

Collaborative Evaluation: Creating Market Progress Evaluation Reports

National Grid USA, NSTAR,
Northeast Utilities, Unutil

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1

Quick Introduction

Market Progress & Evaluation Report

- Evaluation plan ? Evaluation report

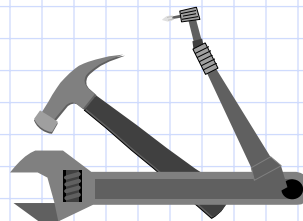
Broad & evolving topic

Appropriate tool for use

- Planning
- Implementing
- Evaluating MT programs



Energy Star Homes
Energy Star Lighting
Energy Star Appliances



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2

Why Are We Doing This?

It's a Metric.

- Residential Metrics, 2001- MPER Plan.
 - » By September 30, 2001 develop and submit a multiyear program evaluation and market progress reporting plan.”
- Residential Metrics, 2002- Progress reports.
 - » ...data collection and analysis activities in the consensus scope of work...complete an MPER.

Consistent with the nature of an MT program.



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3

9 Elements of “The Plan” Template

Program theory

Synopsis of past
evaluation

Current understanding
of the market

Information needs

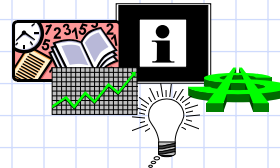
Methodology

Evaluation Plan

Reporting

Budget

Schedule



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4

How We Are Going About Building MPERS ?

MPERS draw on multiple disciplines.

- Engineering, Marketing, Economics, Social Sciences.

Built Consensus on an approach.

Created “the Plan.”

- Covers 3 years.
- Separate documents for each program.

Now, implementing “the Plan.”

- Drafting an RFP for each program.



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5

What Is the Purpose of MPERS?

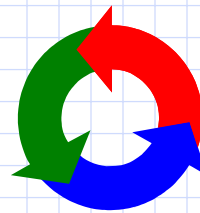
Differs from traditional process, impact evaluation

- Future oriented and formative
- Two core reporting functions
 - » Market assessment activities
 - » Program tracking activities

Intended to be heuristic

Like traditional evaluations, MPER's must quantify to measure energy savings

- Savings need to include post-program effects



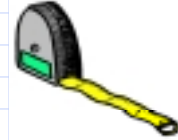
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6

Tracking the Progress of MT Programs Presents a Challenge

MT programs create benefits in addition to reduced electric energy requirements

- Oil, gas, water
- Environmental gains
- Economic, productivity benefits



How do you measure these “other” benefits

But...program effectiveness is primarily measured in kWh!!!

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7

Who Does It Take To Make Market Progress Reports Happen?

Federal Government (DOE, EPA)

State regulators

Utility Planners, Implementers & Evaluators

Non Utility Parties

Contractors, Vendors and Third Party players



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8

In Conclusion

Using the MPER approach is different from traditional evaluation.

MPERS draw on multiple disciplines.

- MT and working collaboratively is challenging

Check with us next year to see how it is going!

