

**PANEL DISCUSSION: Quantifying Energy Savings for Information-Based Programs**  
**Ms. Jennifer Mitchell-Jackson (Moderator)**  
**Opinion Dynamics Corporation**  
**6946 Kingsbury Blvd.**  
**314-727-3028 (phone and fax)**  
[imj@opiniondynamics.com](mailto:imj@opiniondynamics.com)

## **Objective**

To provide utilities, evaluators and regulators with a forum to discuss how to quantify energy savings for information-based energy efficiency programs.

## **Speakers**

MODERATOR: Jennifer Mitchell-Jackson, Opinion Dynamics

SPEAKERS:

Lori Megdal, Megdal & Associates

Shahana Samiullah, Southern California Edison

Ingo Bensch, Wisconsin Center for Demand Research

## **Concepts**

Many regulators have begun to require that all energy efficiency programs funded must have some sort of energy savings associated with them. In an information-based program, previous quantifications have not been rigorous enough to make a definitive observation as to how much energy is actually being saved. The unique challenge is to be able to accurately quantify energy savings to add legitimacy to information-based programs.

Our panel will discuss examples where work in this area is occurring, including quantifying savings from training programs, marketing campaigns, and information-based audit programs. Several methodologies to accurately quantify impacts will be explored, including a consumption analysis using utility bills, participant and non-participant telephone interviews, market surveys, quasi-experimental design with market data, and other methods. We will discuss the advantages and disadvantages of various methodologies, and how these methodologies can be transferred into other program efforts. We will also discuss when there is a need for quantifying savings, and when/why quantifying savings might not be necessary.

## **Why this panel is worthy of selection**

This topic area is crucial to the future of information-based programs that are found throughout the country. Without quantification of energy savings, many similar programs will not be continued—and the marketing and education component of energy efficiency programs will take a severe blow. Effects evaluations could help refine these efforts and could support further and increased investments.

**Topic Area:** Energy Program Evaluation