



2013 - 2014 Evaluation Strategic Plan

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Evaluation Management Committee
National Grid





Evaluation Strategic Plan (ESP)

- Developed collaboratively by the Program Administrators (PAs), the EEAC Consultants and the evaluation contractors.
- Includes
 - Background (Scope of Research Areas, Budget, Resources, Planning Process, Previously Completed Research, Research in Progress)
 - Near Term Priorities
 - Planned Research
 - Other Research
- Describes the evaluation planning process and studies, in an effort to better document strategic evaluation planning.
- More aligned with program planning period.

What is ESP?

- Does not include . . .



- Does include . . .





Scope of Research Areas

Residential

Residential New Construction

Residential Lighting

Residential Products

Heating and Cooling Equipment

Residential Retrofit

Multifamily

Low Income

Non-Residential

Non-Residential Large Retrofit

Non-Residential New Construction

Non-Residential Small Retrofit

Cross-Cutting

Umbrella Marketing

Behavioral

Community Initiatives

Market Effects/Net to Gross

Codes & Standards

Potential Studies

Non-Energy Impacts

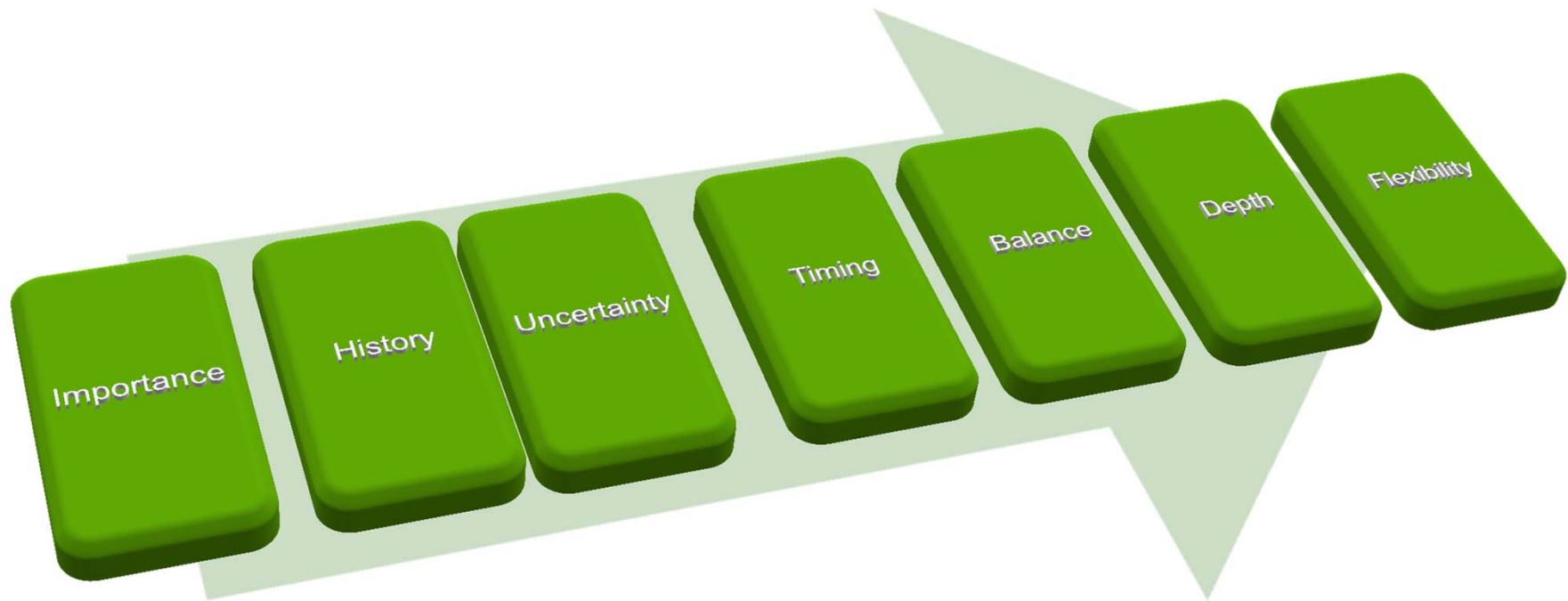


Budget and Resources

Electric				
Research Area	2013	2014	2015	Total
Residential	\$ 4,517,689	\$ 4,774,194	\$ 5,084,378	\$ 14,376,260
Non-Residential	\$ 5,763,321	\$ 5,788,086	\$ 5,908,618	\$ 17,460,025
Cross-Cutting	\$ 2,570,252	\$ 2,640,570	\$ 2,748,249	\$ 7,959,071
Total	\$ 12,851,262	\$ 13,202,850	\$ 13,741,245	\$ 39,795,357
Gas				
Research Area	2013	2014	2015	Total
Residential	\$ 3,293,398	\$ 3,368,041	\$ 3,473,407	\$ 10,134,846
Non-Residential	\$ 1,373,122	\$ 1,443,677	\$ 1,489,301	\$ 4,306,100
Cross-Cutting	\$ 1,166,630	\$ 1,202,929	\$ 1,240,677	\$ 3,610,236
Total	\$ 5,833,150	\$ 6,014,647	\$ 6,203,386	\$ 18,051,182
Total				
Research Area	2013	2014	2015	Grand Total
Residential	\$ 7,811,087	\$ 8,142,234	\$ 8,557,785	\$ 24,511,106
Non-Residential	\$ 7,136,442	\$ 7,231,763	\$ 7,397,919	\$ 21,766,125
Cross-Cutting	\$ 3,736,882	\$ 3,843,499	\$ 3,988,926	\$ 11,569,308
Total	\$ 18,684,412	\$ 19,217,497	\$ 19,944,631	\$ 57,846,540

- **Budget:** Close to \$60 million available to research areas
- **Resources:**
 - 25 PA employees,
 - Several external evaluation experts to supplement PA staff,
