

## **Panel Presentation and Q&A: The New Measurement and Evaluation Protocols in California**

**Led by Nick Hall**  
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### **Objective and Accomplishments to be Addressed**

To provide a (1) summary of some of the key California Measurement and Evaluation Protocols and provide insights on (2) use, (3) nuances/trivia, and (4) issues that other jurisdictions may wish to address differently if they wish to use these Protocols. Each of the presenters will briefly cover these 4 areas. Then the session will be opened up for questions, answers and discussion.

### **Speakers & Topics Covered (Results/Accomplishments)**

Nick Hall (and Moderator) – Overview of evaluation system and reporting supported by the Protocols, The Codes & Standards Protocols  
Lori Megdal, Ph.D., Megdal & Associates – The Impact Evaluation Protocol for direct energy and demand impacts and indirect impacts. The Effective Use Life (Retention and Degradation) Protocol.  
Pete Jacobs, Building Metrics, Inc. – The Measurement & Verification Protocol  
Rick Ridge, Ph.D., Herschong-Mahone Group – The Sampling and Uncertainty Protocol. The Emerging Technologies Protocol.  
Jane Peters, Ph.D., Research Into Action – Market Efforts Evaluation Protocol.

### **Why this panel is worthy of selection**

The new California Measurement and Evaluation Protocols are the minimum acceptable standards for efficiency program evaluation in California as it goes forth with an unprecedented investment of almost \$2.5 billion in efficiency investments for system benefits and procurement. These protocols will guide the evaluation efforts for an unprecedented 227 energy efficiency programs, spending in the range of \$140-\$160 million dollars.

These evaluation Protocols are also being looked at for partial or complete use in other jurisdictions and other areas in North America. A summary overview could be quite helpful for many people considering conducting evaluations in California, for California program personnel to get an overview of what to expect from the evaluation efforts, for other jurisdictions considering use or referencing some or all of the Protocols, and to hear interesting nuances relating to the development and use of evaluation Protocols. With the California Evaluation Protocols setting the new benchmark for conducted program evaluation studies, this panel will be of interest to a wide range of attendees.

**Topic Area:** Market Research and Evaluation