



# Evaluation, Research & Behavior Concurrent Session

Supporting Program Evaluation & Behavioral Program Approaches Across the U.S. and Canada

Monica Nevius  
Senior Program Manager  
June 3, 2009  
Boston, Massachusetts

# Agenda

## ▶ Introductions

## ▶ Evaluation & Research

- Objectives & related activities
- Progress towards objectives

## ▶ Behavior

- High-level progress report
  - More detailed discussion this afternoon

## ▶ Review of resources

## ▶ Discussion

# Discussion Questions

- How well do the objectives and planned activities meet common needs of members in our changing industry? How can we more effectively support members?
- What emerging issues need to be taken into consideration?
- How can we improve the effectiveness of our activities, communications, and on-line resource offerings?
- Search parameters for new Clearinghouse search engine? Content qualifications?

# Staff

- ▼ Monica Nevius, Ph.D., Senior Program Manager
- ▼ Kira Ashby, MPH, Program Manager
- ▼ Johanna Krouk, Research Assistant

# Evaluation & Research Support

## ▼ Objectives

1. Coordinated evaluation research
2. Advancement of evaluation for better-informed policy decisions
3. Market penetration data
4. Evaluation support for CEE initiatives
5. Support for behavioral approaches

## ▼ Evaluation Committee

- Member co-chairs: Carol White, National Grid; Rafael Friedmann, PG&E

# 1. Coordinated Evaluation Research

- ▶ Annual EE industry overview
  - Expanded scope & increased transparency
- ▶ Annual ENERGY STAR<sup>®</sup> household survey
- ▶ Exploring other research opportunities
  - Possible formative research with Consumer Electronics Committee
- ▶ Survey of Evaluation Committee
  - Recent, current, and planned evaluation and research activities; data to be organized by subject and accessible to all members

# ENERGY STAR Survey Sponsors

- ▶ National Grid
- ▶ Northwest Energy Efficiency Alliance
- ▶ Sacramento Municipal Utility District
- ▶ Bonneville Power Administration
- ▶ NSTAR Electric
- ▶ Southern California Edison
- ▶ KeySpan Energy Delivery New England
- ▶ Long Island Power Authority
- ▶ Pacific Gas & Electric
- ▶ Western Massachusetts Electric Company (NU)
- ▶ Wisconsin Department of Administration
- ▶ Cape Light Compact
- ▶ New York State Energy Research & Development Authority
- ▶ San Diego Gas & Electric
- ▶ Unifil Corporation
- ▶ NJ BPU
- ▶ Xcel Energy
- ▶ Midwest Energy Efficiency Alliance
- ▶ Southern California Gas
- ▶ United Illuminating
- ▶ Alliant
- ▶ Connecticut Light & Power
- ▶ Energy Center of Wisconsin
- ▶ MidAmerican
- ▶ New Hampshire Electric Co-op
- ▶ Nevada Power
- ▶ Tennessee Valley Authority
- ▶ Vectren
- ▶ Wisconsin Focus on Energy

# 1. Coordinated Evaluation Research

- ▶ Annual EE industry overview
  - Expanded scope & increased transparency
- ▶ Annual ENERGY STAR<sup>®</sup> household survey
- ▶ Exploring other research opportunities
  - Possible formative research with Consumer Electronics Committee
- ▶ Survey of Evaluation Committee
  - Recent, current, and planned evaluation and research activities; data to be organized by subject and accessible to all members

## 2. Advancement of evaluation for better-informed policy decisions

- ▶ Outreach to regulators on evaluation issues; training, education for members & regulators
  - Evaluation webinar (<http://www.cee1.org/eval/webinar.php3>)
  - Camp NARUC
  - Other workshops, calendar of opportunities
- ▶ Bringing important evaluation issues to CEE Evaluation Committee forum
- ▶ Coordination with national efforts; monitoring on behalf of membership

# 3. Market Penetration Data

- ▶ Work with industry organizations to obtain data for members
- ▶ Explore opportunities to coordinate market penetration data collection activities across membership
  - Part of discussion with Consumer Electronics

# 4. Evaluation Support Across CEE Initiatives

- ▶ Increasing need for evaluation resources/coordinating with other CEE Committees
  - Consumer electronics
  - Industrial
  - Data centers
  - Building benchmarking, etc. . . .
- ▶ Internal evaluation support
  - Logic modeling, measuring initiative outcomes

