

Why Evaluation?



What Do
We All Want?



Energy efficiency programs that save customers energy & money

What Do We All Want?





What Do
We All Want?

To be trustworthy
stewards of
customer money

1

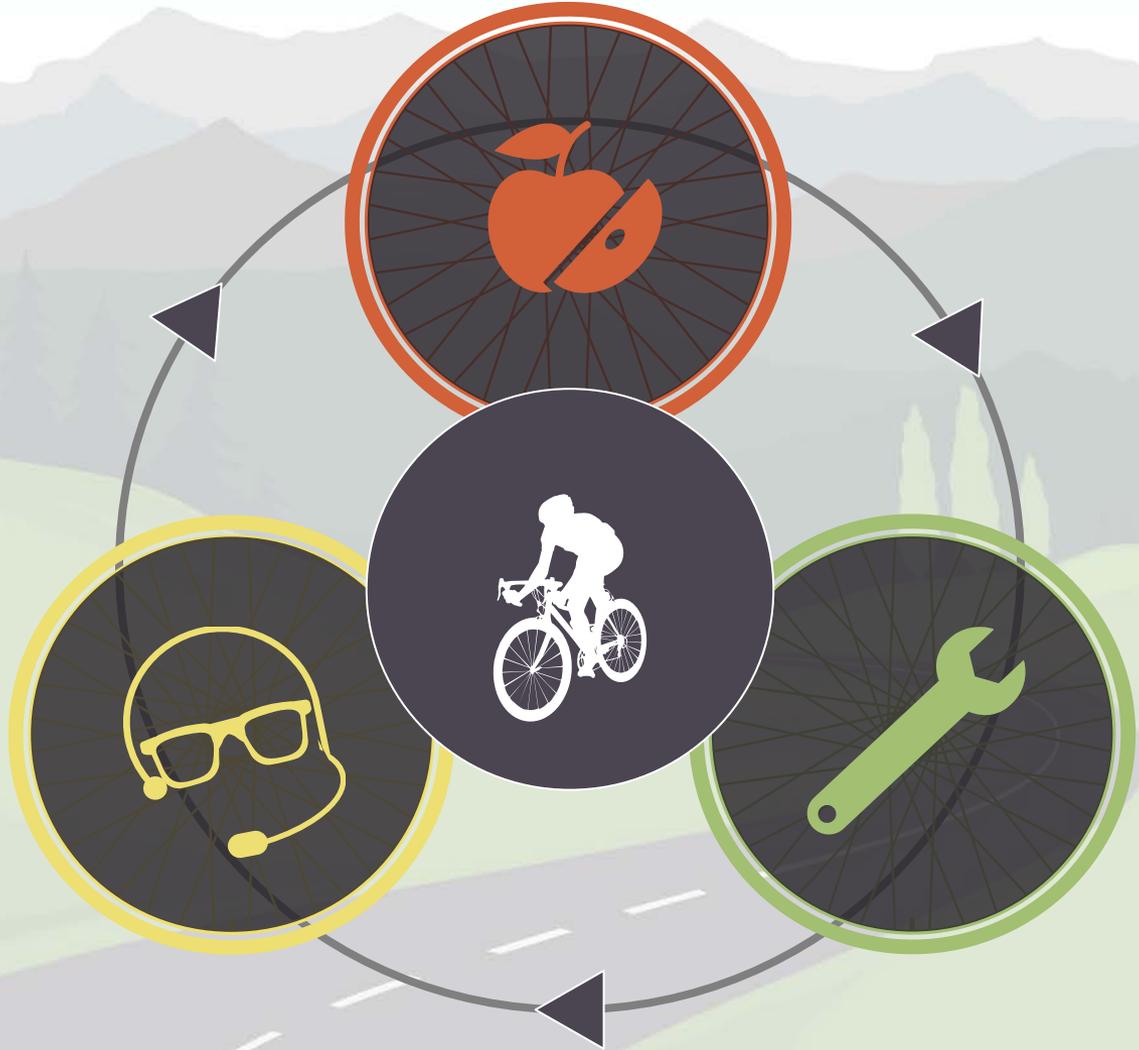
2

A stylized illustration of a mountainous landscape. In the foreground, a dark grey road with white dashed lines curves through rolling green hills. Five cyclists in black silhouettes are riding on the road, with a lead cyclist further ahead. The background features layers of mountains in shades of green, brown, and grey, with several evergreen trees. A large orange sun is in the top left corner against a light blue sky.

