



## EFX19 Agenda

Feb. 15, 2019

**This schedule is subject to change.**

Visit our [website](#) for more information about the conference

### Day 1: MAY 14

7:30-9am

#### **Registration and Buffet Breakfast**

9-10:30am

#### **General Session, Welcome, Opening Comments, Keynote – Bays 4-5-6**

*Welcome:* Tom Lienhard, Chief Energy Efficiency Engineer, Avista Corp.

*Keynote:* Elliot Mainzer, Administrator. BPA

*Keynote:* Heather Rosentrater, Vice President of Energy Delivery, Avista Corp.

*Guest Speaker:* Susan Stratton, Executive Director, NEEA

10:30-11am

#### **Networking Break**

11am-12:15pm

#### **Breakout Session 1**

- **Tuning Your Marketing and Communications for Meaningful Engagement – Bay 4**

Whether your challenge is to identify an audience likely to participate in your program or determine how to engage them, understanding audience perspectives, context and preferences is critical to creating effective marketing strategy and communications. This session explores tactics to create strategies and tactics that drive program participation based on audience insights. It also introduces the value of transcreation to reach multicultural audiences, a key step for increasing diversity and inclusion. In this session you'll learn why marketing communications should start from understanding the audience, approaches for gathering customer insights, tactics for applying customer insights to narrow your focus on the most susceptible audience segment, the importance of taking an outside-in approach when designing a multicultural outreach approach, and understanding the role of culture and context.

- **Nailed it/Failed it: Turning Energy Benchmarking into Action – Bay 5**

Cities throughout the region conduct commercial building energy-benchmarking programs. These are great for getting an energy-use baseline, but are only a starting point. Participants will leave this session with an understanding of what energy benchmarking is and why it's important to them, how cities and utilities are using the data to promote energy efficiency, successes (nailed it) and challenges (failed it) while designing and implementing energy-benchmarking programs. You'll learn how utilities serving

cities without programs can advocate for these programs, and how to use data from other cities to advance your own programs. This engaging session shows how you can use publicly available information to drive efficiency in commercial programs.

- **Springing Forward with the Latest on Smart Thermostats: Collaborated Research on Their NW Energy Savings Potential – Shore**

Like a northwest meadow in spring, the Northwest's Smart Thermostat (Smart Tstats) field is beginning to blossom and bear fruit. Research work is multifaceted and fast-moving; introducing Smart Tstats in single-family residences and communicating Line Voltage Control Thermostats in the multifamily sector. Research has focused on energy-use reduction, communication capabilities, delivery methods, and acceptance by installers, property managers and residents. While each research project is unique, our panelists cross-pollinated their findings to support informed decisions on the future of Smart Tstats in the region. Panelists will highlight activities under way to assess technical, economic, market, and potential of—and barriers to—these devices. We'll also cover the benefits and challenges of working together in this fertile and unharvested field.

- **All About Ag – Casco/Kidd/N. Cape**

Utilities with agricultural customers should come to learn about opportunities and strategies to engage those customers to implement energy efficiency and demand response. This session explores the agricultural sector at large, including irrigation, dairy farms, and more. Panelists will discuss existing energy efficiency measures and barriers/opportunities to getting them installed as well as what's next in the "field" of emerging technologies. This session will also explore the potential for demand response with farmers.

12:15-1:30pm

**Buffet Lunch**

1:30-2:45pm

**Breakout Session 2**

- **Wait, How is This Defined? Three Approaches to Defining & Measuring Equity – Bay 4**

Energy Trust, Seattle City Light, and the California Energy Commission each recently launched equity initiatives with specific definitions and metrics around equity in energy efficiency programs. This session explores the similarities and differences, the barriers and opportunities – and encourages participants to define equity what equity means to them, and their organizations.

- **The Mighty Morphin Power Rangers: Utilities Team Up to Stamp Out Inefficiency in Municipal Water Systems – Bay 5**

This session will feature the experiences and lessons learned from a unique strategic energy management (SEM) collaboration between BPA, Rocky Mountain Power, Idaho Power, and Idaho Falls Power. These utilities joined forces to offer SEM to municipal wastewater facilities in eastern Idaho, overcoming the cost-effectiveness barrier that makes SEM delivery in rural areas a challenge.