# 5. Support for Behavioral Approaches

## ▼ Support for members in:

- Applying insights from the behavioral sciences to improve program outreach & marketing and to develop new programs & new program tools & strategies
- Improving understanding of behavior that directly or indirectly affects energy consumption among target audiences, and taking this understanding more explicitly into account in program design, marketing, and evaluation

# Behavior Committee (BIG)

## ▼ Kicked off in Spring 2008

- Progress made:
  - Identified general topic areas (subcommittees)
  - Developed missions, identified & prioritized work products
  - Designed & launched members-only BIG website
  - Raised funding for & hired additional staff support
  - 1:30 meeting today to refine work plans

# On-line Resources

◀ [www.cee1.org](http://www.cee1.org)



WHAT'S NEW

- \* EPA Honors Efficiency Programs for Climate Protection
- \* June Program Meeting Registration Now Open
- \* Energy-Water Program Partnerships Summary (pdf)
- \* Looking for CEE's Highest Tier for Central AC or Heat Pumps? (pdf)
- \* 2008 Annual Efficiency Industry Report Available
- \* Upcoming Ask the Experts events
- \* 2009 Lighting for Tomorrow Design Competition

Consortium for Energy Efficiency

ABOUT CEE

- How CEE Works
- Membership
- Board
- Annual Report
- Calendar
- Meetings
- Meeting Presentations
- Program Summaries
- Site Map

CEE is a consortium of efficiency program administrators from across the U.S. and Canada who work together on common approaches to advancing efficiency. Through joining forces, the individual efficiency programs CEE are able to partner not only with each other, but with other industries, trade associations, and government agencies. By working together at CEE, administrators leverage the effect of their funding, exchange information on effective practices and, by doing so, achieve greater energy efficiency for the public good.

<b>RESIDENTIAL</b> Consumer Electronics Home Appliances HVAC Lighting Whole House <b>CEE-AHRI HVAC DIRECTORY</b>	<b>COMMERCIAL</b> Building Performance Data Centers Clothes Washers HVAC Kitchens Lighting	<b>INDUSTRIAL</b> Motors / Motor Systems Water and Wastewater <i>Motor Decisions Matter</i> Transformers Industrial Program Planning	<b>NATURE</b> Commercial Gas Heating Commercial Gas Boilers Exploration Areas Water Heating
<b>RESEARCH</b> ENERGY STAR® Awareness Surveys ENERGY STAR Survey Fact Sheet 2008 Annual Efficiency Industry Report Available	<b>EVALUATION</b> Evaluation Clearinghouse Conferences and Training Evaluation Webinar Download a recording of the evaluation webinar. Metering the Unmetered	<b>MULTIFAMILY HOUSING</b>	<b>NEWS</b> CEE and EPRI Kickoff Partnership Energy Efficiency Program Targets Entire Community EPA Honors Efficiency Programs for Climate Protection
	<b>GOVERNMENT</b> State & Local Government Purchasing		

CONTACT US

- Committee contacts
- Directions to CEE
- Consumer information

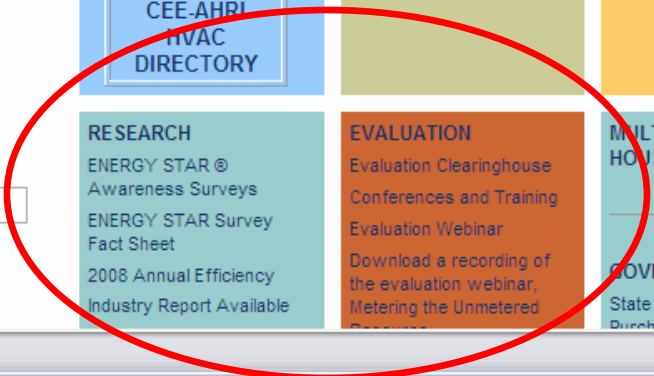
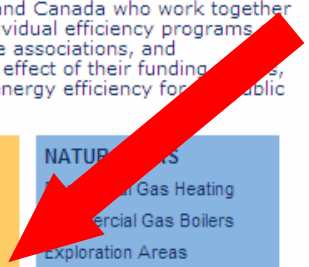
NEWSLETTER

- Press Releases

RESOURCE LIBRARY

JOB OPPORTUNITIES

Search CEE



# On-line Resources (cont.)

- ▶ Market Assessment and Program Evaluation (MAPE) Clearinghouse database
  - <http://www.cee1.org/search/search.php>



## Evaluation/Research Clearinghouse database search

### Search Tips:

- Enter one or more keywords.
- To find documents that contain all the keywords entered, check the box to match "all search words."
- You may broaden your search by using '\*' or '?' as wild cards at the end of words.
- To search for an entire phrase, surround it with quotation marks – but be aware that this may cause your search to take a minute or longer to run.

