

SESSION 5C

CLOSING THE LOOP

Moderator: Bobbi Tannenbaum, KEMA

PAPERS:

What Have We Done with Evaluation Report Recommendations

Andree Lemarier, Hydro-Québec, Montreal, QC

Breaking Down the Barriers to Efficiency Improvements in the Rental Housing Market: A Comparison of Two Utility Approaches

Katherine Johnson, Johnson Consulting Group

Michael Volker, Midwest Energy

Wade Shimoda, Hawaii Electric Company

Dr. George Willoughby, Hawaii Electric Company,

SESSION SUMMARY:

This session focuses on the use of evaluation findings to improve programs. It includes two presentations and an introduction by the moderator.

The moderator will open with a brief overview of the use and uses of evaluation. It will address how evaluation fits into program planning and design, and discuss keys to successfully “Closing the Loop” between the evaluation and program design. (Note that this paper is not included in the proceedings but may be obtained from the moderator.)

The second presentation is based on the paper “What Have We Done with Evaluation Report Recommendations.” The author presents a recent example of an organization using evaluation results to modify a program. The organization set up a unique program task force to address evaluation findings. The task force was a joint effort between designers, implementers and evaluators that used existing and ad hoc committees to revamp the programs. The results of the evaluation led to program improvements and improvements in the processes to bring programs to the market.

The final paper “Breaking Down the Barriers to Efficiency Improvements in the Rental Housing Market: A Comparison of Two Utility Approaches.” Evaluations of rental sector programs identify split-incentives as a key barrier to adoption of energy efficiency measures. Split incentives between the building (and likely equipment) owner and the renter (energy user) make it difficult to motivate energy efficiency actions from either. The two programs discussed in this paper address the split incentive issue by using a type of Pay-As-You-Save® that provides financing to utility customers that is paid through a surcharge on the utility bill and tied to the location (not the customer).