- **The Road Ahead: A Look into Utility Electric Vehicle Strategies – Shore**

As utilities begin to look at developing a strategy for electric vehicles (EVs), this session will review what current utilities strategies are or what they are looking to implement in the future. The panelists will discuss the following: funding efforts and investment justification, promoting adoption through incentives and codes ("carrot & the stick"), and rate design for EV promotion.

- **Energy Efficiency: New Tools, New Techniques** – *Casco/Kidd/N. Cape*  
Are you or your utility looking for that next new cool tool or technique to help your energy efficiency program shine? During this session, you'll get firsthand information on a new energy monitoring system for residential use. Nick Domingues, IT manager at Lassen Municipal Utility District, CA, and Shaun Barnes, IT specialist at Ravalli Electric Co-op, Corvallis, MT, will present their experiences and data they've collected using the new Sense home monitoring system. Both Nick and Shaun installed a Sense monitor in their own homes. Learn what they discovered about the amount of electricity their homes, individual appliances and home electronics use.

2:45-3:15pm

#### **Networking Break**

3:15-4:30pm

#### **Breakout Session 3**

- **Seeking the Measure List Unicorn – Myth or Reality?** – *Bay 4*  
Lots of us complain about the Regional Technical Forum (RTF), so how about we search for the Measure List Unicorn by learning about how it's done elsewhere in the country? Almost every state has a way to develop and update measure lists. This session will provide national perspective on key aspects of measure lists [aka Technical Reference Manual (TRM)], such as: how are their measures developed, updated approved? What are the strengths and challenges they face? The audience will be able to search for the unicorn by asking tough questions to find out what's really going on with those TRMs and whether the Northwest could find areas to improve its process.
- **Emerging Technologies Lightning Round** – *Bay 5*  
Audience members will learn about some exciting new technologies that utilities may want to consider including in their programs. We'll wrap the session up with a look at macro trends across emerging technologies that utilities should have on their radars.
- **Time Value of Energy Efficiency** – *Shore*  
As demand (capacity) becomes critical in the northwest, energy efficiency needs to be positioned as a solution to transmission, distribution and generation constraints through demand response, locational investment, etc. This session will discuss how capacity impacts the value of energy efficiency measures in the region and present examples of how the time value of energy efficiency is taken into account by planners.
- **Putting Buildings on a Low-Carb Diet: How can Whole Building Programs meet Decarbonization Goals at Scale?** – *Casco/Kidd/N. Cape*  
Whole building programs have the potential to deliver deep energy and carbon reductions, but can they be taken to scale in a way that benefits both utilities and society? This panel will explore how whole building programs fit in with larger carbon policy trends at the state and local level and how they can evolve to meet decarbonization goals. Panelists will provide an overview of the changing policy and regulatory context, alternative financing strategies, and opportunities and barriers for complementary programs such as pay-for-performance, energy efficiency as a service, and outcome-based performance standards. Time travelers from the year 2050 will then lead a discussion with panelists and the audience to explore how we accelerated large-scale penetration of whole building programs by 2030.

5:30-8pm

#### **Reception – Hagadone Center**

Boats leave docks at 5:00 and 5:15. Return boats at 7:45 and 8

## Day 2: MAY 15

7:30-9am

### Roundtables and Breakfast Buffet

9-10:30am

### General Session, Keynote – Bays 4-5-6

*Guest Speaker:* Kim Thompson, Vice President of Energy Efficiency, BPA

*Keynote:* Leroy Chiao, Astronaut, Performance Specialist, Innovation/Technology Futurist

10:30-11am

### Networking Break

11am-12:15pm

### Breakout Session 4

- **What Does "Cost Effective" Really Mean Anyway? – Bay 4**

Cost-effectiveness is a core tenant of efficiency efforts, but approaches vary by jurisdiction and results can look wildly different depending on the assumptions used. If we can minimize strict “yes or no” decision-making based on one-size-fits-all calculations, it can help remove barriers to delivering equitable energy-efficiency benefits. In this session we will dig in to the intention, application, unintended consequences and opportunities associated with cost-effectiveness frameworks in the region. Attendees should come away with a greater understanding of current thinking on cost-effectiveness frameworks and be encouraged that there are opportunities to shift the paradigm so that we as an industry do not leave societally valuable efficiency opportunities on the table.