### NEW! IEPEC Conference Proceedings

The Proceedings of the International Energy Program Evaluation Conference from 2001 through 2007 can now be searched here. The Clearinghouse searches the full text of the papers, and returns titles and short descriptions of relevant papers as well as links to the papers' abstracts and to IEPEC, where proceedings can be purchased. **To limit your search to IEPEC Proceedings, include the term IEPEC in the search.**

If you find any errors, please contact [Johanna Krouk](#).

Search for:   Results per page:

Match:  any search words  all search words

### CALIFORNIA REPORTS

Evaluation reports from IOUs that participate in the California Measurement Advisory Council (CALMAC) can be found on CALMAC's searchable database at [www.calmac.org/search.asp](http://www.calmac.org/search.asp). To avoid duplicating efforts and exceeding our bandwidth, CEE is no longer adding evaluation reports from these IOUs (PG&E, SDG&E, Southern California Edison and Southern California Gas).

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# On-line Resources (cont.)

## ◀ Evaluation webinar & supporting materials

- *Metering the Unmetered Resource: Evaluation Methods for Achieving Diverse Energy-Efficiency Policy Objectives* (webinar):

<http://www.cee1.org/eval/webinar.php3>

- Evaluation “Guide to the Guides” with links to resources: <http://www.cee1.org/eval/eval-res.php3>

- Categories & types of evaluation:

[http://www.cee1.org/eval/webinar\\_files/CategoriesAndTypesOfEvaluation.pdf](http://www.cee1.org/eval/webinar_files/CategoriesAndTypesOfEvaluation.pdf)



## Evaluation/Research Evaluation Webinar

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## Evaluation Webinar

### Metering the Unmetered Resource: Evaluation Methods for Achieving Diverse Energy-Efficiency Policy Objectives

On February 27, 2008, CEE and the [Institute of Public Utilities](#) recorded a joint webinar on energy efficiency program evaluation entitled "Evaluation Methods for Achieving Diverse Energy-Efficiency Policy Objectives." This webinar provides an introduction to energy efficiency program evaluation for program administrators who are new to the subject and for regulators assessing the role of efficiency in modern utility energy portfolios.

The recording is in two parts. Click on the links below to download each part.

- [Part 1](#) (1.75 hours)
- [Part 2](#) (1.5 hours)

### Workshop-related resources:

- CEE's [Guide to the Evaluation Guides](#) (a description and listing of resources for evaluation)
- A detailed description of [Categories and Types of Evaluation](#)
- Examples of logic models ([example 1](#)) ([example 2](#))
- [Workshop slides](#) (visual only -- see above for audio-visual version)
- [Written answers to questions submitted during and after the workshop \(Q&A\)](#)

### About the webinar:

Maria Brown, Ph.D., Southern California Edison, and Maria



## Evaluation/Research Guide to Evaluation Resources

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### Energy Efficiency Program Evaluation: A Guide to the Guides

[Download this document as a printable Adobe Acrobat pdf file.](#)

#### Table of Contents

[Energy Efficiency Program Evaluation Guides by National Action Plan for Energy Efficiency and DOE/EERE](#)

[Other Evaluation Guides](#)

[Other Evaluation Resources](#)

[Background Materials](#)

[Papers and Reports](#)

[Databases](#)

[Acknowledgements](#)

*Energy Efficiency Program Evaluation Guides by National Action Plan for Energy Efficiency and the Department of Energy's Office of Energy Efficiency & Renewable Energy*

There are several documents available that explain energy efficiency program evaluation and provide guidance on how to conduct impact evaluations of efficiency programs in the United States. The goal of this "Guide to the Guides" is to clarify the relationships among the documents. It focuses on documents with a national scope, particularly the DOE/EERE's [Impact Evaluation Framework for Technology Deployment Programs](#) and the National Action Plan for Energy Efficiency's [Model Energy Efficiency Program Impact Evaluation Guide](#), two important national level documents about energy efficiency

types of evaluation to develop inputs for in the analysis.

