

# Draft Public Benefits Program Evaluation Plan

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## Background and Purpose

- Overarching guidelines for NYSERDA's public benefits program evaluations
  - SBC, RPS, Con Edison SWP, etc.
- NYSERDA Evaluation Team decided to update previously documented plans
- Need for Plan confirmed by an independent, third-party review
- Position NYSERDA to assist in developing evaluation strategies for new programs
- Working document, updated as necessary

## Background and Purpose (Cont'd)

- Define common principles, tools, and approaches
- Identify outcomes (e.g., reports, etc.) of the evaluation
- Outline evaluation participant involvement and responsibilities
- Set protocols for communication

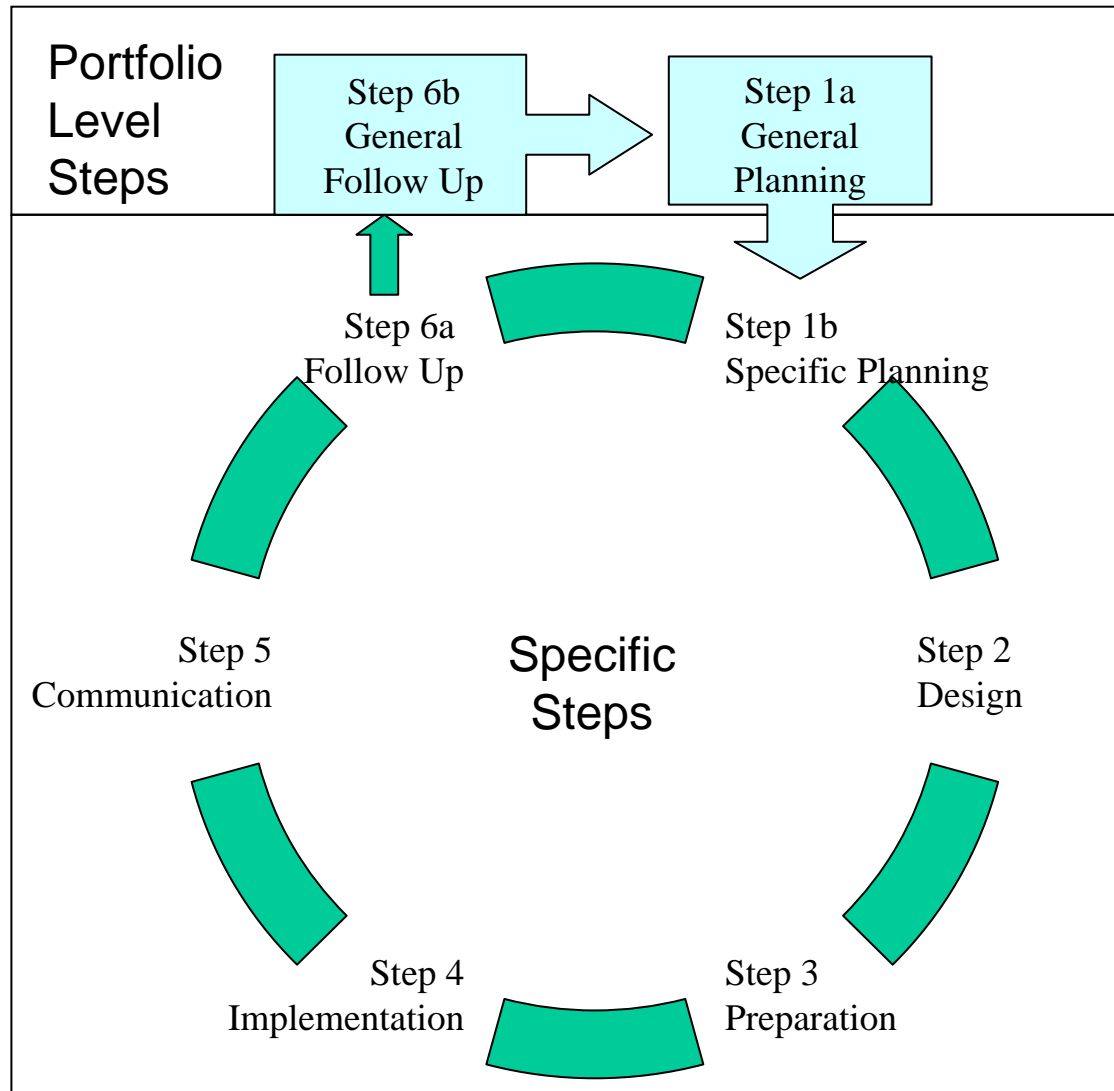
## Contents of the Plan

- Section 1 – Introduction
- Section 2 - Evaluation Goals, Framework and Processes
- Section 3 - Evaluation Stakeholders
- Section 4 - Evaluation Functions and Resource Allocation
- Section 5 - Evaluation Utilization
- Section 6 - Conclusion

