

SESSION 8B

TO PROCESS EVALUATION AND BEYOND

Moderator: Charmaine Cigliano, Orange & Rockland Utilities, Inc.

PAPERS:

What Will Improve Process and Market Evaluation?

Jane S. Peters, Research Into Action, Inc.

Real-Time Scrambling to Improve on-Bill Financing Pilot Program

Dulane Moran, Research Into Action, Portland, OR

Phillipp Degens, Energy Trust of Oregon, Portland OR

Marketing Effectiveness – EE “Gateway”

May Wu, Integral Analytics, Inc.

Ashlie Ossege, Duke Energy

Patricia Thompson, Sageview, Inc.

SESSION SUMMARY:

Today’s process evaluation has traveled into the future. This session will explore the new world of process evaluation and demonstrate how a rapid launch program can be evaluated in real time, how to utilize the process evaluation tool kit to maximize its effectiveness early on, and how to exploit participation in one program to promote participation in another.

Process evaluation is most effective if done early in the program cycle and can be more valuable when split from impact evaluation. Multiple assumptions can be tested so that program design changes are made long before any summative impact evaluation begins. The process evaluation tool kit can also be expanded to draw upon evaluator’s social science background in addition to a variety of other methods and resource to obtain program feedback often and early.

Since time is money, it pays to evaluate in real-time as demonstrated by Clean Energy Works Portland (CEWP) 2009 pilot program funded at \$3.2 million that soon transformed into a mature program securing over \$20 million in American Recovery and Reinvestment Act funding. CEWP is a low interest loan program to finance home-owner improvements with utility on bill financing. Real-time process evaluation afforded evaluators the opportunity to obtain data and feedback from participants and non participants almost immediately so that programs changes could be implemented quickly. After six short discontinuous phases and in a matter of months, the program was transformed from a pilot program into a mature program serving customers from three different gas utilities in Oregon.

What if customers who participated in an onsite home energy audit, were then asked to participate in a central air conditioner cycling program? Research shows that those who participate in an onsite audit are twice as likely to participate in demand response programs compared to customers who have never been exposed to an audit. This “gateway” effect was significant in driving customers who were exposed repetitively to CFLs campaigns to then participate in demand response programs. With the inception of behavioral feedback programs that include energy reports and real time displays, cross selling programs becomes a value added, cost-effective method to increase participation and maximize limited resources.

This panel session will explore new ways to evaluate programs in real time with an expanded tool kit to increase the value and cost-effectiveness of your portfolio by cross selling programs. Come

join us for an informative session with case studies that will help you revamp your traditional process evaluation to infinity and beyond.