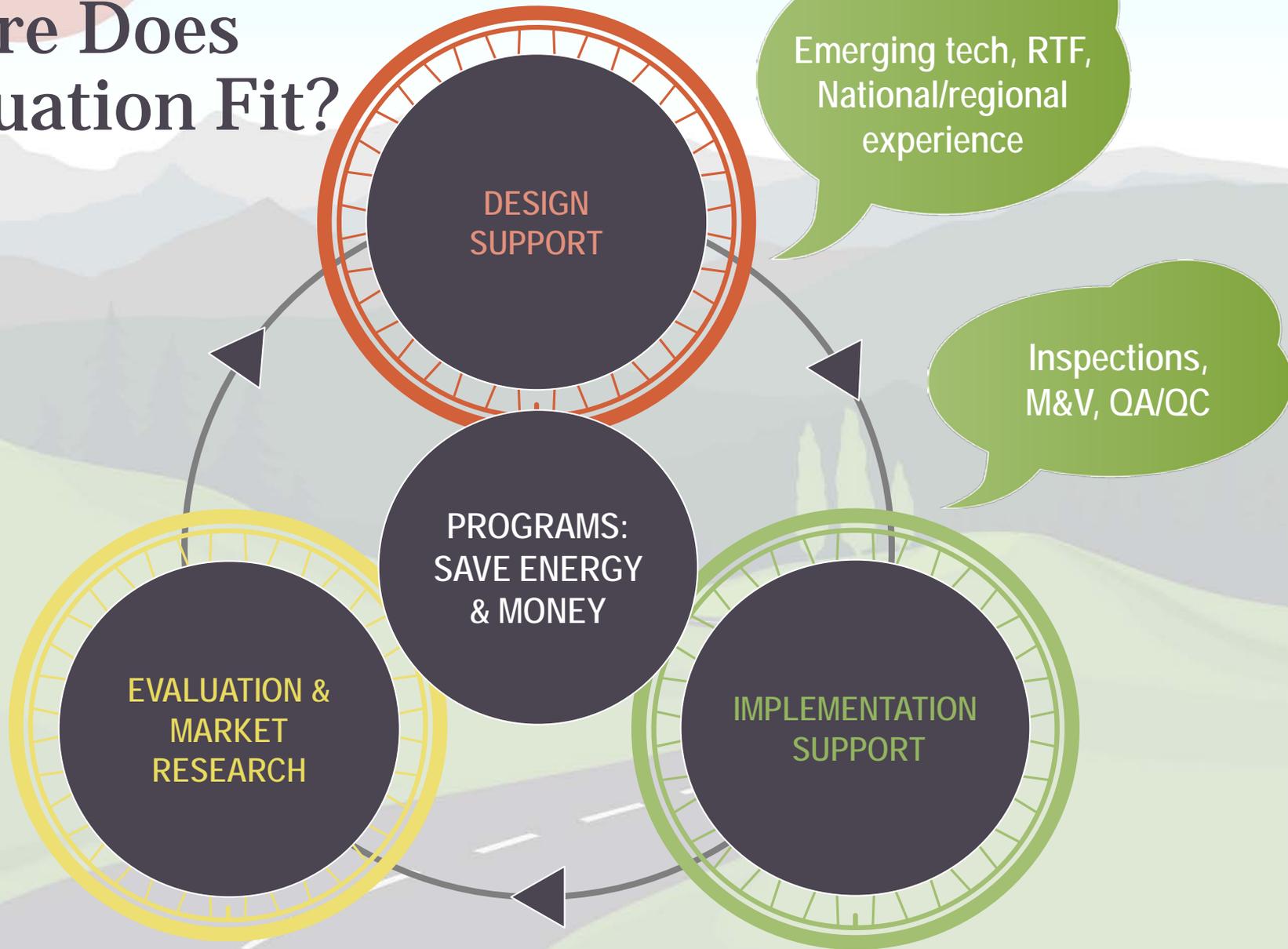
Programs are like
Professional
Cyclists

Evaluation is Part of the Support Staff

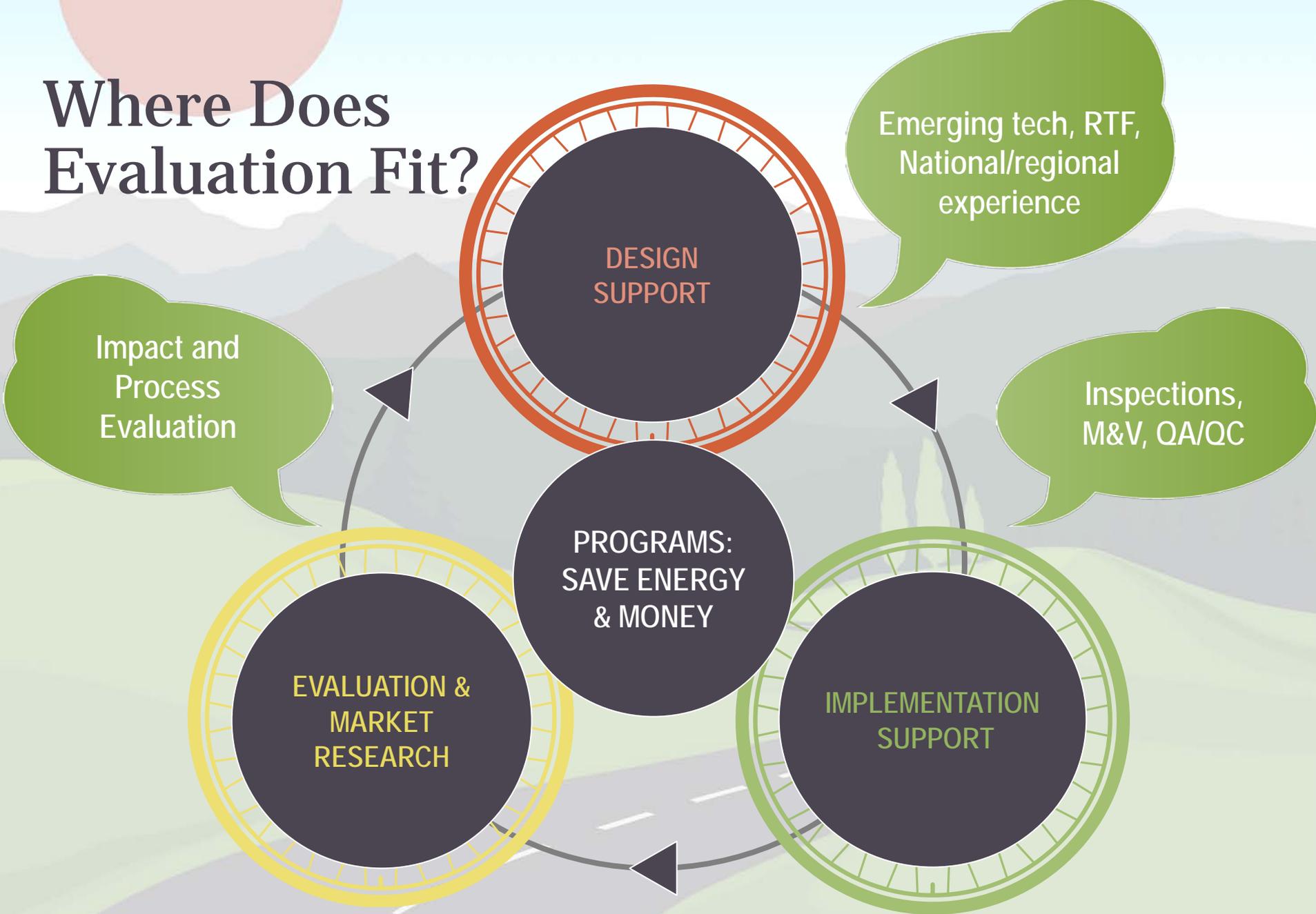


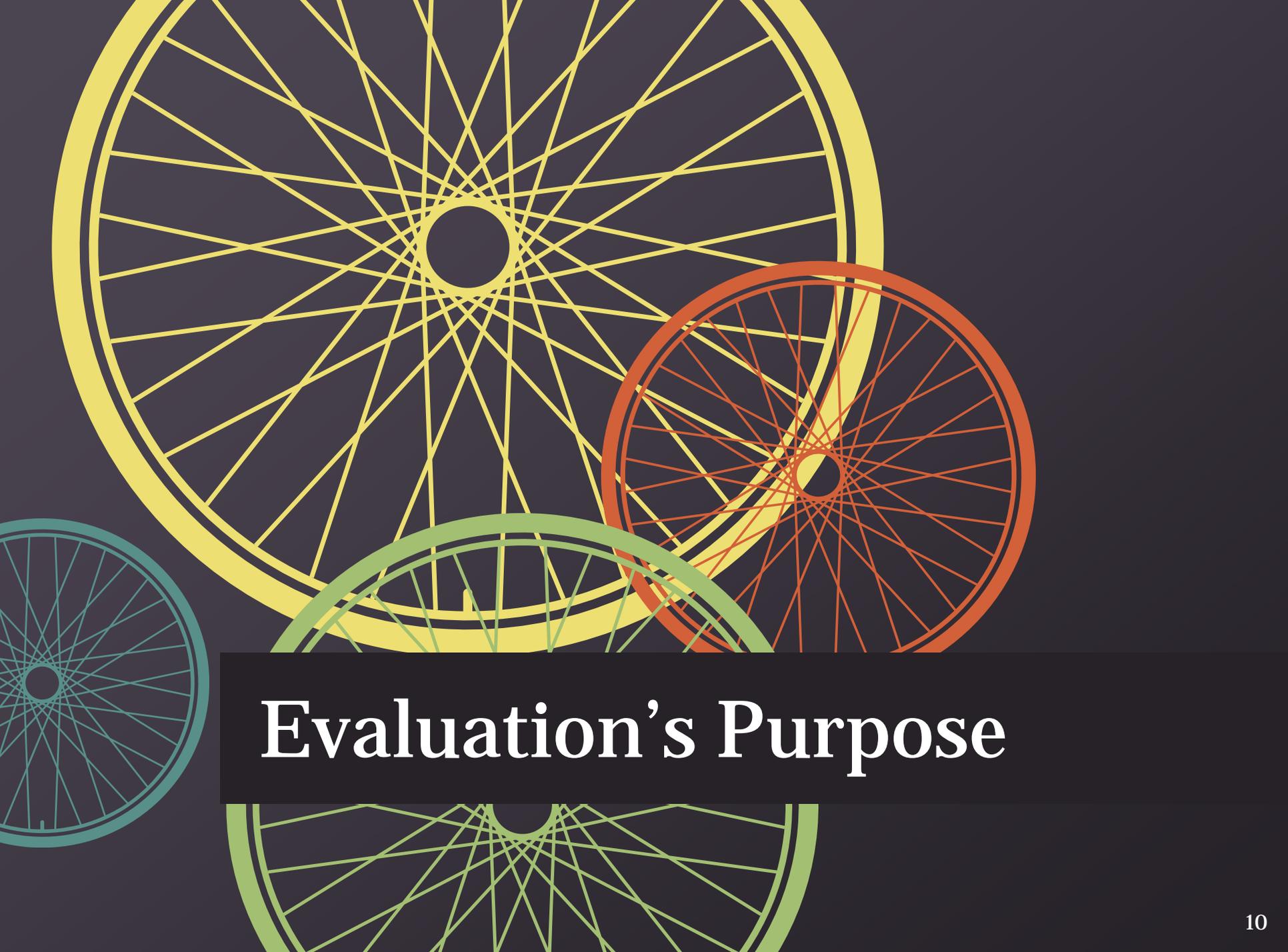


Where Does Evaluation Fit?



Where Does Evaluation Fit?





Evaluation's Purpose



What Did We Achieve?

Evaluation objectively and retrospectively documents and measures the effects of a program in order to determine how well it met the intended outcomes.



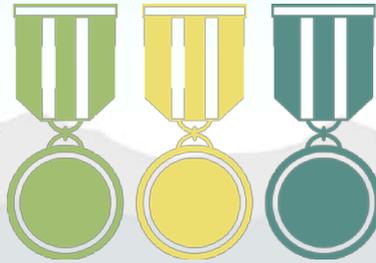
How Do We Improve?

Evaluations help us understand why those effects occurred and identify ways to improve current and future programs.



~~Gotecha!~~

Evaluations are not
to find
and point out mistakes



~~Evaluations are Perfect~~

In fact, evaluations can be (or seem)...



