

Independence Vs. Familiarity: How Program Administrators Organize for Evaluation

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The Plan

- Introductions
 - Who are these people?
 - Where do they come from?
- Discussion

Rafael Friedmann

Expert Strategic Analyst, PG&E Customer Care
DSM Research and Evaluation Group

Background:

- Over 37 years involvement in renewable and energy efficiency advocacy and research
- Process, Impact and Market Studies for Energy Efficiency
- Energy Efficiency and Climate Change Policy

‘There are good lies, bad lies and.... statistics’

“All you ever needed to know you learned in kindergarten”

Anthea Jubb

Manager, Power Smart Evaluation Operations & Quality Assurance
BC Hydro

Background:

- Impact and process evaluations across customer segments and DSM initiatives
- Experience as Energy Manager, M&V Professional, and Project Manager

BC Hydro

- Provincial Crown Corporation
 - 12,000 MW generating capacity
- Power Smart
 - Awareness, education, incentives
 - BC Clean Energy Act: Meet 66% of future incremental demand through conservation

Power Smart EM&V

- Quality Assurance
- Measurement & Verification
- Data acquisition and management
- Evaluation

Jim Perich-Anderson

Evaluation Supervisor, PSE Customer Solutions
Continuous Improvement - Research and Evaluation Group

Background:

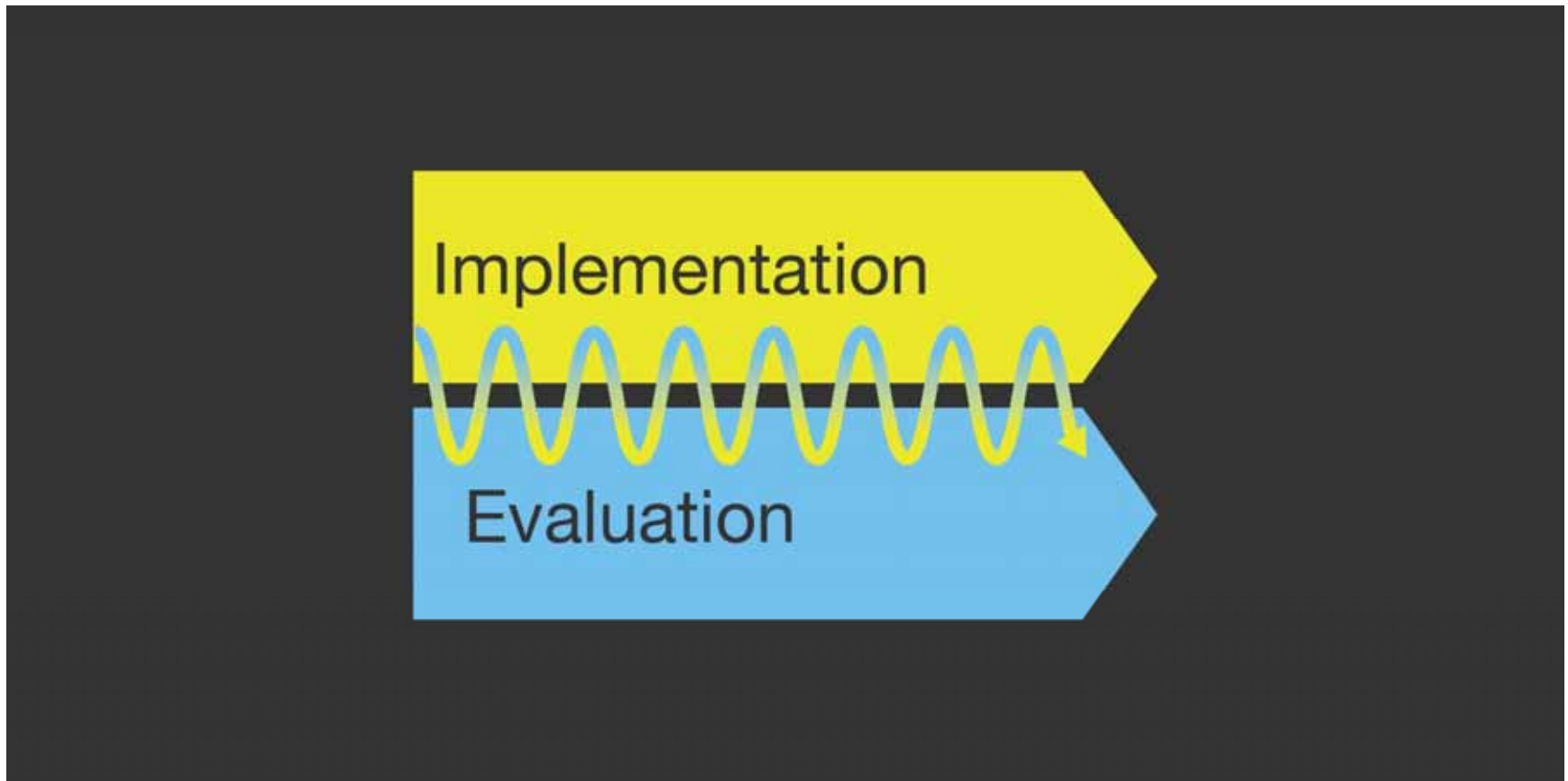
- Process, Impact and Market Studies for Energy Efficiency and Renewables
- Market Research in the Public Health, Transportation and Sustainability Fields
- Lean Six Sigma; Continuous Improvement-Focused

