

**Market Assessment & Evaluation Statewide Team  
of Research Organizations (MAESTRO)\*  
Presentation of  
Energy Efficiency Evaluation Results**

**Wednesday - March 31, 2004  
Thursday - April 1, 2004**

**Pacific Energy Center (PEC)  
851 Howard Street, San Francisco, California  
Wednesday 9:30am-5:00pm Reception 5:00-6:30pm  
Thursday 8:30am-3:00pm**

**Dial-in: 877-441-4895 Passcode: 243354  
Presentations posted on [www.calmac.org](http://www.calmac.org) at:  
<http://www.calmac.org/calmac-filings.asp>  
Select PDF by Session Number**

\*MAESTRO is a committee of the California Measurement Advisory Council (CALMAC)

**AGENDA**  
**MAESTRO Presentation of Energy Efficiency Evaluation Results**

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**DAY 1      WEDNESDAY, MARCH 31, 2004**

**Wednesday, March 31, 2004, Morning Sessions (Session 1)**

**9:30 AM      *Introduction and Discussion of Agenda***

**9:45 AM      *Nonresidential Retrofit Panel***

Presentation Title:    *Evaluation of the 2002 Home Energy Efficiency Survey Program*

Presenter Name/Affiliation: *Richard Ridge, Ridge & Associates*

MAESTRO Project Mgr./Affiliation: *Angela Jones, Vanward Consulting for SCE*

Presentation Title:    *2002 Statewide Single Family Residential Rebate Program Evaluation*

Presenter Name/Affiliation: *John Cavalli, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Kenneth James, PG&E*

Presentation Title:    *2002 Evaluation of the California Statewide Multi-Family Rebate Program*

Presenter Name/Affiliation: *Robert Wirtshafter, Wirtshafter Associates*

MAESTRO Project Mgr./Affiliation: *Rob Rubin, SDG&E*

**10:45 AM    *Break***

**11:00 AM    *Deemed Savings***

Presentation Title:    *Updating the Database for Energy Efficient Resources (DEER)*

Presenter Name/Affiliation: *Gary Cullen, Itron*

MAESTRO Project Mgr./Affiliation: *Andrew Sickels, Sempra*

## ***MAESTRO Workshop - Final Agenda (cont.)***

### ***11:20 AM Energy Efficiency Potential***

Presentation Title: *California Energy Efficiency Potential*

Presenter Name/Affiliation: *Fred Coito, Kema-Xenergy*

MAESTRO Project Mgr./Affiliation: *Chris Ann Dickerson, PG&E,  
Rafael Freidmann, PG&E,  
Mary Kay Gobris, PG&E*

### ***11:50 AM CALMAC Website***

Presentation Title: *CALMAC.org and How It Can Help You*

Presenter Name/Affiliation: *Chris Ann Dickerson, PG&E*

MAESTRO Project Mgr./Affiliation: *Chris Ann Dickerson, PG&E*

### ***12:00 Noon Lunch – Restaurants Available off site.***

## **Wednesday, March 31, 2004, Afternoon Sessions (Session 2)**

### ***1:00 PM Retention Studies***

Presentation Title: *Persistence of Savings*

Presenter Name/Affiliation: *Richard Ridge, Ridge & Associates*

MAESTRO Project Mgr./Affiliation: *Chris Ann Dickerson, PG&E*

### ***1:25 PM Residential Appliance Panel***

Presentation Title: *Evaluation of the 2002 Statewide Crosscutting  
Residential Lighting Program*

Presenter Name/Affiliation: *Kathleen Gaffney, Kema-Xenergy*

MAESTRO Project Mgr./Affiliation: *Rob Rubin, SDG&E*

Presentation Title: *Residential Appliance Recycling 2002 Program  
EM&V Results*

Presenter Name/Affiliation: *Shahana Samiullah, SCE*

MAESTRO Project Mgr./Affiliation: *Shahana Samiullah, SCE*

Presentation Title: *California Residential Appliance Saturation Survey  
(RASS)*