Too long

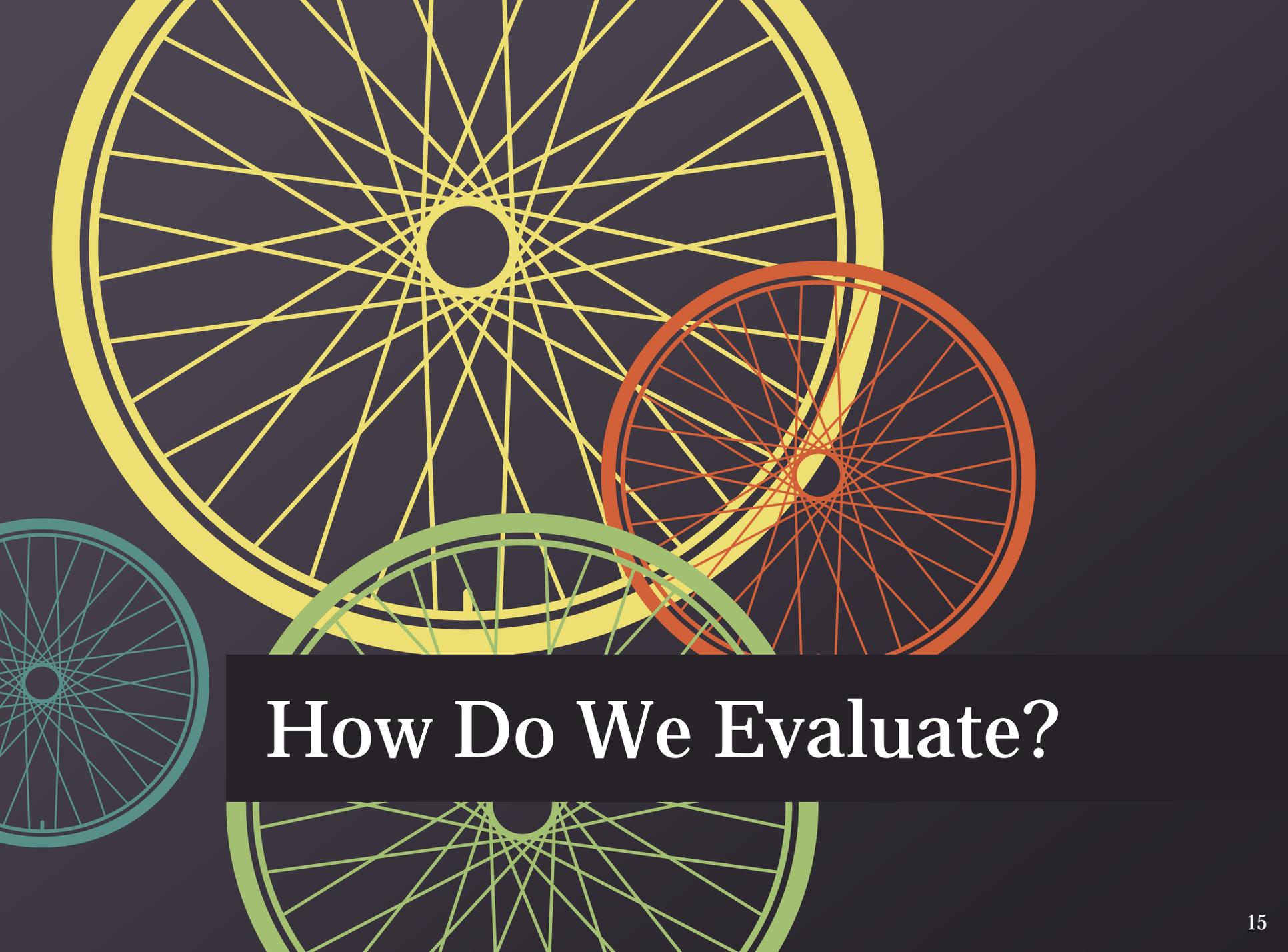
Too much work,
precision

Irrelevant

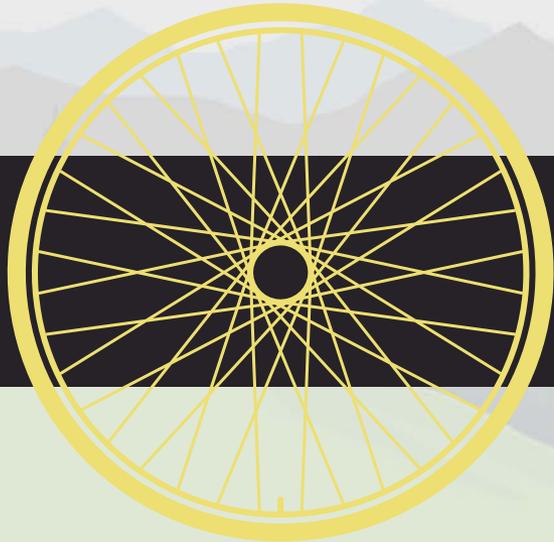
Poorly communicated

Not actionable





How Do We Evaluate?



