



Learning from Public Health: Embedded Evaluation and its Applications to Energy Efficiency

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Presentation Overview

- Intro: learning from public health - a story
- Embedded evaluation approaches: what it is, how it can work
- Comparing traditional energy efficiency evaluation & embedded approaches
- Barriers to implementing embedded approaches
- A proposed model for embedded evaluation in energy efficiency
- Wrap-up: success stories

A Public Health Story...



Photo credit: www.ymcabwv.org

A Public Health Story...

Was there a better way to evaluate this program?

Embedded Evaluation Approaches

“An approach that aims to increase the probability of achieving program success by (1) providing program stakeholders with tools for assessing the planning, implementation, and self-evaluation of their program; and (2) mainstreaming evaluation as part of the planning and management of the program/organization” (Wandersman et al, 2005)

What It Really Means: Step 1

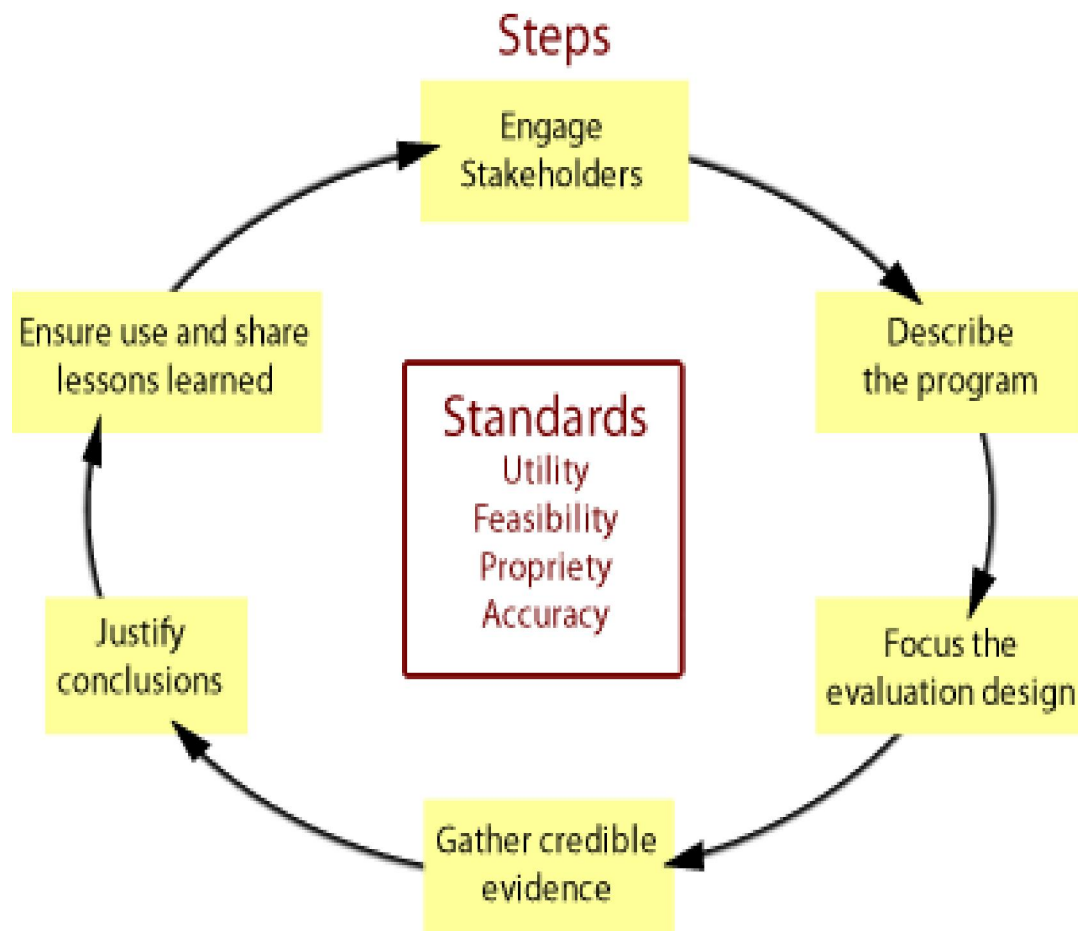
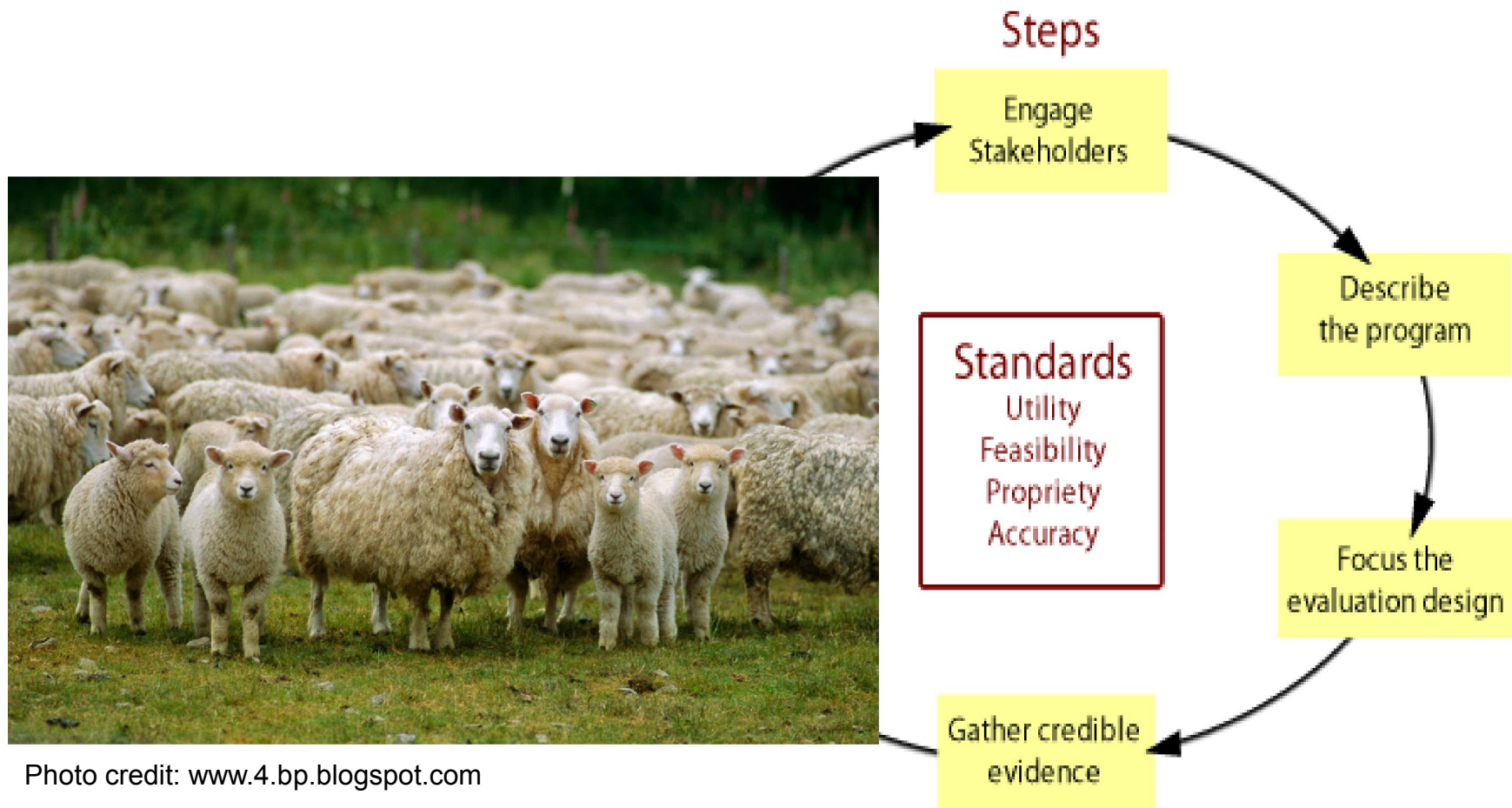


