

Efficiency Vermont's Experimental Geo-Targeting Energy Efficiency Program: Process Results

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Introduction

In 2007, the Vermont Public Service Board directed Efficiency Vermont to allocate approximately 35% of total portfolio budget on specific geographic areas of the state with the intention of assessing whether it is possible to defer or avoid T&D investments through energy efficiency. The "geo-targeted" (GT) regions were identified by the Vermont utilities as potentially requiring substantial investments within a five to ten year period. Efficiency Vermont developed and implemented a combination of new programs and intensified delivery of existing programs for the GT regions to test this concept. This GT program evaluation reviews process evaluation considerations from 2007-2010.

The Vermont Department of Public Service conducted an evaluation to assess whether efficiency programs can be reasonably expected to be effective for the purpose of deferring or avoiding T&D investments. The results of this evaluation will be used to determine whether to continue with this approach. While the evaluation included both process and impact evaluation components, this poster will cover just the process evaluation results.

For the process evaluation component, the team assessed two core areas:

1) Target Area Selection and Collaboration Process : a) How where the GT areas selected? What was the process used, was it systematic and logical, or random and rushed, lessons learned, suggestions for future GT efforts; b) How well did the Public Service Board, Efficiency Vermont, and the utilities identify goals, target areas, and coordinate in an on-going fashion to maximize the likelihood that aggressive DSM will meet intended kW reduction goals as needed by utilities.

2) Program Implementation: a) A process review of the delivery strategies used by Efficiency Vermont to jump-start and maximize program savings in specific regions, which included interviews with EVT, implementation contractors, and trade allies; b) How well did the Public Service Board, Efficiency Vermont, and the utilities identify goals, target areas, and coordinate in an on-going fashion to maximize the likelihood that aggressive DSM will meet intended kW reduction goals; c) Summary results from 120 customer satisfaction phone surveys with participants and non-participants, in each of the 4 targeted areas.

The poster will conclude with a review of the key lessons learned from the process evaluation with recommendations if other utilities attempt to defer T&D through targeted DSM programs.