**In partnership
with our
stakeholders**

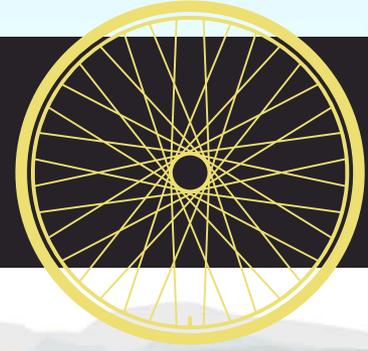


Efficiently



**Using best
practices**

Partnership



Input on needs & strategies



Transparency on plans, protocols, deliverables

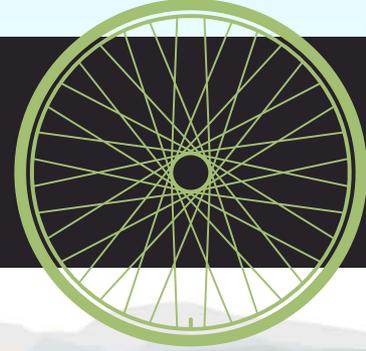


Support utility needs: customer communication, enable oversamples

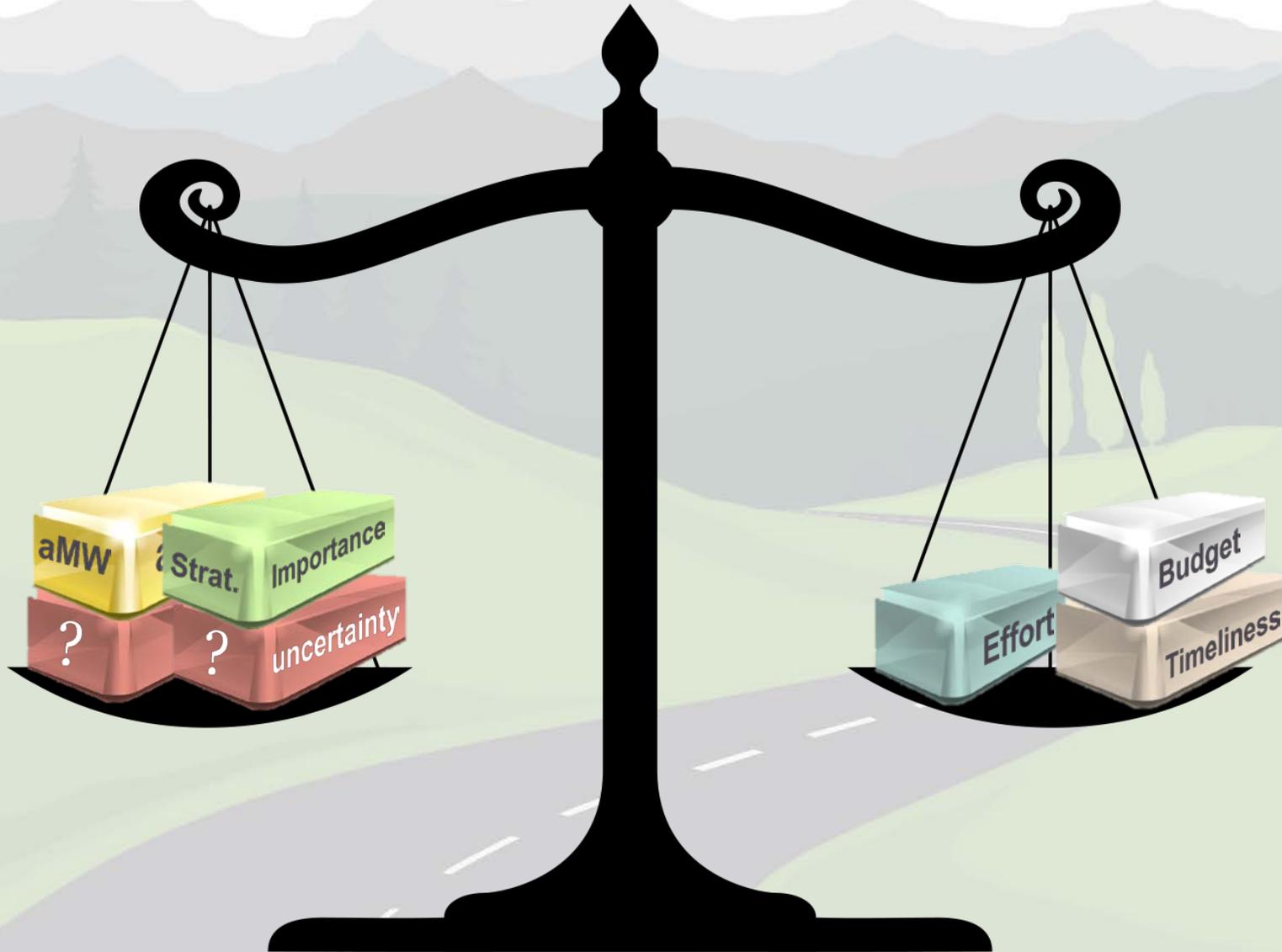
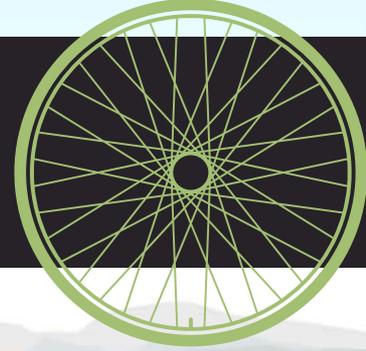


Provide valuable information

Tailored



Balanced



Using Best Practices



Evaluation industry best practices



RTF Guidelines, Uniform Methods
Project & more



Other national/regional evaluations



QSSI Impact Evaluation Policies

Drivers

Industry Best
practice, Power Act,
RTF Guidelines,
Implementation
Manual



Focus

Savings reliability
with independent verification

Also, improving
programs



Coverage

Impact evaluation covers programmatic, reportable savings, including self-funded

4-year planning cycle, some evaluation annually



Impact Evaluation

Balances objectives of coverage, research needs, timely feedback and cost /effort of the evaluation.

