

Evaluation Solutions for Large-scale Midstream Interventions

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SUMMARY DESCRIPTION:

Cost-effectiveness concerns and high transaction costs have made traditional downstream rebate programs increasingly difficult to justify. Midstream programs, which work by leveraging the market position of retailers and provide incentives designed to shift product assortment or promotion, are viewed as a potential option for program administrators who want to encourage energy efficient consumer product choices in this challenging environment.

While midstream programs promise higher leverage for incentives and fewer transaction costs, evaluation challenges continue to limit the reach of these programs and the confidence in reported benefits. The Energy Star Retail Product Portfolio (ESRPP) program is one example of how these programs are expanding, but there are other efforts to influence and measure the effects of increasing sales of energy efficient consumer products. Assessing these influences requires stepping away from methods that are typically used to evaluate transactional energy efficiency programs and instead deploy tools more consistent with evaluating market transformation and incorporate highly detailed, but noisy, sales and market information.

Join an expert panel engaged in solving the evaluation challenges associated with midstream program delivery for a lively discussion about the opportunities and challenges evaluating programs like ESRPP. The objective of this panel is to move the discussion forward by identifying reasonable expectations for research and evaluation of midstream market effects. Midstream programs provide powerful levers, but appropriate expectations for evaluation are critical.

This panel will:

1. Use ESRPP as a case study/framework for tackling the challenges associated with evaluation of programs with market transformation objectives.
2. Consider whether traditional approaches to net-to-gross are practical or appropriate and discuss other sources of attribution.
3. Identify ways that the evaluation community can help ensure that methods are aligned with program theory and enhance understanding in jurisdictions with less experience in market transformation.
4. Consider appropriate tools from codes and standards and large scale market tracking studies as potential solutions