

EEAC EM&V BRIEFING INFORMAL LUNCH SESSION

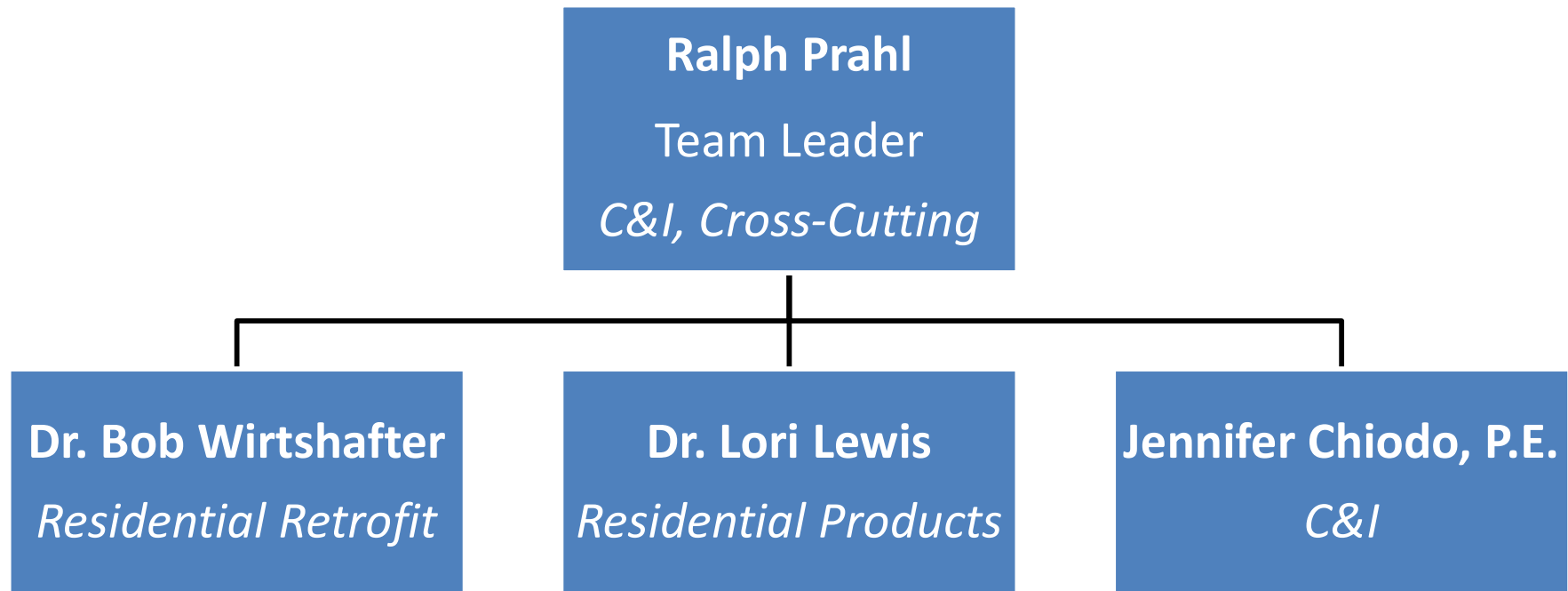
► **October 19, 2022**

EM&V IN MASSACHUSETTS: A REFRESHER COURSE



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

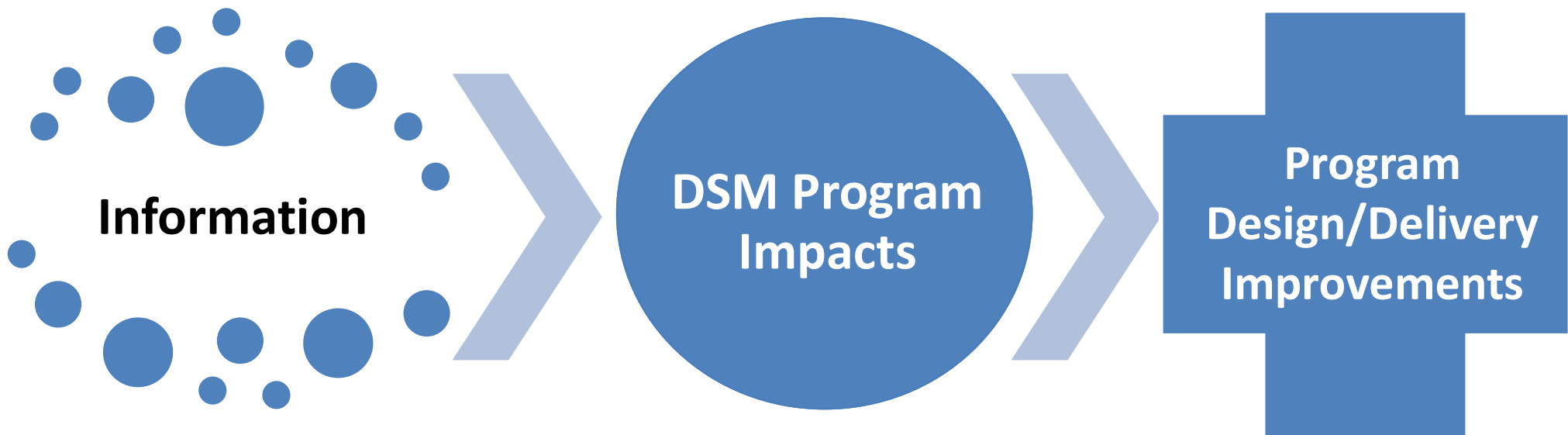
EEAC CONSULTANTS EM&V TEAM



WHAT IS EM&V?

