

SESSION 7A

TIME FOR A CHANGE: QUANTIFYING MARKET EFFECTS IN THE INDUSTRIAL AND COMMERCIAL SECTORS

Moderator: Bill Saxonis, New York State Department of Public Service

PAPERS:

Evaluating Energy Savings from Industrial Behavior Change in the Context of Market Transformation

Robert Russell, Northwest Energy Efficiency Alliance

Kerstin Rock, The Cadmus Group, Inc.

Carrie Cobb, The Cadmus Group Inc.

Evaluating Industrial Market Transformation

K. H. Tiedemann, BC Hydro

I. M. Sulyma, BC Hydro

In It for the Long Haul: The Challenges of a Seven-Year Effort to Assess the Market Effects of a Non-Residential New Construction Program

Thomas Ledyard, KEMA, Inc.

Dimple Gandhi, Long Island Power Authority

Ralph Prah, Prah Associates

SESSION SUMMARY:

This session explores the experiences of evaluators challenged with analyzing market effects resulting from three programs (two industrial and one commercial new construction).

Our first paper offers an evaluation of a program designed to determine if a market for energy management tools, techniques, and technologies targeted toward energy intensive industries could influence corporate decision making to increase implementation of energy savings measures. The paper discusses how the evaluation process evolved along with the program from 2005-2009. The authors conclude by stressing the importance of early planning, including the development of detailed program logic and theory models, data collection protocols, and a well defined evaluation strategy.

The second paper examines BC Hydro's Power Smart Partners Industrial Program, designed to help industries overcome barriers to realizing energy savings opportunities over the long term, not just from one-time projects. The program provided matching funds and other resources for initiatives such as educational services, energy managers, and energy audits. Through process, market, and impact evaluation, energy savings are estimated and some of the most effective elements of the program are identified.

The third paper tackles the challenges of evaluating a non-residential new construction market transformation program with a three-phase, five year evaluation. The primary focus of the evaluation was to compare behavioral changes against a comprehensive baseline as well as the theorized program market effects. The authors question the practical usefulness of baseline analysis for comparisons over long periods and offer specific recommendations to improve future evaluations.