

Evaluation Management 101

Instructors: Bobbi Tannenbaum, BTan Consulting and Tammy Kuiken, DNV GL

Monday, August 7 | 9:00 am – 5:00pm

\$150 | Includes 2 breaks and lunch

This overview workshop is designed for professionals responsible for developing, overseeing or managing energy program evaluations. The key objectives are:

- Understand the key issues associated with energy program market, process and impact evaluation studies
- Develop evaluation research objectives and identify research methods to address these objectives
- Use best practices in evaluation processes to increase the likelihood of results being used
- Identify appropriate reporting for various stakeholder groups
- Access resources to further improve their understanding of energy program evaluation methodologies

Topics covered in the workshop include:

- Overview of evaluation in the context of energy programs (process and impact)
- Key issues and concepts
- Impact evaluation – from tracked savings through net savings
- Process evaluation – from broad to targeted
- For process and impact and to a lesser extent - market research
 - Methods
 - Challenges
 - Best practices
 - Terminology
- Key research concepts
 - Precision and accuracy
 - Sampling
 - Types of errors
- Reporting for different audiences

Intended Audience: Entry-Level Learners (new to energy program evaluation)

Workshop Format: The workshop is a mixture of lecture followed with discussion, interactive teaching approaches and learner activities. Past learner activities have addressed identifying appropriate baselines, approaches to developing RFPs, and attribution.

About the Instructors:



Bobbi Tannenbaum is a Principal at BTan Consulting. She brings to the workshop over 30 years' experience in evaluation, market, and other research to support energy efficiency and renewable energy programs. She has managed or directed more than 200 program research studies covering all sectors, and addressing process and impact evaluation, energy efficiency potential, market characterization (and baselines) and behavior. Her passions include research design, survey and interview guide design, and energy program evaluation skill development within the industry. Along with colleagues, she has been developing and presenting Evaluation 101, as well as other workshops since 2003. She has a M.S. in Energy Analysis and Policy from the University of Wisconsin.



Tammy Kuiken, P.E., DNV GL, has been working in energy efficiency for 17 years and program evaluation for 14. Based in lovely Wisconsin, she has evaluated programs in 50 states, 5 territories, one district, and 2 provinces, estimating program impacts for everything from high efficiency trees to LEDs and industrial motors. She has worked in all sectors, but her focus is on commercial and industrial programs. She has a B.S. and M.S in Mechanical Engineering from Iowa State University.