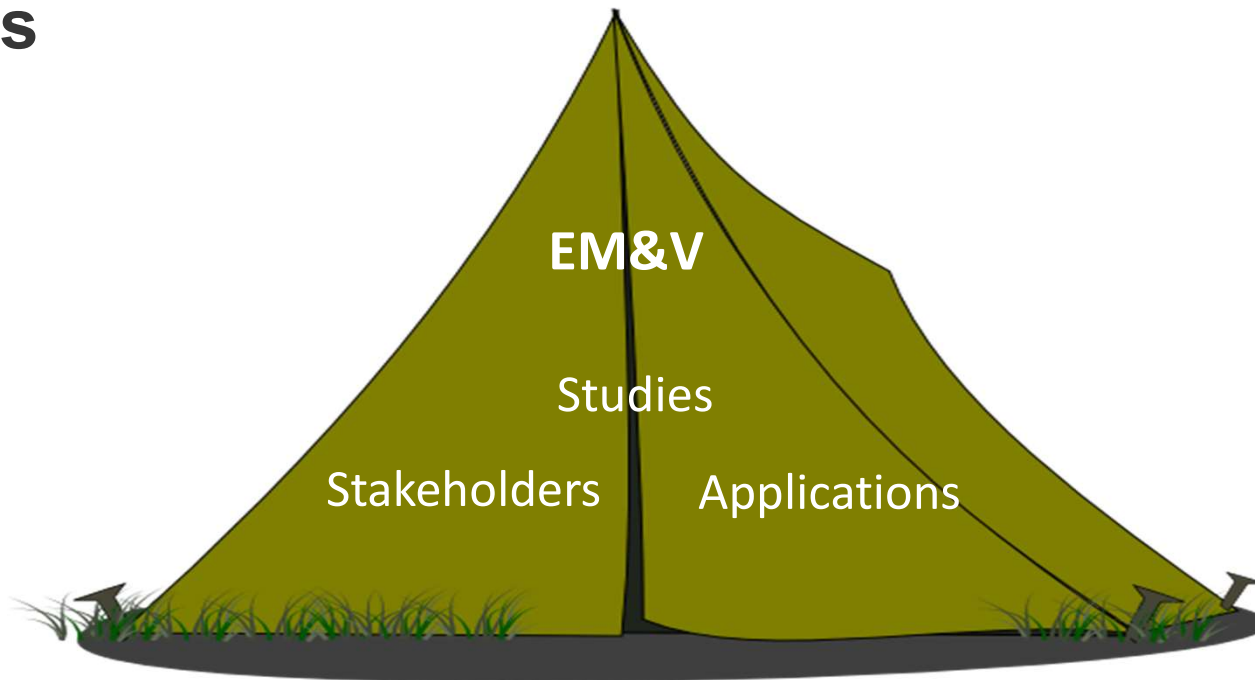


The systematic collection and analysis of information to document the impacts of DSM programs and recommend improvements in program design and delivery



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 •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



Questions?
Comments?