Strives to minimize time between measure completion and impact evaluation

Maximize coordination with COTRs and transparency with stakeholders

Customers required to participate if sampled

Generally follow RTF Guidelines on Impact Evaluation

Exception:
4 year cycle instead
of 3 year cycle

Cover 80% of savings in
portfolio; strive for 90%
Across multiple years

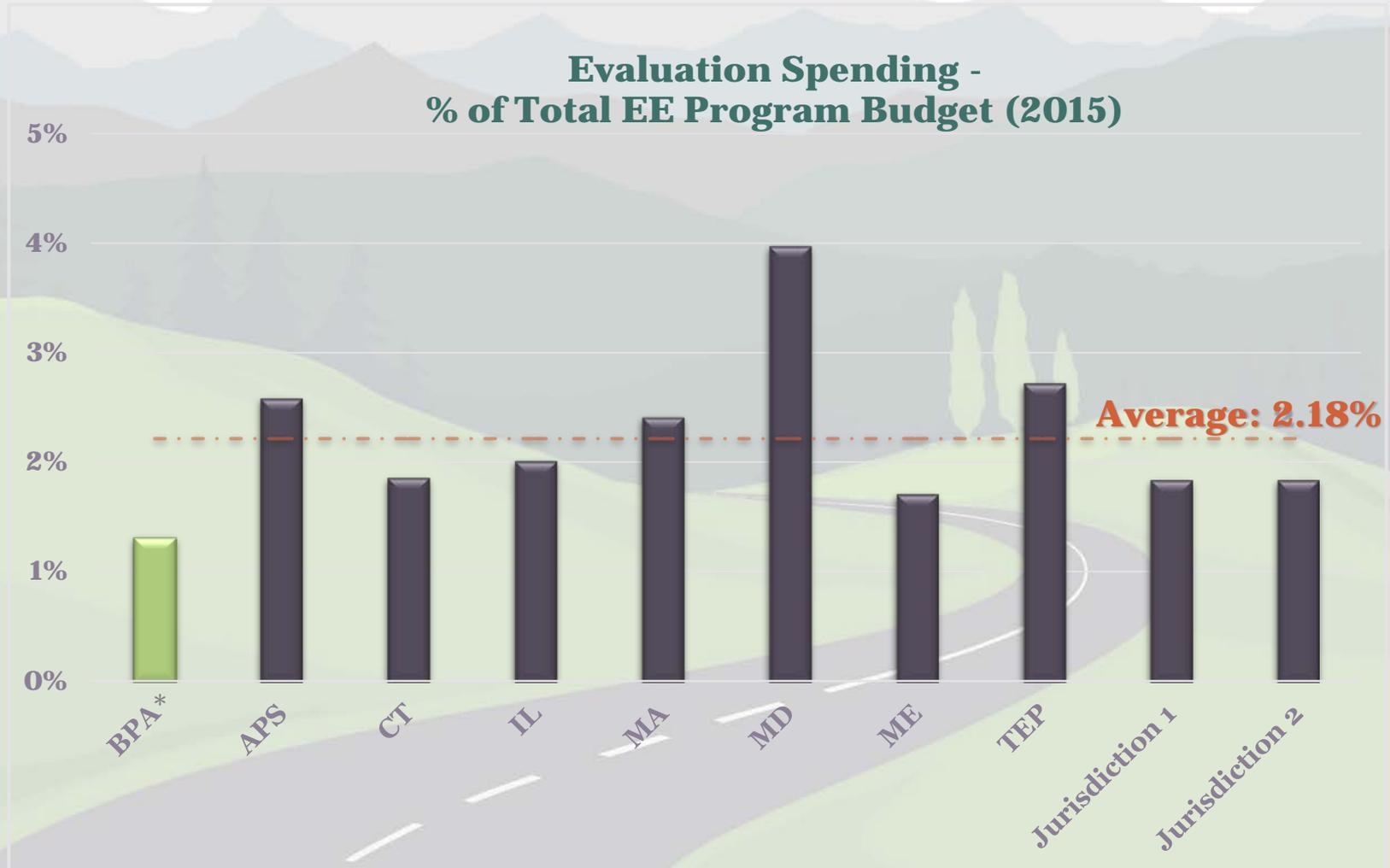
Minimum confidence/precision
of 90/10 (portfolio),
80/20 (domain)
& strive for 90/5 (portfolio),
90/10 (domain)

**Evaluation reports include: evaluated savings,
cost-effectiveness and realization rates**

Process Evaluation

TBD:
Next on QSSI list

Evaluation Spending



*Includes all BPA EE costs, except NEEA and legacy payments.

