**Session Title**: Top Ten Recommendations to Enhance Your (Custom Program) Performance – Based on Discrepancy Factor Analysis and Project Performance Assessment (PPA) Metrics

The energy efficiency community has been running custom programs serving commercial and industrial customers for decades. And yet, program performance still sometimes lags in terms of expected results and verified energy savings. What is wrong and where is the disconnect? Recent impact evaluation work conducted for the California Public Utilities Commission (CPUC) entailed listing specific recommendations for improvement, and developing related metrics that express the magnitude and frequency of discrepancy factors with associated savings gaps. We used that data in conjunction with newly developed project performance assessment (PPA) metrics to inform areas for improvement, and, more importantly, what actions program administrators can take now to better align savings claims with the evaluated, verified energy savings. We show, in tables and graphically, how often various discrepancy factors occur and how much they affect project performance, and have used that information to establish the top ten recommendations for improving custom program performance.  Finally, we present the use of novel graphical reporting techniques that highlight the true magnitude of gross and net parameter impacts. Program administrators and implementers can incorporate these recommendations, in program design and delivery, to help custom projects live up to their promised savings claims.