

EEAC EM&V BRIEFING INFORMAL LUNCH SESSION

▶ April 10, 2019

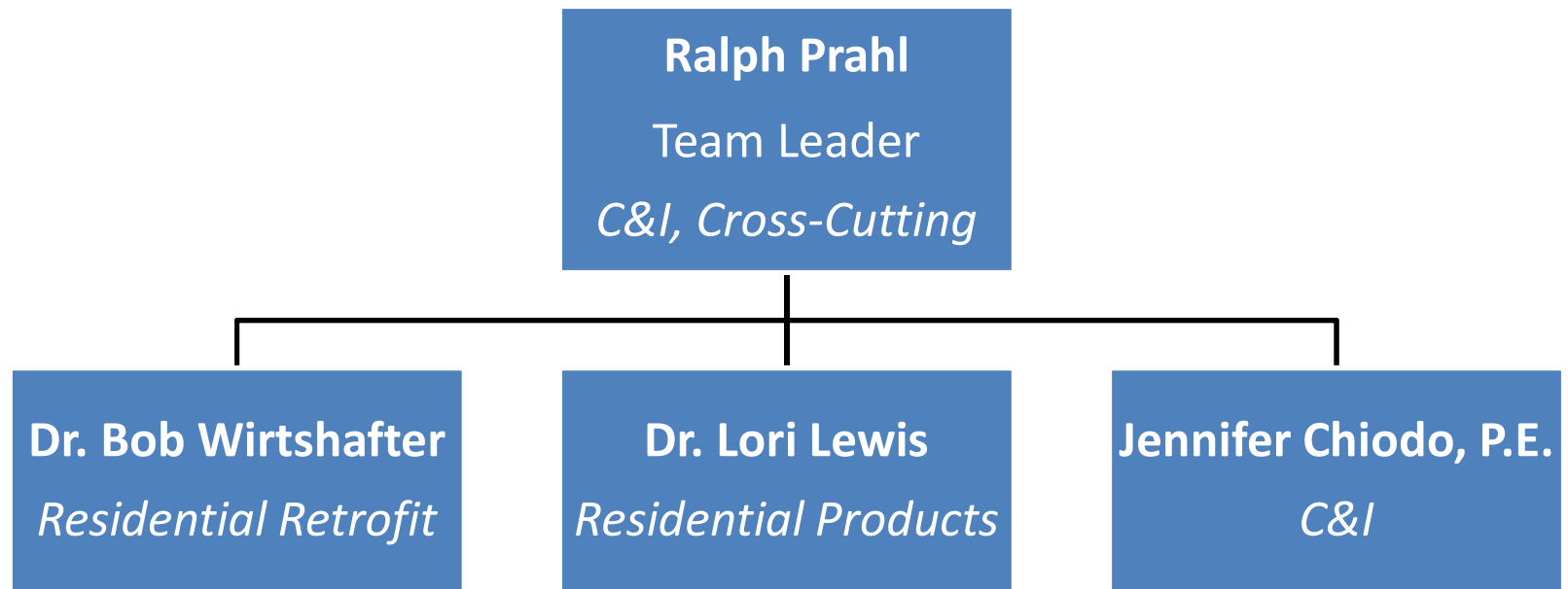
www.ma-eeac.org

EM&V IN MASSACHUSETTS: A REFRESHER COURSE

A large, stylized graphic of the letters 'MA' is positioned in the upper right background. The 'M' is light grey and the 'A' is light green. The letters are composed of solid geometric shapes.

- ▶ **What is EM&V?**
- ▶ **How is it used in MA?**
- ▶ **How is it organized in MA?**

