

IL TRM v7 in Volume 4 acknowledges different methods for attributing savings to MT programs

A. Delphi Panel (as for Code Compliance)

Section 5.4, p91-92

B. Market Analyses (as for an Upstream Program)

Section 6.7, p94-95

Delphi Panel (as for a Code Compliance program)

A. panel of experts reviews and comments on

1. Estimates of gross energy savings
2. Building construction data
3. Evidence of attribution

B. Panelists review others' estimate and rationale, revise their estimate and rationale

C. Evaluators review estimates and rationales to develop a final attribution estimate

Market Analyses (as for an Upstream Program)

- A. Best when specific market metrics are tracked over time (rather than backward looking)
- B. Postulated on
 - 1. Changes in number of EE units manufactured
 - 2. Changes in promotion or stocking of EE items
 - 3. Reductions in prices
- C. Tenuous due to assumptions evaluators must make

ATTRIBUTION DOESN'T ALWAYS MEAN NTG RESEARCH

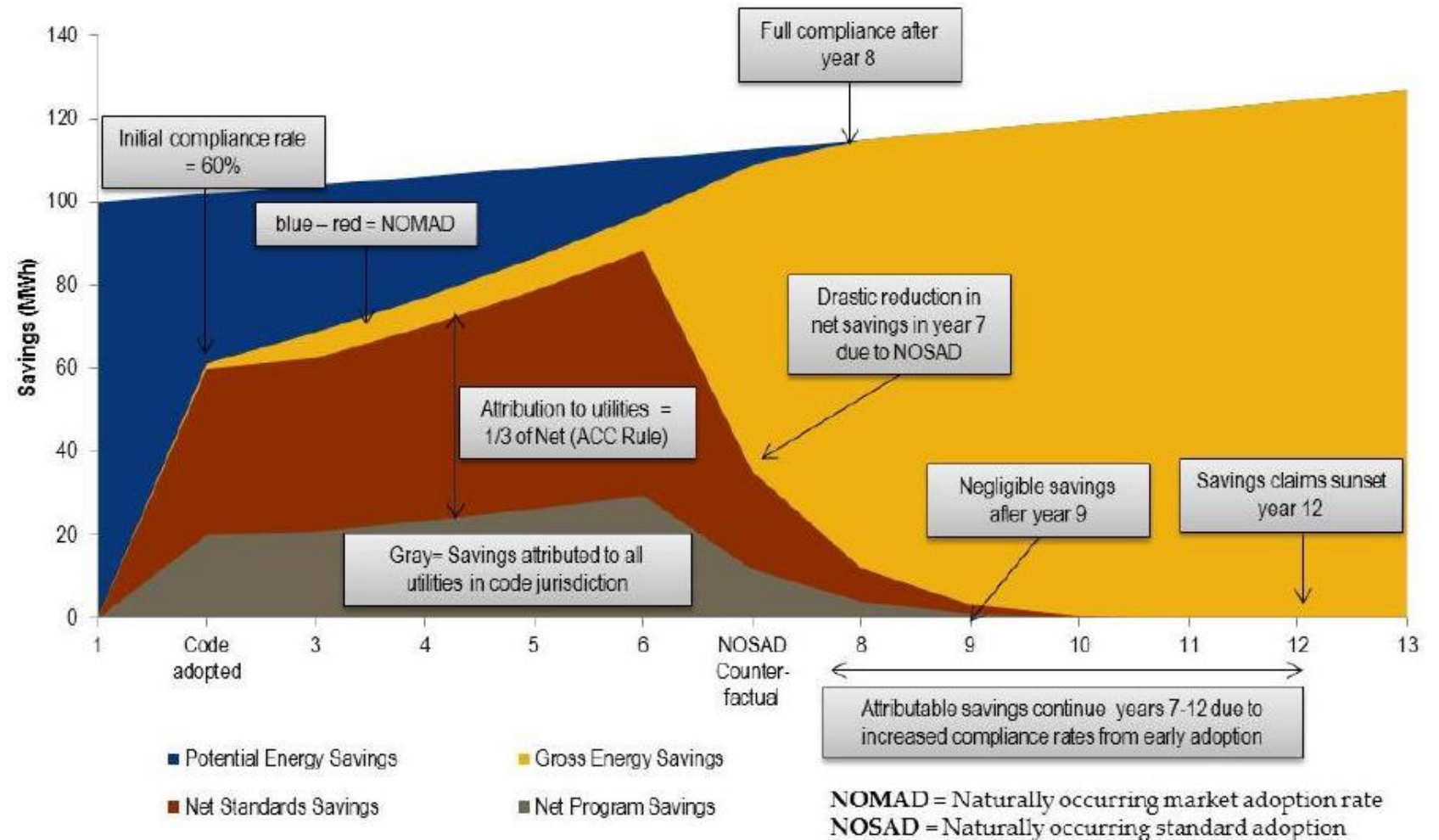
Attribution for MT is not always about adjusting gross savings with Free Ridership and Spillover

1. May not be about widgets that can be tracked in manufacturing, distribution, sales or tracking system
2. Not always possible to estimate gross savings
3. Not always possible to estimate Free Ridership and Spillover

MARKET TRANSFORMATION AND SAVINGS ATTRIBUTION

ESTIMATING MARKET SHIFT

Often attributing savings of Market Transformation programs is about estimating the saving the program creates over baseline while taking into account naturally occurring market adoption rate.

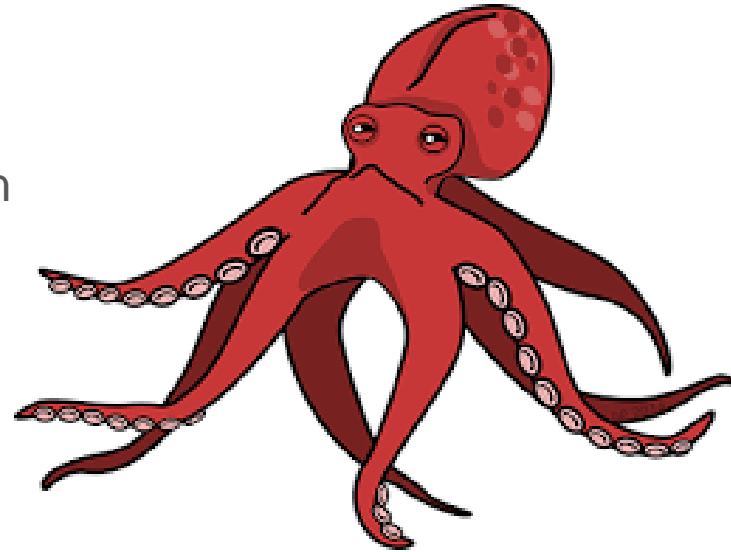


MARKET TRANSFORMATION AND SAVINGS ATTRIBUTION

ONE SIZE DOES NOT FIT ALL

Method for estimating savings attribution for a MT program be as unique as the program:

- Codes
- Food Service Equipment
- Home Performance
- Building Operator Certification



“Illinois is in a position to begin to discuss market analyses and how specific research may be able to interpret changes that have occurred (or may occur in the future) because of the program interventions over the past eight years.”

v7 p94-95

Illinois SAG TAC NTG Working Group: revising NTG in TRM for v8

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