'We don't see things as they are, but as we are.' ~The Talmud

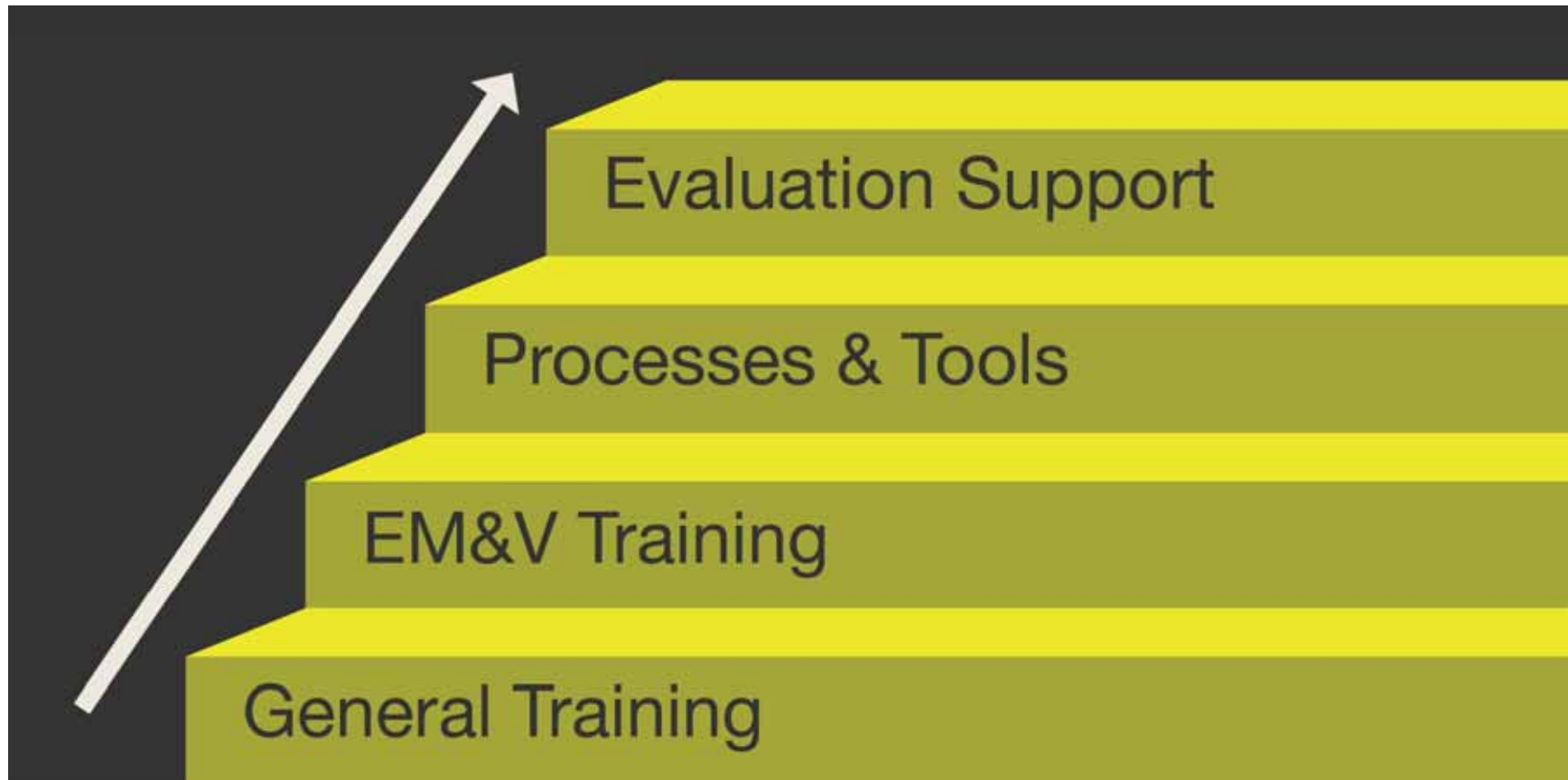
Kerstin Rock



PECI



Getting Programs EM&V Ready



Discussion

- Three types of evaluation
 - Summative
 - Formative
 - Developmental
- Roles
- Organizational structures
- Anything else?

Summative Evaluation



Image from www.fanpop.com

- What role should implementers play?
- What role should evaluators play?
- How can evaluators help implementers?
- Organizational structures?
- Anything else?

Summative: The Players

Party	Responsibility	Possible Risks
Regulator	Was money spent for intended purpose?	Decisions based on inconclusive or incorrect findings
Utility Evaluation Group	RFP, consultant selection, evaluation logistics	Not providing timely or sufficient data to evaluators
Third Party Evaluators	Proposal, evaluation work plan, field, analyze, and present findings	Not meeting regulator and/or utility expectations
