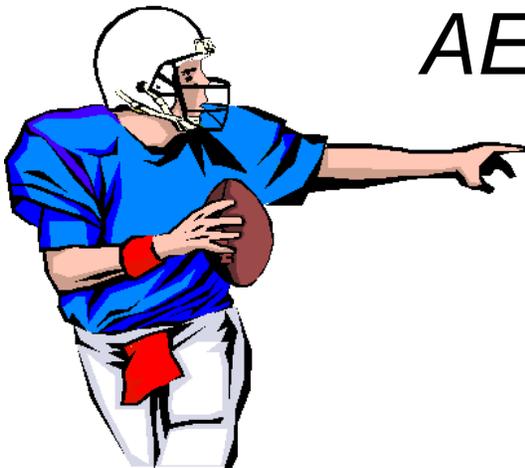


Maybe that Monday Morning Quarterback Has a Point?

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Our Challenge

There's nothing in that report that will be news to me—I was IN the game.

It all sound so easy when there's not a 300 lb tackle in your face. I'd like to see them out here on the field.



The Monday morning analysis is never easy to hear...and it's especially hard when you gave your all on Sunday afternoon.

- Trust
 - Assume that everybody wants effective programs
 - Together you're the people most interested in this program
- Listening
 - Especially listening without defending
 - Sometimes a neutral listener (or outside facilitator) can help
- Frank Talk
 - Acknowledge biases up front
 - Identify and address concerns proactively

Three Examples

- Focus on Energy
 - Statewide energy efficiency and renewable energy program
 - Funded via surcharge on electric and natural gas bills
 - Annual budget is currently about \$40 million for programs
 - WECC administers all three Focus on Energy program contracts
 - Independent evaluation team (led by PA Consulting)
- WECC
 - Private, non-profit operating EE/RE programs in the Midwest

*I'll share three Program-Evaluation examples
from WECC's experience on Focus*



Increasing Awareness

proving the value of energy efficiency

- ENERGY STAR Products program
 - Aimed to increase consumer awareness and understanding of the ENERGY STAR label
- Evaluation: awareness varies by gender
 - Men more aware of ENERGY STAR than women
- Program looked at design issues
 - Sought new retail partners
 - Experimented with new marketing angles

It worked! Our gender gap is closing

- Efficient Heating & Cooling Initiative
 - Promotes high efficiency condensing furnaces with ECM fan motors (to reduce electric usage)
- Evaluation: energy use is going up with some ECMs
- Program response:
 - Adjust gross savings assumptions
 - Re-tool contractor education

Unlikely we would have caught this without evaluation work.

Findings prompted us to ask more questions about other things influencing furnace fan usage – ongoing discussion.

- Business Programs
 - Aiming to facilitate savings that would not occur without the program
 - Historically attribution rates around 50%
- Program staff started dialogue with evaluators
 - Better understanding of how evaluators assesses attribution
 - Solicited input into ways to increase attribution
- Based on those discussions, program instituted changes
 - Better documentation of customer situation
 - Clearer articulation of program goals in literature
 - Increased incentives in next program year
 - Ongoing dialogue with evaluators on attribution challenges

The result? Attribution is now above 70% for some sectors.

- Monday morning quarterbacks do have useful insights
 - After all, evaluators want to be useful
- But it's useful *only* if program team open to feedback
 - This won't happen without some effort
 - The effort pays off for us

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