Photo credit: www.cdc.gov and www.portals.wi.wur.nl

What It Really Means: Steps 2 & 3



What It Really Means: Step 4

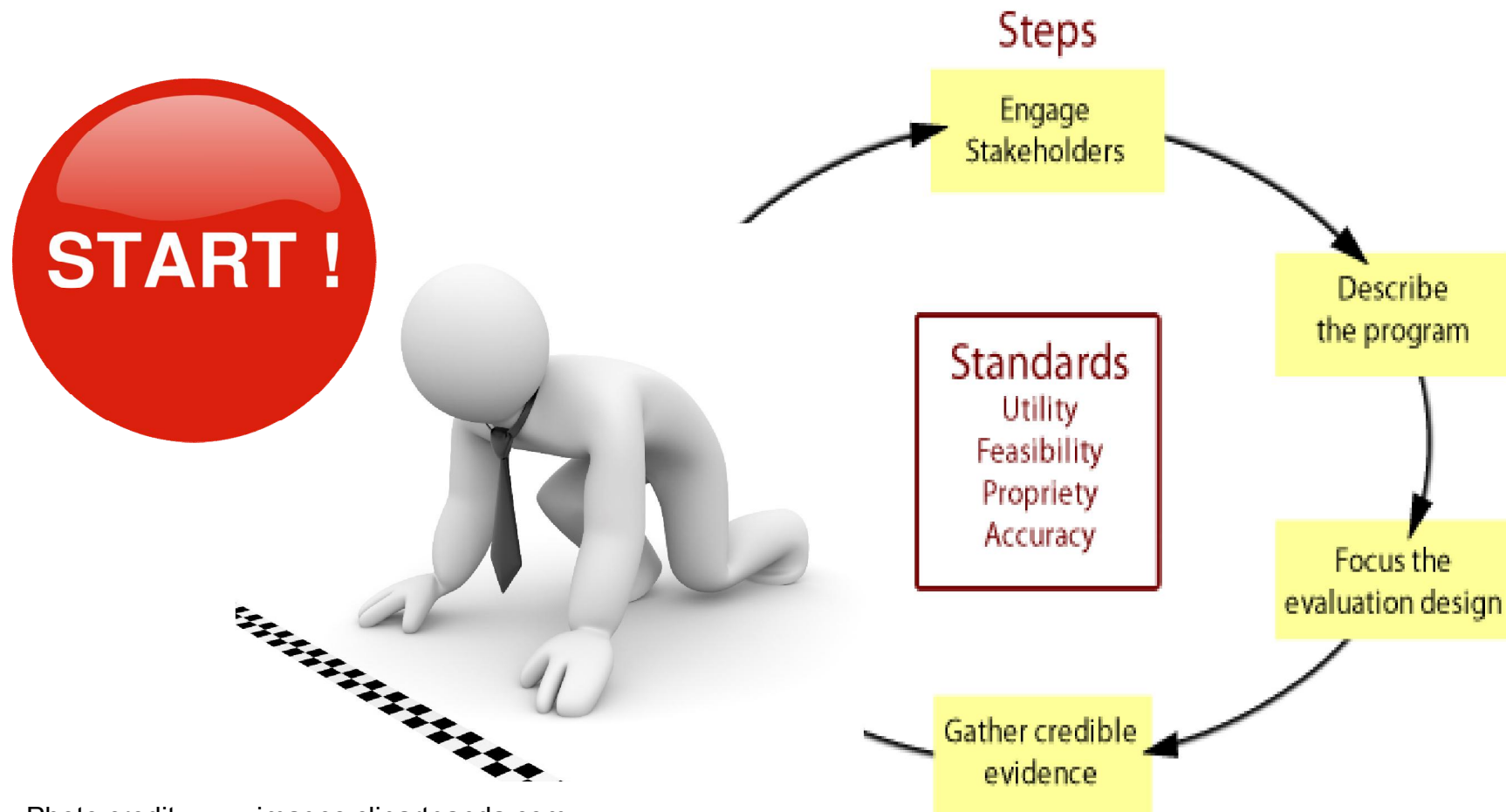
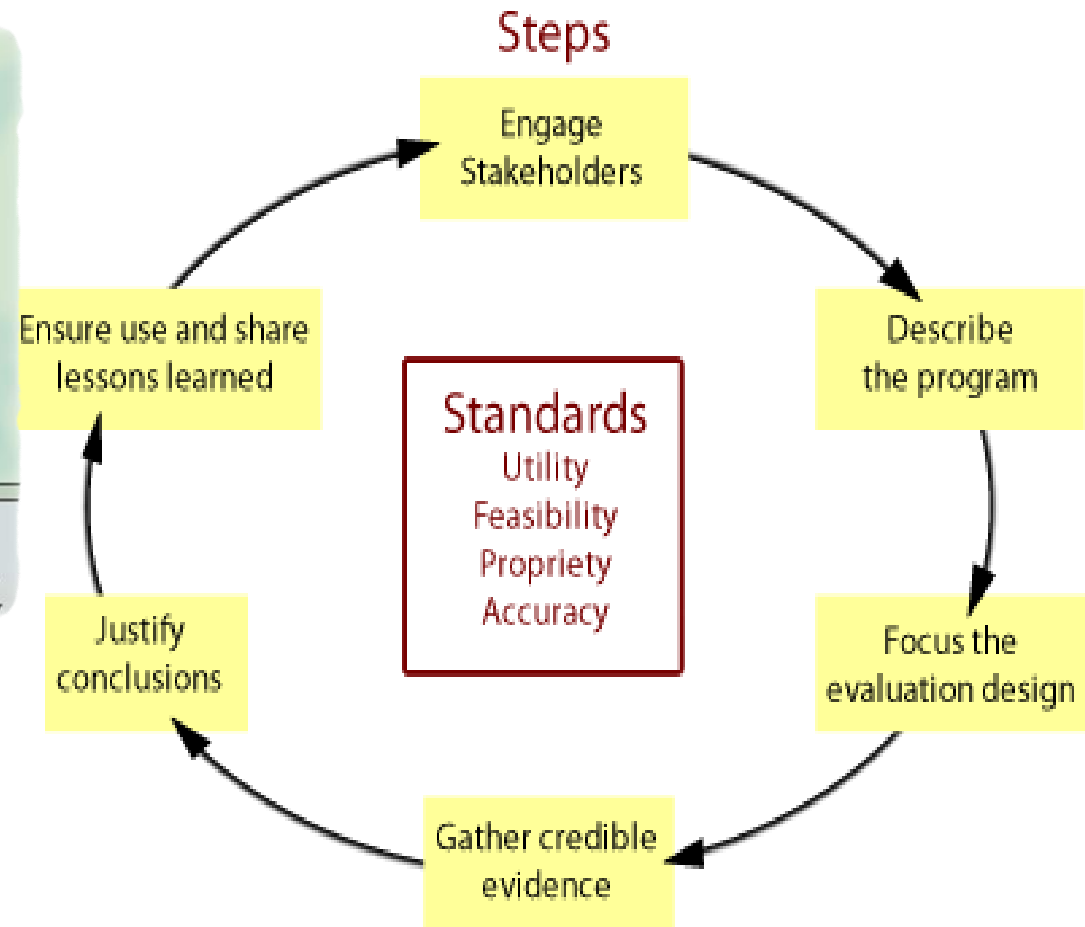


