

Collaboration with Evaluation of Typical Multifamily Programs

Fred Dreher

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Typical MF Programs

- Three incentive elements make-up the typical Franklin Energy multifamily programs
 - Implementer direct install of energy efficiency measures (i.e. CFLs, showerheads, aerators, and pipe insulation) – both electric and gas
 - Contractor installed energy efficiency measures
 - Prescriptive and custom incentives for units and common areas
 - Comprehensive incentives

Program Changes Through Evaluation

- Process evaluation changes on how the programs were implemented (types of programs, cost-effectiveness tests, etc.)
 - Created workbooks where calculations are housed for customer (easy and consistent formats for any custom project approvals (to show influence on projects))
- Reduce confusion in the marketplace –
 - being more clear (i.e. messaging in the marketplace, application formats)
- Terminology in delivery (i.e. name change on Focus from “ACES” to “Multifamily Energy Savings Program”)
- Detailed work papers not covered in or to be included in TRM (important to have for local programs)

Adjusting to Different Evaluators

- Each evaluator has their own style, approach, and accessibility to implementer.
- Some evaluation processes will include the implementer and some focus on customers and do not include the implementers.
- Some evaluators will try to understand the design, delivery, and outreach and some appear to only care about customer surveys.

Importance of Upfront Communications with Evaluators

- Less surprises when impact evaluations are completed
- Ensure evaluators are better educated on the approaches of the implementation contractor
- Trying to get involved more early in the process to understand evaluators plans
 - Enable more data to be collected by the implementer for evaluators (pre-and post-flow rates in units for aerators and showerheads)
 - Deploy lighting loggers and evaluators collect after a period of time
 - Encourage evaluators to “ride along” with implementer field staff. This helps a lot with evaluator understanding the program delivery.
- Feedback from evaluators on measure mix and promote synergies between programs. Evaluator is supportive of communications across programs.
Benefit of having same evaluator for various utilities

Importance of Upfront Communications with Evaluators (cont.)

- Help to define evaluators surveys to ensure they mesh with program design and intent.
 - For instance, a recent survey tool asked, “Do you typically put in EE showerheads?”
 - The answer from the owner/manager is typically not understood
 - Landlord’s idea of EE showerhead maybe that if it’s “new, it’s energy efficient
 - Follow-on question to me more specific to the gpm of their “new showerhead”
- Implementation contractor is proactive in seeking evaluation results as a way of improving the program long term.
- Evaluation information that informs mid-course improvements are also valuable



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