- **Multifamily Shark Tank: Innovative Multifamily EE Programs – Bay 5**

Multifamily housing is well known to be a difficult target for energy efficiency programs. A 2018 study conducted by the regions’ utilities to investigate potential underserved energy efficiency markets in the Northwest reconfirmed this hypothesis. A reason for this is that renters and low-income households make up a significant portion of multifamily housing and thus suffer from the “split incentive” problem where the person paying the energy bill (the renter) is not the one needing to pay for any improvements (the building owner). What can be done to better reach residents who live in multifamily housing? This session will explore success stories (and lessons learned) from regional utilities in reaching these constituents.

- **Small but Mighty: Addressing the Unique Needs and Opportunities for Small and Rural Utilities – Shore**

Small utilities in the Northwest face unique circumstances, and being a Small, Rural, Residential (SRR) utility can often be seen as a barrier or obstacle to success. But what if we flipped this idea on its head?! Instead of barriers, this session will focus on identifying the characteristics of being small or rural utility that offer opportunities and benefits to running successful energy efficiency programs. Panelists will share the beneficial qualities of being a small utility and how they turned these opportunities into success. We’ll also explore new opportunities small utilities can leverage to make their energy efficiency programs even greater.

- **Demand Response Potential: Why it Matters to You – Casco/Kidd/N. Cape**

The session explores recent studies to quantify demand response potential among Northwest utilities and discusses how they have used and can use this information to inform DSM program decisions. Studies include BPA’s 2018 Demand Response (DR) Potential Study, which quantified achievable DR and the associated costs in areas served with BPA firm power and energy. This study answer questions such as "How much does agricultural DR cost?" and

"How much air conditioning DR is available?" Both the original study and a follow-on analysis focused on bundling programs and segmenting certain types of industrial and agricultural DR can be useful resources for utilities in their resource planning and DR program considerations. Utility panelists will discuss efforts to assess demand response potential, reasons for doing so and possible future plans and implications of their research. A Northwest Power and Conservation Council panelist will discuss implications from the regional planning perspective.

12:15-1:30pm

### **Buffet Lunch**

1:30-2:45pm

### **Breakout Session 5**

- **Does Data Support Different Baselines for Diverse Population Groups?** – *Bay 4*

As we expand the available data on market shares and stock data tied to geographic and demographic awareness, combined with improved analytical techniques within the EE community, can we make the case for different baselines and savings for well targeted program action? What do we know now? What do we need to know? In what circumstances is this worth the extra effort? During this session we will contextualize the need for more granular savings estimates, present some of the research and analysis Energy Trust has done so far and facilitate a group discussion on further opportunities in the region to more accurately quantify savings when a program targets underserved markets.

- **Demanding More: Grid-Interactive Water Heaters** – *Bay 5*

A new study shows that grid-interactive water heaters can cut electricity demand during peak periods while providing customers with hot water when they need it. Enough grid-integrated water heaters may obviate the need for new power plants and infrastructure. But how many will it take? What are the barriers? And how can we overcome them? These questions will be explored by expert panelists who developed and managed the study, which was led by Bonneville Power Administration, Portland General Electric, and seven other utilities, with assistance from Pacific Northwest National Labs. They'll describe the technology and possible rollout strategies. And they'll take your questions.

- **The State of the System for Energy Efficiency as a Resource** – *Shore*

The state of the western power system is a critical factor in the value of energy efficiency as a resource. Electric prices are volatile, coal plants are closing, population is growing, natural gas prices are low, solar and wind resources are getting cheaper, storage technology is improving, demand response is budding, capacity markets are in flux, business models are changing, and regulation is dynamic. As the region seeks to plan for energy efficiency going forward, the Council, utilities, states and local governments, and regulators are exploring ways to adapt to this dynamic world. Attendees at this session will hear from a panel of experts about these key trends, which will set important context for exploring this ongoing value of energy efficiency as the region navigates this landscape.

- **Failure to Launch: A Critical Look at Advanced Lighting Controls (ALCs)** – *Casco/Kidd/N. Cape*

Quality lighting with integrated controls is an investment that utilities can hang their hat on. Why then, after more than a decade of implementing effective lighting programs are we struggling to find traction with this new technology? This dynamic session will help demystify modern ALCs and debunk thinking that these systems are too complicated and expensive. Panelists will identify the three most critical components for any ALC project and will make

recommendations for how these elements can be pragmatically incorporated into programs leveraging existing customer relationships to increase user side demand. A live system programming demo on a Luminaire Level Lighting Control (LLLC) product will let participants see first-hand how user-friendly and powerful the latest generation of ALCs are.

2:45pm

**Conference Ends**

Questions about this agenda? Contact [Carol Lindstrom](#)