelists will include comments beyond the traditional energy saving results as a measurement of success by discussing marketing and communication strategies that set the stage for energy efficiency awareness and program participation.

Panel Discussion Questions:

- A discussion of solutions that overcame regulatory hurdles in gaining commission approval for a program and more specifically for Excelon, working with two regulatory agencies in PA and IL.
- Within the first year of implementation, what were some of the initial successes and what was the key to these successes.
- Describe some of the challenges faced during the implementation that you did not envision during the planning phase.
- What were some of initial implementation strategies including marketing strategies, implementation methods and tools, which have been proven successful during program implementation.
- What were your strategies for program promotion and which ones were successful in terms of EE savings projects, increased awareness or other success measurements?
- What was one of toughest hurdles you have over come in the program.
- Looking forward: how do you envision the energy efficiency efforts for your company changing.
- Lessons Learned: If you were asked to describe some of the ideal components or processes for a new program, what would they be.