Presenter Name/Affiliation: *Wendy Tobiason, Kema-Xenergy*

MAESTRO Project Mgr./Affiliation: *Glen Sharp, CEC*

Presentation Title: *Residential Market Share Tracking Study*

Presenter Name/Affiliation: *Rachel Harcharik, Itron*

MAESTRO Project Mgr./Affiliation: *Rich Pulliam, SCE*

### ***2:40 PM Break***

***MAESTRO Workshop - Final Agenda (cont.)***

- 3:00 PM Residential New Construction – Energy Star***  
Presentation Title: *EM&V of the 2002 Statewide ENERGY STAR New Homes Program*  
Presenter Name/Affiliation: *Mary Kay Gobris, PG&E*  
MAESTRO Project Mgr./Affiliation: *Mary Kay Gobris, PG&E*
- 3:25 PM Cross Cutting Evaluations***  
Presentation Title: *Evaluation of the 2002 Statewide Education, Training and Services Program*  
Presenter Name/Affiliation: *Kathleen Gaffney, Kema-Xenergy*  
MAESTRO Project Mgr./Affiliation: *Ed Lovelace, SCE*  
Presentation Title: *2002 Statewide Building Operators Certification and Training Program Evaluation*  
Presenter Name/Affiliation: *Marjorie McRae, Research Into Action*  
MAESTRO Project Mgr./Affiliation: *Betsy Krieg, PG&E*
- 4:25 PM Evaluation Framework***  
Presentation Title: *The Evaluation Framework: What It Does and Doesn't Do*  
Presenter Name/Affiliation: *Marian Brown, CALMAC Chair*  
MAESTRO Project Mgr./Affiliation: *Marian Brown, SCE*
- 4:55 PM Wrap-Up***
- 5:00 PM Adjourn***
- 5:00 PM No Host Reception***  
***Buca di Beppo – Next door to the Pacific Energy Center***

**MAESTRO Workshop - Final Agenda (cont.)**

**DAY 2 THURSDAY, APRIL 1, 2004**

**Thursday, April 1, 2004, Morning Sessions (Session 3)**

**8:30 AM Introduction and Discussion of Agenda**

**8:45 AM Nonresidential Retrofit Panel**

Presentation Title: 2002 Statewide Nonresidential Audit Program Evaluation

Presenter Name/Affiliation: *Kris Bradley, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Rafael Friedmann, PG&E*

Presentation Title: 2002 Statewide Express Efficiency Program Evaluation

Presenter Name/Affiliation: *John Cavalli, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Beatrice Mayo, PG&E*

Presentation Title: *Process and Market Evaluation of the 2002 Nonresidential SPC Program*

Presenter Name/Affiliation: *Mike Rufo, Quantum Consulting, Inc.*

MAESTRO Project Mgr./Affiliation: *Pierre Landry, SCE*

**10:00 AM Small Nonresidential Assessment**

Presentation Title: *Statewide Small Industrial Customer Needs and Wants Study*

Presenter Name/Affiliation: *Marissa Myers, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Rafael Friedmann, PG&E*

Presentation Title: *Statewide Study of the Effects on Program Cost-Effectiveness Due to Targeting the Small Nonresidential Sector*

Presenter Name/Affiliation: *John Cavalli, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Chris Ann Dickerson, PG&E*

**10:45 AM Break**

**11:00 AM Commercial End Use Survey (CEUS)**

Presentation Title: *California End Use Survey (CEUS) Project*

Presenter Name/Affiliation: *Fred Sebold, Itron*

MAESTRO Project Mgr./Affiliation: *Mark Ciminelli, CEC*

**11:25 AM Nonresidential Market Share Tracking**

Presentation Title: *Nonresidential Market Share Tracking Study*

Presenter Name/Affiliation: *Patrick McCarthy, Aspen Systems*

MAESTRO Project Mgr./Affiliation: *Adrienne Kandel, CEC*

**11:50 Noon Lunch – Restaurants available off site.**

## ***MAESTRO Workshop - Final Agenda (cont.)***

### **Thursday, April 1, 2004, Afternoon Sessions (Session 4)**

***1:00 PM Best Practices***

Presentation Title: *National Best Practices Study, MAESTRO Energy Efficiency Evaluation*

Presenter Name/Affiliation: *Mike Rufo, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Kenneth James, PG&E*

***1:30 PM Nonresidential New Construction and Emerging Technologies***

Presentation Title: *2002 Nonresidential New Construction Market Characterization and Program Activity Tracking Study, Summary of Final Report*

Presenter Name/Affiliation: *Corina Jump, Quantum Consulting*

MAESTRO Project Mgr./Affiliation: *Cathy Chappell, Douglas Mahone, HMG for SCE*

Presentation Title: *Energy Design Resource Evaluation*

Presenter Name/Affiliation: *Cathy Chappell, Heschong Mahone Group*

MAESTRO Project Mgr./Affiliation: *Cathy Chappell, Douglas Mahone, HMG for SCE*

Presentation Title: *Evaluation of the 2002 Statewide Emerging Technologies Program*

Presenter Name/Affiliation: *Richard Ridge, Ridge & Associates*

MAESTRO Project Mgr./Affiliation: *Angela Jones, Vanward Consulting for SEC*

***2:45 PM Wrap Up***

***3:00 PM Adjourn***