

CEE Evaluation Committee Concurrent Session

Evaluation Priorities: Fitting Behavior Into the Mix

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Working Together, Advancing Efficiency

Objectives

- Provide an overview of the work anticipated for CEE's Evaluation function for 2008 and review the year's key accomplishments thus far
- Discuss and consider priorities for the remainder of 2008 in light of needs and resources
- Explore ways to accomplish work more effectively

The Plan

- ❖ **Introductions**
- ❖ **Revised Evaluation Work Plan for 2008**
- ❖ **Accomplishments This Year**
- ❖ **Next Steps**
- ❖ **Discussion**

1. Coordinated evaluation research

- Annual budget & impacts data collection & reporting
 - 2007 report produced; 2008 data collection underway, TBA October. Adding savings goals.
- Field annual ENERGY STAR household survey
 - 9 confirmed sponsors, looking for more
 - First meeting of sponsors in June
 - Survey to be fielded in September
 - Trends to be discussed tomorrow. Trends report?

1. Coordinated evaluation research

- Identify and investigate opportunities for collaborative data collection, research or evaluation; carry out collaboration as appropriate/viable
 - Still exploring tankless water heater study
 - Other ideas?

2. Support advancement of evaluation to better inform policy decisions

- Introduce useful approaches from outside energy efficiency evaluation and alternative approaches/innovations from within energy efficiency program evaluation.
 - Social marketing workshop held April 2. Considering another for January 2009.
- Disseminate evaluation lessons-learned from established CEE members to new program administrators
 - Planning Ask the Experts for evaluation this summer. Topic: Developing an evaluation plan & setting up a tracking system for program evaluation. Other topics/sessions TBD.

2. Support advancement of evaluation to better inform policy decisions

- Evaluation workshop(s) for regulators
 - Webcast held February 2008
 - 58 organizations participated. Of these 22 were regulatory agencies from a total of 20 states + DC
 - GA, HI, IA, ID, IN, KA, ME, MI, MO, NC, NH, NM, NV, NY, OH, PA, SC, UT, VT, WI
 - Balance were members. We estimate between 150 and 180 individuals total.
 - Recording posted, with supporting materials
 - IPU sent recording link to email list of over 2,600

2. Support advancement of evaluation to better inform policy decisions

- Behavior Interest Group
 - Need identified at January meeting
 - Met May 1. Formed 3 working groups
 - Measure persistence working group
 - Social marketing/EE communications working group
 - Behavior web pages working group
 - Meeting tomorrow. Possible additional working groups yet to identify.
 - Working group meetings begin June/July

3. Provide evaluation resources and member evaluation support

- Clearinghouse updates/improvements, resources on web pages, etc.
 - IEPEC proceedings now searchable through Clearinghouse. Update beginning this month.
 - “Guide to the Guides” developed and posted per request at January Committee meeting
 - Explains relationship between National Action Plan *Model Energy Efficiency Program Impact Evaluation Guide* and DOE/EERE *Impact Evaluation Framework for Technology Deployment Programs*; updated resource list.

4. Pursue market penetration data

- Market penetration tracking data wish list sent to EPA in January
- Convened Evaluation Committee meeting for members to give informal feedback to EPA on draft appliance data and lighting data
- Obtained NEMA 2006 motors shipment data

5. Track initiative outcomes, conduct CEE initiative evaluation, & provide internal evaluation support



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Discussion Topics

- Feedback on and prioritization of individual elements of work plan
 - Topics to focus on less? More? Add?
- Where do BIG efforts clock in compared to other Evaluation Committee efforts and goals?
- What next for regulator education/outreach?
- How can we do more with our resources?