

## SESSION 3B

### FOCUS ON QUALITY RESEARCH

*Moderator: Ken Keating*

#### PAPERS:

##### **The Net impact of Home Energy Feedback Devices**

Brien Sipe, Energy Trust of Oregon

Sarah Castor, Energy Trust of Oregon

##### **Stay Ahead of the Curve! Responding to Shifting Baselines**

Lark Lee, PA Consulting Group

Lynn Westerlind, National Grid

Laura Schauer, PA Consulting Group

##### **Taking Engineering Savings to the Next Level**

Yogesh Patil, ERS

Dan Barbeiri, KEMA,

Gail Azulay, NSTAR

#### SESSION SUMMARY:

This session will focus on quality research in three separate evaluation areas. Each research team takes on an evaluation challenge that can contribute to the advancement of the field in different ways.

The first paper (Sipe and Castor) may be one of the most talked about paper of the conference as it addresses actual impacts of behavioral feedback on both eager early adopter behavior as well as the results with households who were provided the equipment at no charge as part of an audit. Many in the field of energy and environment are placing their hopes on enhancing energy efficiency with behavioral changes in the efforts to combat global warming. These authors searched hard for a real impact, but report negative results. Is it just the specific feedback device used? Are people kidding themselves? Could further analysis torture the data into confessing what we want to hear? *Negative evaluation results are often those that save you the most money.*

The second paper (Lee et al) deals with the difficult issue of managing success. As programs succeed in changing general practice or work with outside influences to transform markets, how can program designers stay ahead of the market? Prudent use of ratepayer money requires that programs change so that they are paying for real changes in purchase behavior. In this case, evaluation serves two program needs. It identifies a potential need to change, and it verifies that the change was in fact effective in increasing net savings. *Evaluations can work hand in hand with program designers.*

The final paper (Patil et al) brings enhanced evaluation techniques to bear on the load impacts of programs. It aligns the utility business needs of selling efficiency into a regional demand market with a better understanding of program impacts. By moving away from average kW impacts over a longer peak period to an analysis of actual 8,760 hourly demands, the size of the efficiency impact changes and becomes more accurate. *Evaluation provides system planners with ever more useful information.*