Figure 1. Categories and Types of Energy Efficiency Program Evaluation

Evaluation Category	Phase at which Implemented	Evaluation Type	Assessment Level	Comments
Formative	Pre-program planning phase (a priori)	1. Market assessment (includes market characterization, baseline studies)	Market and/or Program	Market assessment/market characterization studies are typically stand-alone research & work products. Baseline studies may be more narrowly focused, often as the first part of an impact evaluation for a program relying primarily on direct effects. Baseline studies for direct program approaches may focus on the project or even equipment level.
		2. Potential or feasibility studies	Market and/or Program	Frequently these studies feed into baselines for impact evaluation or market effects evaluation. Not always considered part of evaluation.
	Implementation phase (post-hoc)	3. Process evaluation	Program	Often occurs in conjunction with the following: impact, market effects, marketing evaluation.
Outcomes	Implementation phase (post-hoc) and/or post-implementation (ex-post)	4. Impact evaluation	Program	Impact evaluation is appropriate for measuring direct program effects. Statistical analysis, preferably including economic & behavioral data, should be part of impact evaluation. Statistical analysis can also include data collected from M&V activities (conducted at the facility [project] level, and not at the program level) and deemed savings data. Impact evaluation of direct effects can occur in conjunction with evaluation of indirect effects as well as process evaluation.
		5. Market effects evaluation	Program & Market	Considered both impact and process evaluation. "Impact" must be imputed. Market effects measurement focuses on indirect program effects, but may be included in evaluations that otherwise focus on direct effects, where it is sometimes called spillover. Includes evaluation of marketing, general education, and education & training programs.
		6. Cost-effectiveness evaluation	Program or Portfolio	Determines whether the energy efficiency program is a cost-effective investment as compared to other programs and energy supply resources. Results of various types of outcomes evaluation feed into it. Also known as cost-benefit evaluation or analysis.

References

# On-line Resources (cont.)

- ▶ Calendar of evaluation conferences & training opportunities
  - [http://www.cee1.org/eval/eval\\_cal.php3](http://www.cee1.org/eval/eval_cal.php3)

Browser navigation bar with address bar (http://www.cee1.org/eval/eval\_cal.php3), search bar (Google), and menu items (File, Edit, View, Favorites, Tools, Help).



## Evaluation/Research Calendar

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- [Evaluation](#)
  - Clearinghouse
  - **Training**
  - 2008 ENERGY STAR Survey
  - CEE evaluations
  - Evaluation Webinar
- [Resource Library](#)
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### EVALUATION CONFERENCES, MEETINGS AND TRAINING OPPORTUNITIES

[CEE and IPU's Metering the Unmetered Resource Evaluation Webinar](#)

#### [Ongoing Training Opportunities](#)

- [American Evaluation Association](#)
- [Association of Energy Engineers](#)
- [Association of Energy Services Professionals](#)
- [The Evaluator's Institute](#)
- [Tufts University Certificate in Program Evaluation](#)
- [Efficiency Valuation Organization](#)

### 2009 Calendar

March 29-31

[ACEEE and CEE 2009 National Symposium on Market Transformation](#)  
Washington, DC

April 27-29

# On-line Resources (cont.)

## ◀ Industry Overview Data

- <http://www.cee1.org/ee-pe/2008/>

http://www.cee1.org/ee-pe/2008/

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Sign In

CEE 2008 Annual Industry Report

Page Tools



## 2008 ANNUAL INDUSTRY REPORT

[UNITED STATES](#) [CANADA](#) [MEMBER IMPACTS](#) [ACKNOWLEDGEMENTS](#)

### The Energy Efficiency Program Industry Reaching Higher

**U.S. and Canadian energy efficiency budgets combined reached \$4.5 billion USD in 2008—twenty-one percent more than in 2007.**

Energy efficiency is maturing as an industry. With the widespread recognition by ratepayers, regulators, and elected officials that global climate change presents a real threat, and that energy efficiency presents a real solution, the focus on what energy efficiency programs can achieve has intensified. Energy efficiency budgets rose for the fourth year since CEE began collecting data for the United States in 2005 and Canada in 2007. The more highly populated states and provinces are seeing budget increases, and the number of states and provinces with programs is also growing.

