

Panel Discussion: Public Benefits Programs, Successes, Lessons Learned, Differences in Delivery Approaches and the Future from the Administrators' Perspectives

Moderator: Mr. Timothy F. Clark

GDS Associates, Inc.

10 Tanning Brook Road

Manchester, ME 04351

Telephone: 207-623-3649

Fax: 800-334-7033

Tim.clark@gdsassociates.com

Speakers: The panel session will be moderated by Timothy Clark with presentations by Janet Brandt, Wisconsin Energy Conservation Corporation; Denis Bergeron, Maine Public Utilities Commission; and Rick Gerardi – NYSERDA. Mr. Clark will introduce the three panelists and he will present information that compares the 2006 funding levels, cumulative annual kWh saved and other statistics for these three organizations. Then the panelists will address the issues listed below.

Topic Area: Energy Efficiency and Demand-Side Management

Objective: Over the last 10 years deregulation has changed the way energy efficiency programs are delivered throughout the country. Learn how three public benefit program administrators deliver highly successful and cost effective energy efficiency programs in Maine, New York and Wisconsin. Panelists from the Wisconsin Focus on Energy Program, NYSERDA and the Efficiency Maine Program will discuss examples of program successes, lessons learned, different program delivery approaches (e.g., use of incentives, using program allies to sell programs, etc.) and the future direction and funding levels of their respective programs. The panelists will also be asked to get out a crystal ball and address how they think their programs might be designed and delivered ten years from now.

Concepts: Key concepts that will be presented in this session include:

- Key program delivery strategies (level of advertising effort, use of incentives to motivate purchasing decisions, use of program staff to provide technical assistance and to provide energy audits, etc.)
- Which marketing initiatives are most effective
- What percent of total annual sales of electricity has their program saved to date?
- Do their programs focus on market transformation or resource acquisition delivery approaches?
- How important are financial incentives in their program delivery strategies?
- Do they think that early replacement of electrical equipment makes sense, or is a replace on burnout approach better?
- How much additional cost effective electricity savings remain in the area served by their programs?
- What are the three most important lessons learned to date from program evaluations that have been conducted?
- What is the main area where they need to improve their program delivery or marketing?

- Is free-ridership important or not?
- Are global warming and climate change concerns influencing future program funding levels?