 - 4 EEAC consultants
 - 13 evaluation firms

Planning Principles





Planning Process

- Hosted strategic evaluation planning meetings
 - Encourage early participation in the evaluation planning process and solicit input from a wide variety of program stakeholders
 - Non-Residential and Cross-Sector was held in February
 - Residential held in mid-May
 - The meetings identified specific potential evaluation activities and as a group, stakeholders developed a preliminary assessment of each activity's relative priority (High, Medium, and Low) and optimal timing.
- PAs and EEAC Consultants used the first four evaluation planning priorities outlined above to gauge the evaluation activities identified at the summit.
- Active engagement with both program implementers and policymakers to identify additional key research needs and to further refine project recommendations developed at the strategic evaluation planning meetings.

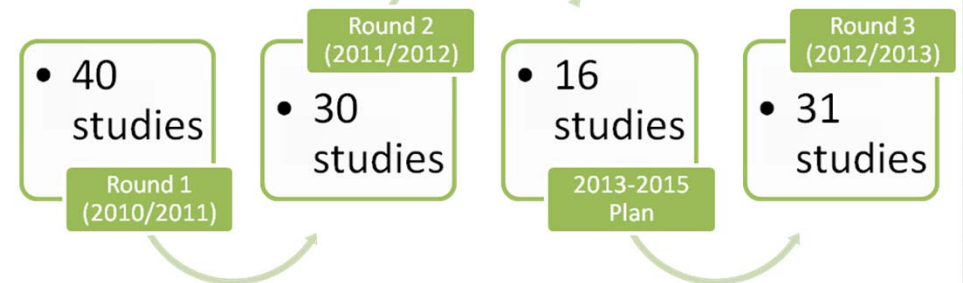


Stages of Evaluation

Stage	Deliverable	Description
Stage 1: Conceptual Framework	1 Page Summary	Provides conceptual framework for the project including a very high-level budget and timing, as well as the objective or goal.
Stage 2: Preliminary (High Level) Workplan	2 - 3 Page Summary	Provides strategies to meet objective including more detail on the potential research design, level of effort (number of surveys, site visits) including additional detail on budget/timing.
Stage 3: Detailed Workplan	3 - 25 Work plan	Provides detailed sampling and analysis plans; specific staffing and milestone deliverables.
Stage 4: In Progress	Status Report	Work is conducted consistently with plan – there may be detailed planning occurring simultaneously with execution on early tasks.
Stage 5: Reporting	Draft Report	Period from draft report through final report and any review/communications/meetings in-between, includes paperwork for submittal.
Stage 6: Complete	Final Report	Report is finalized and filed with DPU.

Completed Research

- 117 studies completed since 2010!
- How do we compare to our peers?
 - CT 15 studies
 - NH 6 studies
 - RI 19 studies
- Each round of studies builds on the previous results.





In Progress

- Over 50 evaluation studies are in planned or in progress status.
- A full list of studies and projected timeline is provided monthly with the data dashboard.