Photo credit: www.images.clipartpanda.com

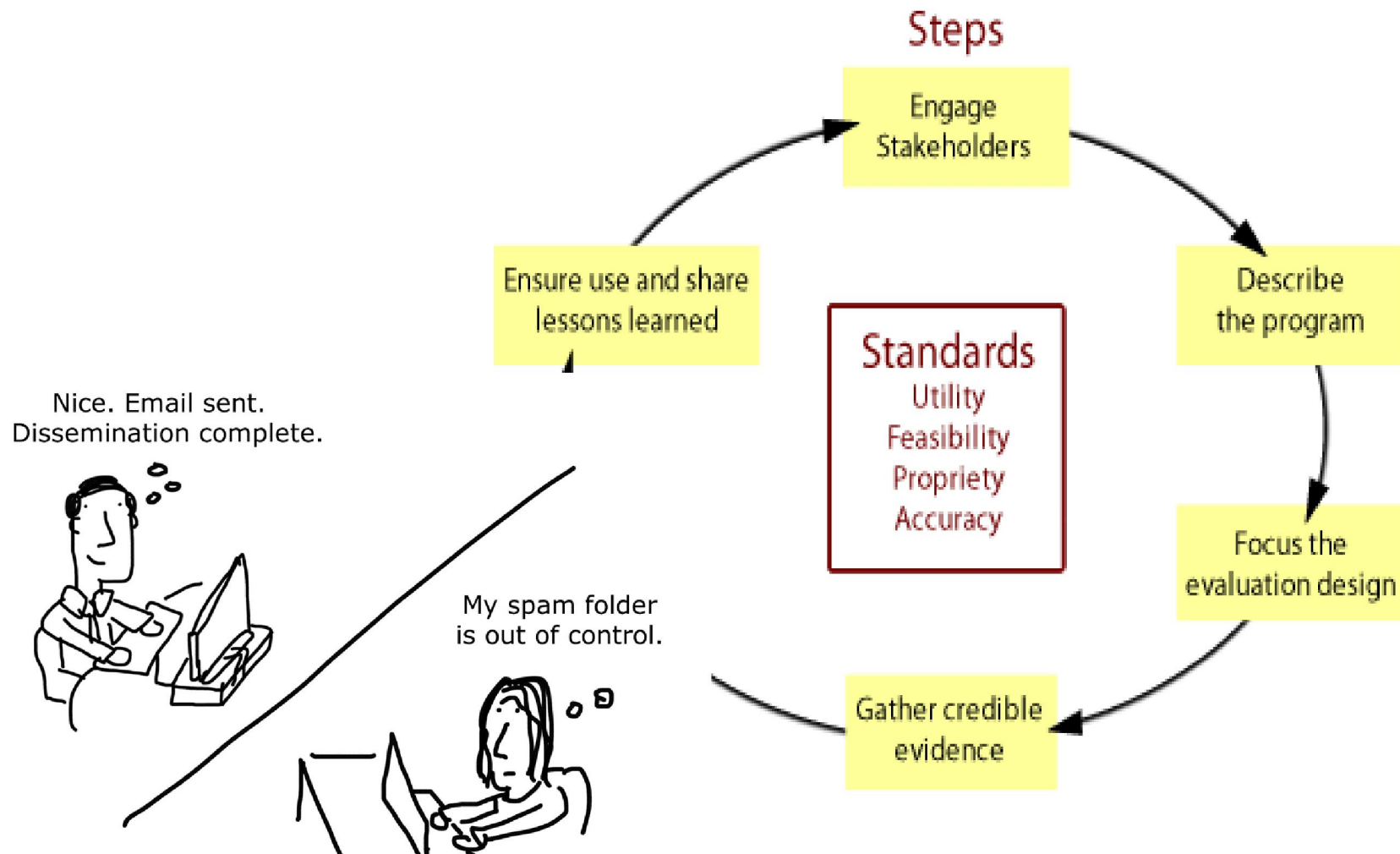
What It Really Means: Step 5



Photo credit: www.zoomph.com



What It Really Means: Step 6



How Does it Compare?

| | Traditional Approaches | Embedded Approaches |
|------------------------|---|---|
| Program Planning | Begins after program implementation. | Begins during program design to ensure metrics and program elements are evaluable. |
| Stakeholder Engagement | Stakeholders are engaged in single purpose-driven conversations (i.e., Program Manager interviews). | Stakeholders (including evaluators, program staff, others) communicate regularly as a team. |
| Evaluator Integration | Not integrated into program-specific meetings. Evaluators are not included in these meetings due to concerns of independence of evaluators. | Integrated into program-specific meetings. Evaluators are included in these meetings. Integration of evaluators does not inherently imply lack of independence. |
| Data Collection | Focuses on metrics that evaluators believe are relevant; data collection may miss key outcomes. | Focuses on capturing metrics that are relevant to all stakeholders; data collection is more likely to capture outcomes that are relevant to stakeholders. |
| Methodologies | Rely heavily on traditional surveys. | Rely on qualitative methodologies (i.e., ethnographic research) to gather insights. |

What Are The Barriers?

- Planning: prescribed timelines, stringent reporting cycles
- Evaluation Funding: most funding for largest-saving programs
- Stakeholder Engagement: lack of vested interest
- Data Collection: focus on surveys & traditional quantitative approaches
- Reporting: focus on final reports to utilities

Why Do We Need This?

- Real-time engagement with customers: more timely feedback and information on what is working within a program, how it is working, and why
- Increase community knowledge, skills, and capacity.
- Reach marginalized populations.
- Identify non-energy benefits: evaluate benefits that may not be key intervention outcomes or impacts.
- Empower customers to make better decisions about their energy use
- Prime customers for future interventions

An Energy Efficiency Model

- Initiate evaluation planning alongside program design
- Expand the definition of stakeholders
- Engage stakeholders throughout evaluation life cycle
- Train program administrators and stakeholders on evaluation approaches
- Empower program teams and communities with tools to assess their outcomes on an ongoing basis
- Provide results to all stakeholders

Two Energy Success Stories

- Engaging Stakeholders – RPP: A National Initiative in the United States
- Empowering Communities – A Project in Ghana

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