

Discussion Topics:

- What are the typical non-energy benefits in the industrial sector and what is the magnitude of these benefits?
- How are the non-energy benefits in this sector quantified?
- How do we engage industry in an energy efficiency discussion?
- How can energy efficiency in the industrial sector be effectively modeled and how can the true benefit of the improvements be represented?
- How do we interpret the results of energy efficiency models for program development?

Working Session III

Tuesday, March 2

1:15 to 2:45 pm

E3: Evaluating Information, Education, and Training Programs

Facilitator: Elizabeth Titus, Northeast Energy Efficiency Partnerships

*Presenters: Rose Woods, Skumatz Economic Research Associates, Inc.
Lori Megdal, Megdal & Associates*

Description: This session will present examples demonstrating how information and education/training programs can be evaluated. Presenters will explore the effectiveness of education and training, both in terms of long-term perspectives (e.g., how frequently is training needed to reach a target audience that turns over or forgets), the goals of training (e.g., how much follow-up action by trainees is assumed or expected), and issues surrounding assessment of the effectiveness of training. The presenters will review lessons learned from the evaluation of various types of information, education, and training programs.

Discussion Topics:

- How does our ability to evaluate the effectiveness of education and training influence program design and administration?
- What indicators or measures have proven useful in determining the effectiveness of education and training?
- What lessons have we learned about defining and recruiting target audiences for education and training?
- How are issues of "persistence" (i.e., trainees' retention of messages) and turnover in the target audience addressed by education and training programs?
- To what extent do education and training programs intend, expect, and/or assume follow-up actions by trainees?

Working Session IV

Tuesday, March 2

3:00 to 4:30 pm

E4: The Role of Evaluation Frameworks and Methodology in Broader Decision Making

Facilitator: Devra Bachrach, Natural Resources Defense Council

*Presenters: Marian Brown, Southern California Edison
Nick Hall, TecMarket Works*

Description: In this session, presenters will describe the recent work to establish new evaluation frameworks for energy efficiency programs in California that addresses the information needs for regulatory program review, program implementation, and the Integrated Energy Action Plan for California. The presentations and discussions will help participants gain a better understanding of how the frameworks serve as decision-making roadmaps and how they inform future energy efficiency program evaluation.

Discussion Topics:

- What is the logic for developing the framework methodologies?
- Is the development of these frameworks necessary?
- How can these frameworks best address the needs of policymakers, program administrators, and implementers?