

Integrating Evaluability Assessment into the Program Planning, Implementation and Evaluation Process

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What is Evaluability Assessment?



- Systematic exploration of evaluation data requirements
- A rigorous assessment of data collection and tracking
- Training tool for program managers and implementers
- Particularly applicable to third-party implementation
- Particularly applicable to pilot or innovative program experiments

Guiding Principles



- Data needed for tracking, reporting *and* evaluation
- Explanation provided
- Responsibilities defined
- Ancillary benefits
 - Early M&V
 - Net-to-gross
 - QC

SCE's IDEEA/InDEE Programs



- 25 third-party programs in the 2006-08 portfolio
- Small programs designed to demonstrate:
 - New technologies
 - Technologies new to target markets
 - Innovative marketing and outreach
 - Includes both “resource” and “non-resource”
- Goals include “mainstreaming” measures and reaching underserved markets
- Continuation of Programmatic Initiative begun in 2004-05
- 2004-05 Evaluation Team was Maintained for the 2006-08 Evaluability Assessment

Evaluability Assessment Starts with Basics



- What data/information is needed
- What data/information is being collected

EA Template Designed to Address Specific Concerns: Used to Review Each program

| |
|---|
| 1. Is there a description of the staff that will operate the program? |
| <ul style="list-style-type: none"> • How many staff and where are they located? |
| 2. Is there an explicit program theory or logic model |
| <ul style="list-style-type: none"> • Indicators of success |
| 3. Is there a description of the target market? |
| <ul style="list-style-type: none"> • Is it possible to identify the potential population of participants and nonparticipants? |
| 4. Is there a marketing plan? |
| <ul style="list-style-type: none"> • How will potential participants be recruited once identified? • Is there a way to track participants? • Is there a way to track nonparticipants? |
| 5. Have proposers included a tracking database in their plans? |
| <ul style="list-style-type: none"> • Does it include the elements needed contact participants & non-participants of various program activities? • Is the delivered energy saving service and/or installed retrofit being recorded? • Does it include the outcome/result of the activities? |
| 6. Will the program be delivered with trade allies? |
| <ul style="list-style-type: none"> • What type of trade allies • Are the trade allies well enough defined to identify a potential group of participants and nonparticipants? • Is there a way to track participating trade allies? • Is there a way to track nonparticipating trade allies? |

EA Template Designed to Address Specific Concerns: Used to Review Each program

| |
|---|
| 7 Is there a QC plan? |
| <ul style="list-style-type: none">• Is the plan sufficient to maintain quality? |
| 8 Are savings assumptions documented? |
| <ul style="list-style-type: none">• Are the savings assumptions reasonable? |
| <ul style="list-style-type: none">• Is the source of savings assumptions specified? |
| <ul style="list-style-type: none">• Are lifetime energy and demand savings quantified, and is the savings basis provided? |
| <ul style="list-style-type: none">• Are the pre-retrofit or baseline parameters being recorded? |
| <ul style="list-style-type: none">• Does the database record the as-found values for parameters used to estimate ex-ante savings? |
| <ul style="list-style-type: none">• Does baseline monitoring need to take place? |
| <ul style="list-style-type: none">• Can one of the impact evaluation methods specified in the CA Evaluation Protocols be used? |
| <ul style="list-style-type: none">• Are there code compliance or program overlap issues for savings estimation? |
| Recommendation to improve evaluability: |

Explanatory Table For Program Managers



| DATA ELEMENT | PURPOSE |
|--|---|
| <p>1. Implementer and subcontractor contact information.</p> <ul style="list-style-type: none"> • Project roles | <p>Tracking responsibilities; appropriate contacts for information</p> |
| <p>2. Program “theory”</p> <ul style="list-style-type: none"> • A description of how and <i>why</i> the program is supposed to achieve the desired results (This is not a flow diagram of the program process). • Example: <i>If</i> we pay for marketing training for installers, <i>then</i> that will lead to improved marketing skills, lead to more comprehensive retrofits, increase market penetration for this underserved market, and ultimately lead to more savings. Additionally it will result in increased competition as other contractors try emulate the more successful participating installers. | <p>Assist in the development of appropriate indicators of success: short, medium and long-term</p> <p>Assist in the development of a final budget/resource allocation</p> <p>Does the theory make sense, based on current experience?</p> <p>Is the target market appropriately defined or identified</p> <p>What innovative features are being tested?</p> |
| <p>3. Target Market</p> <ul style="list-style-type: none"> • A specific description of the target market eg., small commercial customers (LT 50kW) in geographic area A. | <p>Identify market potential</p> <p>Identify potential participants</p> <p>Identify nonparticipants</p> |
| <p>4. Marketing plan</p> <ul style="list-style-type: none"> • Approach and schedules for marketing the program, consistent to the program theory • Marketing materials | <p>Marketing progress tracking</p> <p>Documenting changes in marketing approached and materials</p> |