Study List	Massachusetts EM&V Studies - Status																							
	2013												2014											
	1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	
Commercial																								
Upstream Lighting Impact Evaluation																								
Medium Sized Customer Assessment																								
CHP Impact Evaluation																								
Existing Building Market Characterization																								
Lighting Controls Impact Evaluation																								
Whole System Approach																								
LED Market Effects																								
Planned Studies																								
New Construction Market Characterization - Data Mining																								
Custom HVAC Impact																								
Prescriptive Non-Lighting Impact Study																								
2012 CSI Customer Profile																								
Learning From Successful Projects																								
Learning From PA Differences																								
Commercial Real Estate Market Assessment																								
Roof Top Unit Controller Market Effects																								
Supply Side Population Characterization																								
Direct Install Process Evaluation																								
Boiler Market Characterization																								
Prescriptive Gas Impact Study																								
Residential																								
Regional Lighting Logger Study																								
Net Impacts																								
LI Lighting HCU and Thermostat Study																								
Planned Studies																								
Lighting Saturation Stagnation Assessment																								
Lighting Market Assessment																								
Incremental Cost Research																								
Top Ten Appliance Evaluation																								
Multifamily Process																								
Low Income Multifamily Impact Evaluation Scoping Study																								
HEB Program Delivery Assessment																								
Smart Street Direct Installation Initiative																								
Cross Cutting																								
Benefit CMI																								
Umbrella Midy - 2013 Post Campaign/MassSave Brand Assessment																								
Umbrella Midy - COOL SMARTGas/Verisara Brand Assessment*																								
Efficient Neighborhood* Initiative, Phase I**																								
Codes & Standards Coordination*																								
Planned Studies																								
Behavioral Programs - Persistence Study																								
Efficient Neighborhood* Initiative, Phase I																								

The above includes only studies that have reached at least the detailed scoping phase. There are other studies in the early scoping phase that aren't included.
 * The project and data has not been finalized.



Planned Residential

- 15 high priority studies
 - Lighting Market Saturation
 - Lighting Saturation Stagnation
 - Lighting Market Lift Assessment
 - Lighting Net-to-gross
 - Appliance Program Evaluation
 - Incremental Cost Study
 - HEHE and CoolSmart Impact Evaluation
 - Advanced Power Strips Impact Evaluation
 - HES Program Delivery Assessment
 - HEAT Loan Process Analysis
 - Low Income Multifamily Impact Assessment
 - Multifamily Process Evaluation
 - Multifamily High Rise New Construction Baseline Assessment
 - Residential Customer Profile Study
 - Trade Ally Panel



Planned Non-Residential

- 15 high priority studies
 - C&I Code Compliance Follow Up
 - Impact Evaluation of 2012 Custom HVAC Installations
 - Impact Evaluation of 2012 Prescriptive Non-Lighting Installations
 - Enhanced C&I Customer Profiles
 - MA C&I Learning from “Successful” Projects
 - How PA Differences Affect Program Outcomes
 - Commercial Real Estate Study
 - Rooftop Units Baseline Study
 - Characterization of Supply Side Populations
 - Direct Install Process Evaluation
 - Impact Evaluation of 2012 Prescriptive Gas Installations
 - C&I Market Effects Study
 - Impact Evaluation of Selected 2013 Custom Electric Installations
 - Impact Evaluation of Selected 2013 Prescriptive Electric Installations
 - Impact Evaluation of 2013 Custom Gas Installations



Planned Cross-Cutting

- 13 high priority studies
 - Behavioral Program Persistence Study
 - Codes & Standards Coordination/Planning
 - CMI – Efficiency Neighborhoods +
 - Market Effects – Strategic Planning
 - Net-to Gross – Top-Down NTG Methods
 - Net-to-Gross – Electric C&I NTG
 - Non-Energy Impacts – Low Income Health NEIs
 - Non-Energy Impacts – Using C&I NEIs for Project Recruitment
 - Non-Energy Impacts – Quantifying C&I New Construction NEIs
 - Umbrella Marketing – 2013 Pre/Post Campaign Analysis
 - Umbrella Marketing – Brand Effectiveness
 - Retrospective Electric DRIPE



Next Steps

- Draft will be distributed as a link on the EEAC site during the first half of October.
- Welcome stakeholder feedback on planned research in Stages 1 – 3 (conceptual – detailed workplan) through the end of October, so that we can move planned research into “in progress” as soon as possible!
- Especially seeking feedback on Stage 1 and Stage 2
 - Planned research in the “conceptual framework” stage, whether the project makes sense and how it should be approached
 - Planned research in the “preliminary workplan” stage, do the methods and research questions make sense
 - Any projects that we may have missed