With larger budgets and higher expectations comes greater responsibility. State and provincial regulations are decoupling prices, increasingly treating efficiency on an equal footing with energy supply, and trending to "all cost-effective efficiency" as a first choice for new supply. Our members are demanding more complex initiatives with longer payback periods, in order to move beyond the low-hanging fruit and reach for higher savings. The data reported here illustrate in real time the magnitude of the ratepayer-funded energy efficiency industry and help provide a sense of the direction of the energy efficiency industry as we endeavor to reach higher.

[Contents, Caveats & Methodology](#)

[Data Contents and Caveats](#)  
[Research Methodology](#)



# 2008 ANNUAL INDUSTRY REPORT

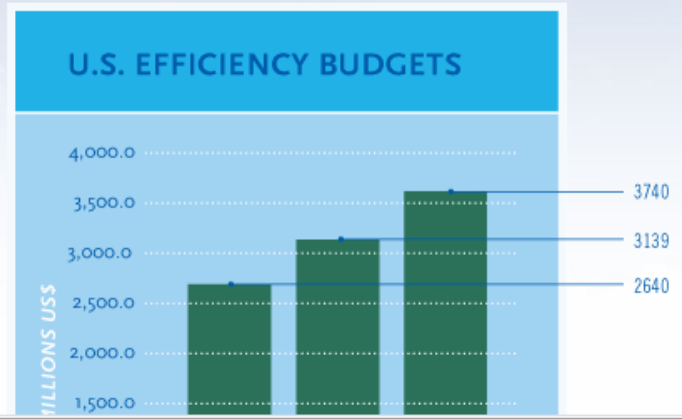
- UNITED STATES
- CANADA
- MEMBER IMPACTS
- ACKNOWLEDGEMENTS

- COMBO BUDGETS
- ELECTRIC BUDGETS
- GAS BUDGETS
- PER CAPITA ELECTRIC BUDGETS
- PER CAPITA GAS BUDGETS

## Years of Growth in U.S. Efficiency Budgets

### U.S. Combined Budgets

Since CEE became the first to collect current-year energy efficiency program budget data, we've been excited to showcase the size of the ratepayer-funded energy efficiency industry. Understanding the magnitude of these budgets has been significant in recognizing the impact of the efficiency program industry. In 2005, at the beginning of this effort, when no low income or load management data were yet collected, we surprised ourselves with budgets that quickly added to a billion dollars just for the United States. Not small change, especially as members leveraged those dollars working through CEE.



# On-line Resources (cont.)

## ◀ BIG website

- Working space for BIG subcommittees, behavior resources; members only
- Contact [jkrouk@cee1.org](mailto:jkrouk@cee1.org) for access

# CEE BIG & Evaluation Committees

- CEE Behavior and Evaluation
- Sitemap
- Home

- BIG Subcommittees
- Behavior Change Program Design, Marketing & Communications
- Evaluation of Behavior Change
- Market Research Methodologies & Tools
- BIG Website/Database

- Evaluation Committee
- Evaluation Committee Status Update
- Links to Evaluation Resources
- Meeting Minutes

- Resources
- Cross-cutting Resources
- SMUD's Normative Messaging Pilot Program

## Home

### Behavior Interest Group (BIG)

#### About the Behavior Interest Group

The Behavior Interest Group was created as a place for members and CEE staff to identify, prioritize, plan, and develop work products, including but not limited to summaries of approaches to behavior change and evaluation from various disciplines as they relate to energy efficiency; descriptions of programs; summaries of research results; position papers; peer-reviewed papers; etc..

The BIG subcommittees are:

- [Market Research Methodologies & Tools](#)
- [Evaluation of Behavior Change](#)
- [Behavior Change Program Design, Marketing & Communications](#)
- [BIG Website/Database](#)

### Evaluation Committee

#### About Evaluation at CEE

The aim of CEE's evaluation program is to promote effective evaluation research. This is a broad goal, so we have undertaken activities in many different areas. These include maintaining a clearinghouse of evaluation studies, market assessments and other reports of interest to evaluators;

### CEE Behavior and Evaluation

#### Calendar of Upcoming Meetings (EASTERN Time)

Today May 2009 Print Week Month Agenda

Mon	Tue	Wed	Thu	Fri	Sat	Sun
27	28	29	30	May 1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24

