

HIGH-LIGHTING APPLICATIONS FOR EVALUATION IN PROGRAM DESIGN: FROM CANNABIS TO COMMUNITIES TO SMART PHONES

Moderator: Anne Dougherty, ILLUME Advising, LLC, Tucson, AZ

PAPERS:

A National Review of Community-Based Energy Efficiency Program Designs: Finding Transferable Insights from 25 Unique Programs

Aimee Powelka, Eversource
Ann Speers, Opinion Dynamics
Jayden Wilson, Opinion Dynamics

Behavioral Effects of a Smart Phone Mobile App

Carly Olig, Navigant
Rebecca Malfroid, DTE Energy
Jenny Hampton, Navigant

Bringing Multifamily Buildings to the Efficiency Dance: Revelations from a Study of Owners and Operators

Piotr Urbanski, Southern California Edison
Ingo Bensch, Evergreen Economics
Jenny Fraser, Evergreen Economics

High Usage in High Times: The Potential Energy-Demand Implications of the Legalized Cannabis Cultivation Market

Joe Clark, Evergreen Economics
Martha Wudka, Evergreen Economics

SESSION SUMMARY:

This session will discuss how evaluation approaches can be used to improve programs and drive greater program adoption. We will dig deep on how evaluation is supporting program design and helping to improve customer experience, drawing on examples from community based program models, smart phone applications, multifamily programs, and emerging cannabis markets.