

From: Wellner, Pamela  
Sent: 1/26/2010 12:04:02 PM  
To: Wellner, Pamela (PW1@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Reminder: Behavior Paper Presentation: Lessons Learned and Next Steps in Energy Efficiency Measurement and Attribution

**Lessons Learned and Next Steps in Energy Efficiency Measurement and Attribution: Energy Savings, Net to Gross, Non-Energy Benefits, and Persistence of Energy Efficiency Behavior**

You are invited to attend a presentation on behavior and energy sponsored by the California Public Utilities Commission and the California Institute for Energy and Environment

What: "Lessons Learned and Next Steps in Energy Efficiency Measurement and Attribution: Energy Savings, Net to Gross, Non-Energy Benefits, and Persistence of Energy Efficiency Behavior"

Who: Lisa Skumatz, Skumatz Economic Research Associates (SERA)

When: January 28, 2010, 1:00-3:00 PM

Where: California Public Utilities Commission, Auditorium, San Francisco, 505 Van Ness St. San Francisco

Call in: 866 812-8481, PARTICIPANT CODE: 454 5236#

Webinar: <https://www2.gotomeeting.com/register/833575899>

**If attending person**, please RSVP to Pamela Wellner: [pw1@cpuc.ca.gov](mailto:pw1@cpuc.ca.gov)

**Important:** If you are attending via webinar and teleconference, access is based on a first dial-in basis. The number of attendees is limited by the phone line (100 person capacity) and not by the registration with gotowebinar. We should be able to accommodate all attendees with the teleconference line. Please download the presentation prior to attending, in case we have problems with internet access, you will then be able to follow the presenter's prompt to change slides. Thank you.

**The presentation slides, the paper, and a two-page summary will be available by January 28 at the following site:**

<http://uc-ciee.org/energyeff/energyeff.html>

Presentation Summary:

This white paper examines four topics addressing evaluation, measurement, and attribution of direct and indirect effects to energy efficiency and behavioral programs:

- Estimates of program savings (gross);

- Net savings derivation through free ridership / net to gross analyses;
- Indirect non-energy benefits / impacts (e.g., comfort, convenience, emissions, jobs); and
  - Persistence of savings.

Evaluation and attribution methods have reached a point that they must evolve in order to provide credible results for the next generation of programs. New program generations have complicated evaluation. Education, outreach, training, and market-based approaches make it harder to count “widgets” and assign savings for energy efficiency programs. New and multiple actors providing programs and outreach within utility territories increases the influence “chatter” and make it harder to isolate the impacts associated with one agency’s program, or even the influence of one vs. another program from one utility or entity. These important evaluation complexities have become harder to ignore.

Some have argued that traditional evaluation approaches are failing and not worth conducting. Others have proposed modifications and patches. It may be the case that varying and evolving programs may not be suited to “one size fits all evaluation protocols” and need tailored evaluations, but, to paraphrase, not measuring is not the best answer. The best programs will not be identified – or valued and taken seriously by system planners and regulators – unless they are measured and verified.

A review of the state of evaluation in these areas – gross and attributable net savings, and non-energy benefits – suggests some lessons are old lessons (up-front evaluation design and random assignment may seem difficult, but there is no reliable “after the fact” substitute). Some are new possibilities (for example, reflecting market share through price decomposition, revisions to the regulatory tests to incorporate NEBs). Some concessions to chatter and overlaps may be needed (portfolio-level decision-making or scenarios may be an appropriate evolution). There needs to be more up-front market assessment and baseline attention (saturation studies, perhaps augmented with behavioral aspects) to support evaluation of effects at least at the portfolio level. In some cases, deemed estimates associated with template program types may be appropriate if they are updated based on periodic measurement. Most importantly, evaluations need to continue and to loop back to program design to assure that the public dollars are being well-spent and “wrong” program decisions are avoided.

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