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**BIG Subcommittees**

- Behavior Change Program Design, Marketing & Communications
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- BIG Website/Database

**Evaluation Committee**

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- [Links to Evaluation Resources](#)
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# Evaluation Committee Status Update

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  - 1.1 [Annual Budgets/Impacts Data Collection & Industry Report](#)
  - 1.2 [Annual ENERGY STAR Brand Equity survey](#)
  - 1.3 [Market Penetration Tracking Data](#)
  - 1.4 [Market Assessment & Program Evaluation Clearinghouse](#)
- 2 [2009 Evaluation Committee Meeting Topics & Minutes](#)
  - 2.1 [FTC Testing of Consumer Labels to Communicate Lighting Characteristics](#)
  - 2.2 [Evaluation and Best Practices for Behavior-Related Programs \(Upcoming, March MT Symposium\)](#)
  - 2.3 [Commercial lighting: NEMA ballast data request](#)
  - 2.4 [Evaluation- and Behavior-related presentations from January CEE Program Meeting](#)
- 3 [2008 Evaluation Committee Meeting Topics & Minutes/Presentations](#)
  - 3.1 [NAESB Standardization Effort](#)
  - 3.2 [Evaluation- and Behavior-related presentations/meetings from June CEE Program Meeting](#)
  - 3.3 [Planning for "Ask the Experts" on Evaluation Topics \(April\)](#)
  - 3.4 [Market Segmentation Presentation Series](#)

## Status of Ongoing CEE Evaluation/Research Efforts

### Annual Budgets/Impacts Data Collection & Industry Report

Each year, CEE collects and reports on budgets for ratepayer-funded energy efficiency in the U.S. and Canada by sector, state and province. The data collection usually begins in May. This year, we plan to coordinate on data collection with AGA and EEI, and we expect to expand somewhat the scope of information requested in order to meet all three organizations' needs. We will be looking for guidance and input on the data collection process from the Evaluation Committee in March or April. [Annual Industry Report](#)

### Annual ENERGY STAR Brand Equity survey

# CEE BIG & Evaluation Committees

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SMUD's Normative Messaging Pilot Program

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## Market Research Methodologies & Tools

### Mission and Objectives

#### Mission:

- For different types of markets and circumstances, identify and share innovative and effective ways to conduct market research to better understand human behavior and prospects for behavior change-based program approaches and strategies.

#### Objectives:

- Identify behavioral change paradigms around which messaging and program solutions can be designed. Identify lessons learned from behavioral change paradigms that have been used in program design and marketing.
- Identify market research approaches or methodologies to help with developing behavior-focused programs.
- Identify how to incorporate behavioral insights into messaging.
- For market research studies designed to uncover behavioral insights or that focus on micro-targeting, identify and share as allowed the insights obtained and the methodologies used.
- Work with BIG Web Pages Working Group to develop a web-based home for these materials.

### Co-chairs and Contact Information

**Bob Collins, OPA**  
bob.collins@powerauthority.on.ca  
416-969-6300

**Mateo Rando, PG&E**  
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415-973-6903

**Marsha Walton, NYSERDA**  
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518-862-1090 x 3271

### Meeting Minutes and Resources

[Meeting Minutes: Market Research Methodologies & Tools](#)  
[Market Research Resources](#)  
[Tasks and Progress \(Market Research\)](#)

Search recent docs

Practice Doc Mar 13

Google Calendar  
Market Research Methodologies and Tools

# Discussion Questions

- How well do the objectives and planned activities meet common needs of members in our changing industry? How can we more effectively support members?
- What emerging issues need to be taken into consideration?
- How can we improve the effectiveness of our activities, communications, and on-line resource offerings?
- Search parameters for new Clearinghouse search engine? Content qualifications?

# Proposed Search Parameters

Identifier
Key ID
Title
Author
Institution
Year published
Abstract
Key words
Content category
Content subcategory

Document type
Sectors
Fuel
Region
PDF Size
Document
HTML
Color?
Public?

# Content Categories (straw man)

<b>Content category</b>	<b>Content subcategory</b>
Evaluation	
	Market effects studies
	Market characterization
	Baseline, or tracking studies
	Methodological studies
	Impact and process evaluations
	Energy efficiency potential studies
	M&V studies
	Energy efficiency evaluation theory
Behavioral Approaches	

# Contact

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