## Evaluation Goals

- Conduct Credible Evaluations
  - American Evaluation Association guidelines
  - Safeguards to ensure accurate, honest, and unbiased evaluations
- Provide Timely Information on Policy Goals, Market Progress, and Program Efficiency/Effectiveness
  - Metrics and market indicators
  - Logic driven evaluation design
  - Elements of process evaluation

# Evaluation Process



## Evaluation Products and Stakeholders

- Evaluation Products
  - Annual Evaluation Reports
  - Quarterly Evaluation Reports
  - Detailed Evaluation Contractor Reports
  - Direct Communication
- External Stakeholders
  - SBC Advisory Group
  - PSC/DPS
  - NY State Govt.
  - Other Program Implementers
  - Program/Evaluation Participants
  - General Public
- Internal Stakeholders
  - Program Staff/Implementers
  - NYSERDA Management

## Major Evaluation Functions

- Impact Assessment
- Market Characterization & Assessment
- Process Assessment & Evaluation Management

# Impact Assessment

Elements	Areas of Focus	Audience	Level of Analysis
Direct Energy and Demand Impact Evaluation	KWh and KW reduction, fuel savings, bill savings, realization rates, measure costs, measure life, load shapes and in-service rates, persistence, and snapback	Serves internal evaluation and program staff and external stakeholders	Program or measure level
Attribution	Freeridership, spillover, market changes and effects, and naturally occurring adoption		Program level for resource acquisition, market level for market transformation
Non-Energy Impacts	Water savings, operations and maintenance changes, productivity, comfort, health and safety Environmental and economic impacts		Program or sector level
Cost-Effectiveness and Benefit-Cost Analysis	Cost of programs, reliability and macroeconomic benefits, benefit/cost ratios Value and cost of R&D, post-program effects		Benefit-cost analysis is presented at the portfolio and program level. Macroeconomic and cost-effectiveness analyses are conducted at the portfolio level.

# Market Characterization & Assessment

Elements	Areas of Focus	Audience	Level of Analysis
Market Description	Actors and customers, building data, product data, market structure	Serves internal evaluation and program staff and external audiences	Sector/Market
Technology Saturation	Age, efficiency level, and other characteristics of equipment currently in use		Sector/Market
Energy Intensity	Sector measurements (kWh/Sq.Ft.)		Sector
Logic of Programs	Identifies and describes key inputs, activities, outputs, outcomes, barriers, external influences and the relationship among these elements		Sector/Market
Tracking Progress Indicators	Market effects including: awareness, knowledge, market share, practices, and their change over time		Program/Market
Customer and Market Response	Market information as it affects: customer response to programs, awareness, barriers, and customer satisfaction with efficiency measures		Program/Market

# Process Assessment & Evaluation Management

Elements	Areas of Focus	Audience	Level of Analysis
Internal NYSERDA Structure	Examine administrative structure and program organization	Serves internal evaluation and internal program staffs	Portfolio and program
Program Operations and Intelligence	Assess program implementation, delivery, administration, design, program evolution, and customer satisfaction	Serves internal (evaluation and program) staffs and external audiences	Program
Program Improvements and Efficiency	Identify needs and opportunities, assist with implementing changes, and track progress	Serves internal evaluation and internal program staffs	Program
Evaluation Advisor	Liaison with evaluation contractor teams Write reports, identify and remedy database issues	Primarily serves internal evaluation staff	Portfolio

## Other Evaluation Activities

- Internal Evaluation and Analyses
  - Reporting
  - Coordination and Integration of Evaluation Contractor Projects
  - Macroeconomic Impact Analysis
  - Cost-Effectiveness Analysis
  - Database Development and Support
  - Program Development Assistance
  - Special Analyses
- Survey Research
- Ad Hoc Evaluation Tasks

## Broad Uses of Evaluation Data & Capacity

- Program planning
- NYSERDA strategic planning
- Input to regulatory proceedings
  - Analysis of fast track programs for the Energy Efficiency Portfolio Standard case
  - Support broad policy making