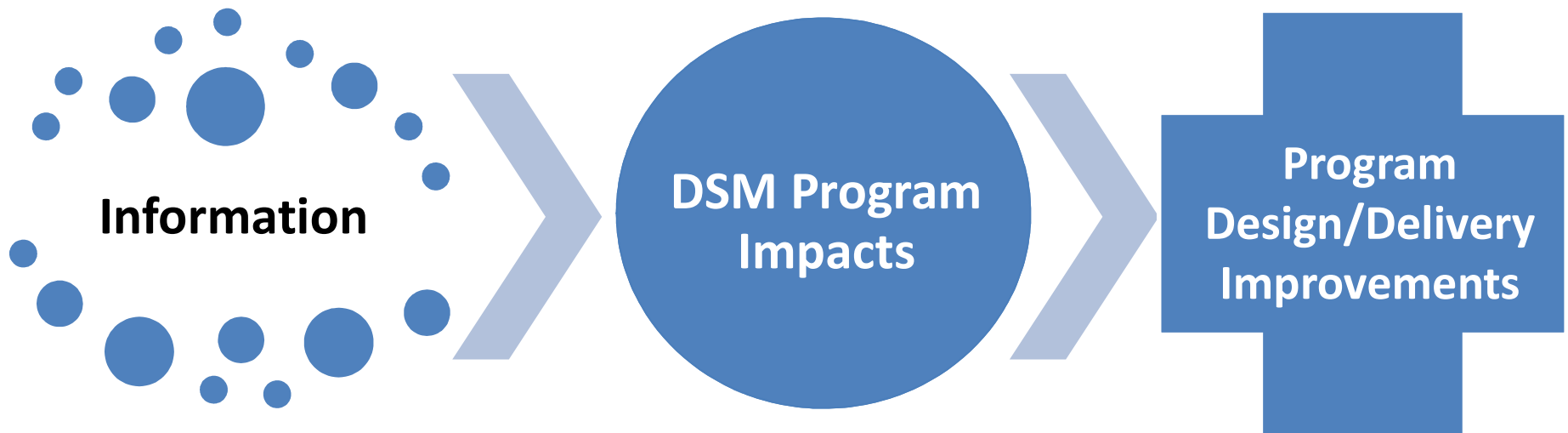
EEAC CONSULTANTS EM&V TEAM



WHAT IS EM&V?

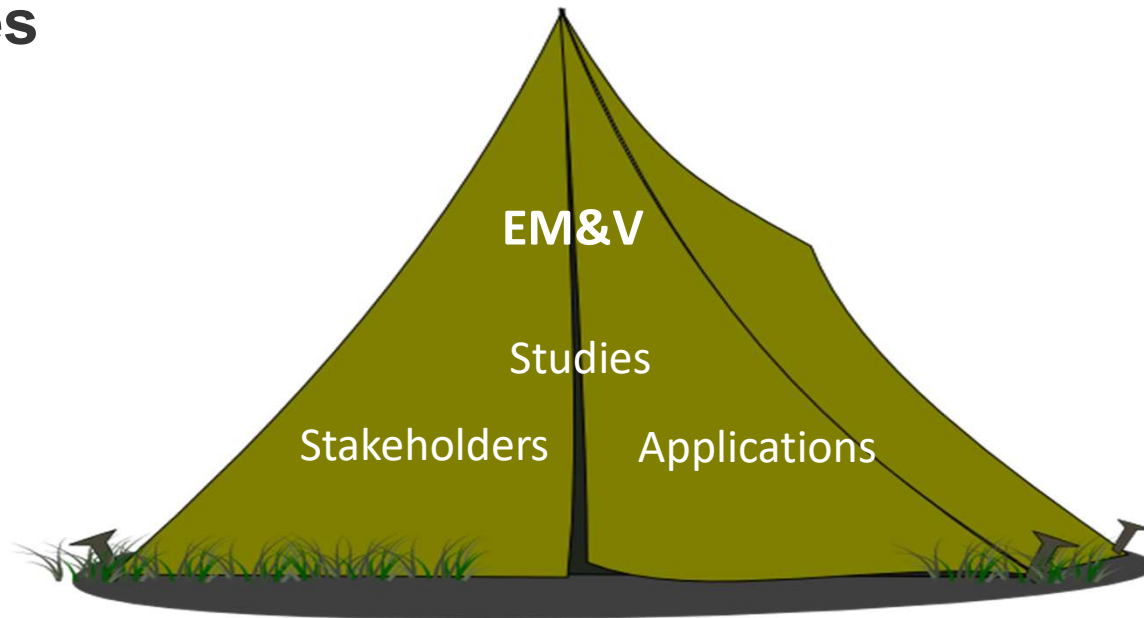


The systematic collection and analysis of information to document the impacts of DSM programs and recommend improvements in program design and delivery



KEEP IN MIND THAT EM&V IS A BIG TENT

- ▶ Many different kinds of studies, stakeholders, and applications for the results
- ▶ Different stakeholders tend to be interested in different studies, and different results from the same studies



WHAT'S UNDER THE BIG TENT: TYPES OF EM&V STUDIES

Type of Study	Methods	How Applied
Impact evaluation (gross)	End-use metering, billing analysis, site visits, engineering re-analysis	<ul style="list-style-type: none"> •Refine planning assumptions prospectively, via TRM •True up savings retrospectively, via annual reports •Inform program screening and cost-benefit analysis
Impact evaluation (net to gross)	Survey research, sales data analysis, quasi-experimental design, econometric analysis	<ul style="list-style-type: none"> •Refine planning assumptions prospectively •Inform program design and delivery
Market assessment	Surveys, interviews, focus groups, secondary research	<ul style="list-style-type: none"> •Support program planning and implementation •Inform policymaking
Process Evaluation	Surveys, interviews, focus groups, database review	<ul style="list-style-type: none"> •Improve program design and delivery
Data-Mining	Detailed analysis of tracking, billing and other databases	<ul style="list-style-type: none"> •Inform policymaking •Improve program design and delivery
Other (Measure cost, baseline, persistence, NEBs, etc.)	Various	Various

MA EM&V FRAMEWORK



▶ Under 2009 agreement:

- Most studies are statewide
- Studies administered by individual PAs, with responsibility distributed across PAs by research area
- Studies planned and performed collaboratively with EEAC and Consultants
- If no consensus between PAs and EEAC Consultants, Consultants have decision-making authority
 - Thus far, 100% of decisions made by consensus

▶ Three statewide research areas

▶ EM&V Management Committee (EMC) provides a forum for evaluation issues and guidance to each research area