Explanation Continued

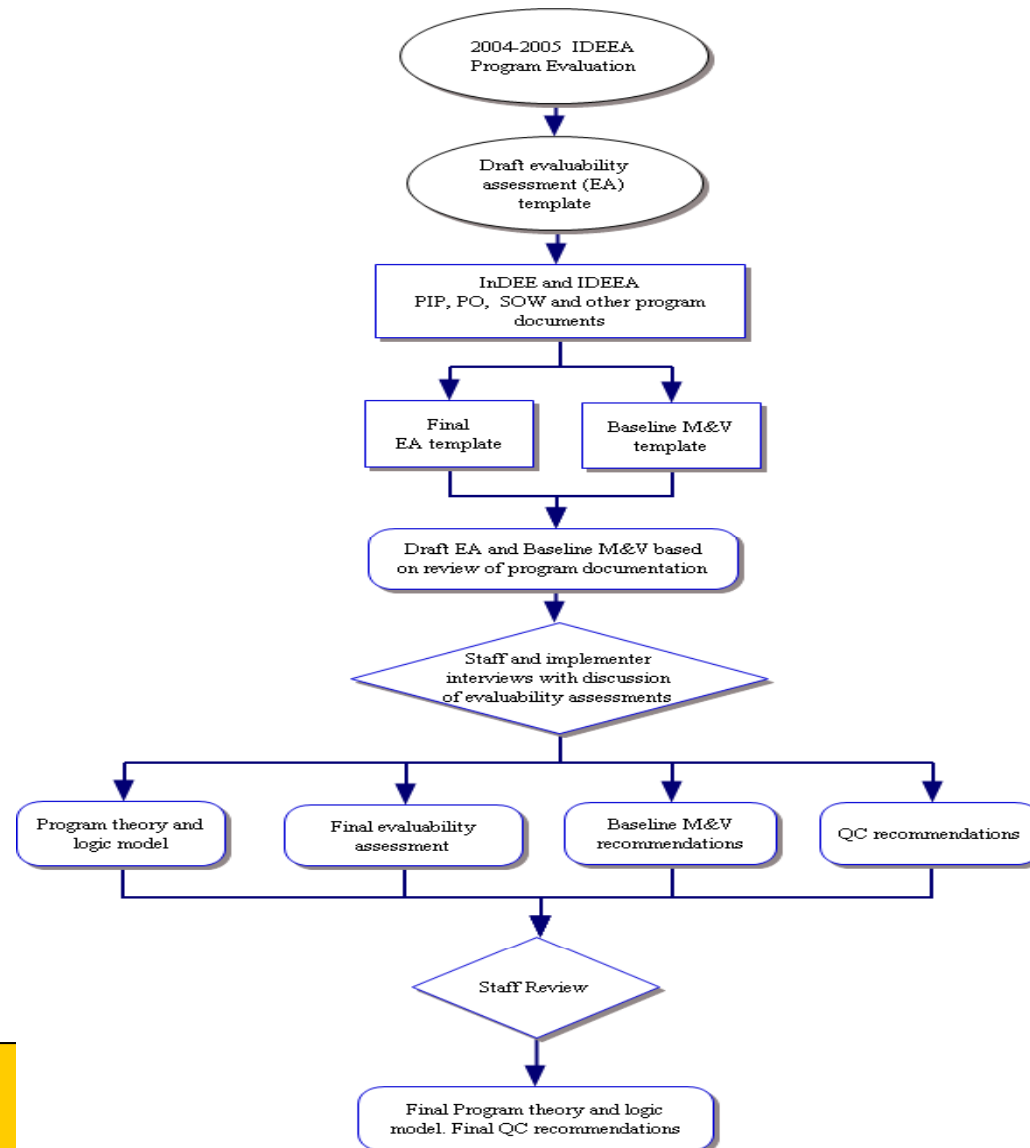


| | |
|---|--|
| <p>5. Tracking Database</p> <ul style="list-style-type: none"> • As-found values for parameters used to estimate ex-ante savings • Name, address, account number of participant • Pre-retrofit or baseline • Program assumptions tracked on a site specific or site/location specific level (e.g., hours of operation) • Specific locations of measures (Can the installed measures be found?) • Measures installed, or activity completed • Estimated outcomes (savings) if appropriate • Referrals to other programs | <p>Essential program management</p> <p>Critical to M&V and evaluation; some data will be lost if it is not gathered at the time of installation/implementation</p> |
| <p>6. Program Forms</p> <ul style="list-style-type: none"> • Participation, Audit and installation forms • Customer contact forms • Baseline monitoring requirements and results | <p>QA/QC linkage</p> <p>M&V documentation requirement</p> <p>Tracking database validity check</p> |
| <p>7. Nonparticipant Contact Information</p> <ul style="list-style-type: none"> • Direct marketing list • Refusals • Utility target market customer list | <p>Ongoing feedback on barriers</p> <p>Program redesign</p> <p>Evaluation net effects</p> <p>CPUC Requirements</p> |

The EA Involved More than a “Gap Analysis”

- Preliminary Logic Models Were Developed
- Early M&V Activities were Proposed
- Recommendations for program Specific QC were Made

The EA Process Was Interactive



Early M&V Recommendations were Specific

| DATA FIELD | PRE-INSTALLATION | | POST-INSTALLATION | |
|---|--|--|--|--|
| | <i>Data Collection Method</i> | <i>Responsibility</i> | <i>Data Collection Method</i> | <i>Responsibility</i> |
| True power measurement: kW, voltage, amperage, and power factor | Measure true RMS power at motor control panel. 5 minute intervals for 2 weeks. | Implementation contractor/host/EM &V by Edison or its contractor | Measure true RMS power at motor control panel. 5 minute intervals for 2 weeks. | Implementation contractor/host/EM &V by Edison or its contractor |
| Operating Hours | Site Interview, Runtime data logging for two weeks | Implementation contractor | Runtime data logging for two weeks | Implementation contractor |

The Next Phase of the Project is Just Beginning



- How were the findings from the “Phase I” EA activities received program managers and implementers
- How has the utility integrated EA into it’s IDEEA program portfolio
- What recommendations were adopted or not, and why
- Final Report on Phase I activities will be available.