Program Staff and Implementers	Provide accurate and sufficient information	Not providing expected information. Performance and decisions informed by incorrect, incomplete, or outdated results

Formative Evaluation



Image from www.wikipedia.org

- What role should implementers play?
- What role should evaluators play?
- How can evaluators help implementers?
- Organizational structures?
- Anything else?

Developmental Evaluation



Image from my.spill.com

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- What role should evaluators play?
- How can evaluators help implementers?
- Organizational structures?
- Anything else?

Final Topic

- How does it all come together?

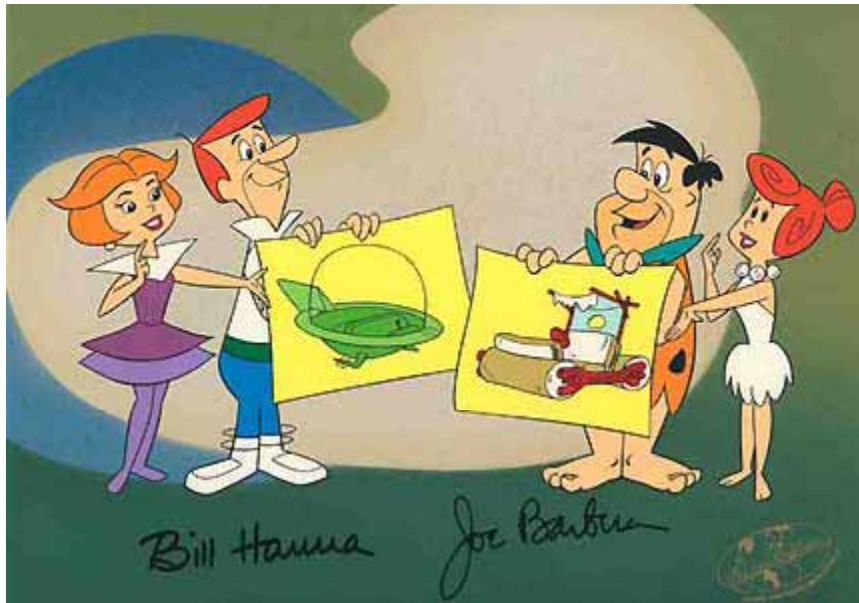


Image from www.boomstickcomics.com

Thank you!

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Save the Dates

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Conference & Expo
Orlando, FL

Apr. 29-May 1, 2013

AESP's Spring Conference
Dallas, TX

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