SESSION 6C

GET READY, GET SET, GO... WHOA STOP!

Moderator: Nick Hall, TecMarket Works

PAPERS:

Building Long-Term Sustained Capacity and Influencing Decisions: The USDOE SEP Capacity Model

Patrick McCarthy, Nick Hall, TecMarket Works; Marty Schweitzer, Oak Ridge National Laboratory; Faith Lambert, USDOE State Energy Program;

Evaluation of an Energy Efficiency Program in a Regional Context

David Lynch, Peter Martin, Mohammed Alkadiri, Julian Lowe, University of Ballarat;

The Value of Ongoing Market Tracking, Monitoring and Evaluation: A Case Study from the Pacific Northwest,

Jennifer Canseco, KEMA; Tami Rasmussen, Evergreen Economics; Anu Teja and Robert G Russell Northwest Energy Efficiency Alliance;

SESSION SUMMARY:

This session presents three papers each dealing with a different part of the program implementation and evaluation structure. The first paper focuses on using a program capacity-building model to understand the types of conditions and relationships that lead to successful programs. The second paper focuses on the need for on-going assessment approaches to monitor progress and determine if the program is accomplishing its energy impact objectives. The third paper focuses on studies that track program-related market effects to understand if and when to stop offering a program.

The first paper by Patrick McCarthy focuses on the structural conditions associated with building successful programs that have been implemented across the country over the last 30+ years. The model presented in this paper was developed from a study of how the Federal Department of Energy's State Energy Program (SEP) has influenced state capability and capacity to implement energy efficiency and renewable energy programs. In conducting this study the research team found a reoccurring scenario that differentiated successful programs which performed well in the market from programs that did not perform as well, and in many cases were terminated or reduced as a result of lower than expected performance. As a result of this project the research team was able to construct a capacity building model that can be used to help plan a program's operations and activities, or to assess if a program is built on a set of conditions that can be expected to help make that program successful.

The second paper by David Lynch focuses on evaluation approaches required to understand the end-effects of a program and the types of data and analytical approaches required to assess program energy impacts. This paper by will discuss the relationship between the program's conceptual framework for achieving energy saving and the evaluation approach required to understand if the saving are being achieved as a result of the program's operations within that framework. This paper demonstrates an evaluation approach used to monitor program performance in Australia's Solar Cities program.

The last paper by Jennifer Canseco focuses on tracking key program-related market progress metrics and the reactions of the market to a program initiative in order to understand if a program should be continued or if the market change initiatives are having their desired effect, and no additional market

intervention is required. This paper focuses of a Northwest Energy Efficiency Alliance CFL program launched in 1997 and the market change tracking efforts that helped determine if and when to stop implementing the program's market push strategies.