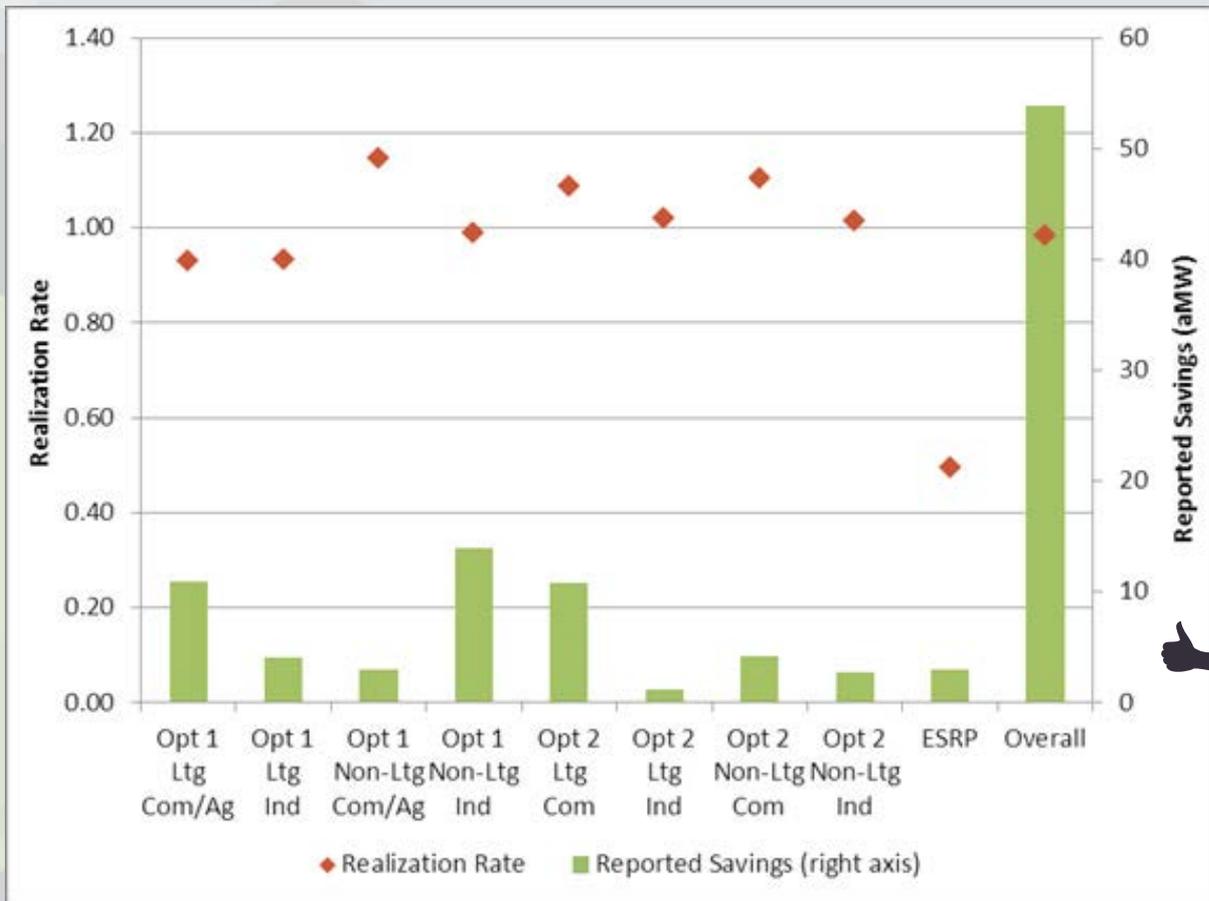


Benefits & Examples

Validation & Credibility



Site-specific Evaluation Verified the Great Work By BPA, Programs & Utilities



Avoiding Criticism



The New York Times

NEW YORK, WEDNESDAY, MAY 7, 2014

\$2.50

NEW ABDUCTIONS DISTRESS NIGERIA; U.S. OFFERS HELP

NO GIRLS RESCUED YET
11 Taken, Local Officials
Say — Terror Group
Is Suspected

By ADAM NOSSETER

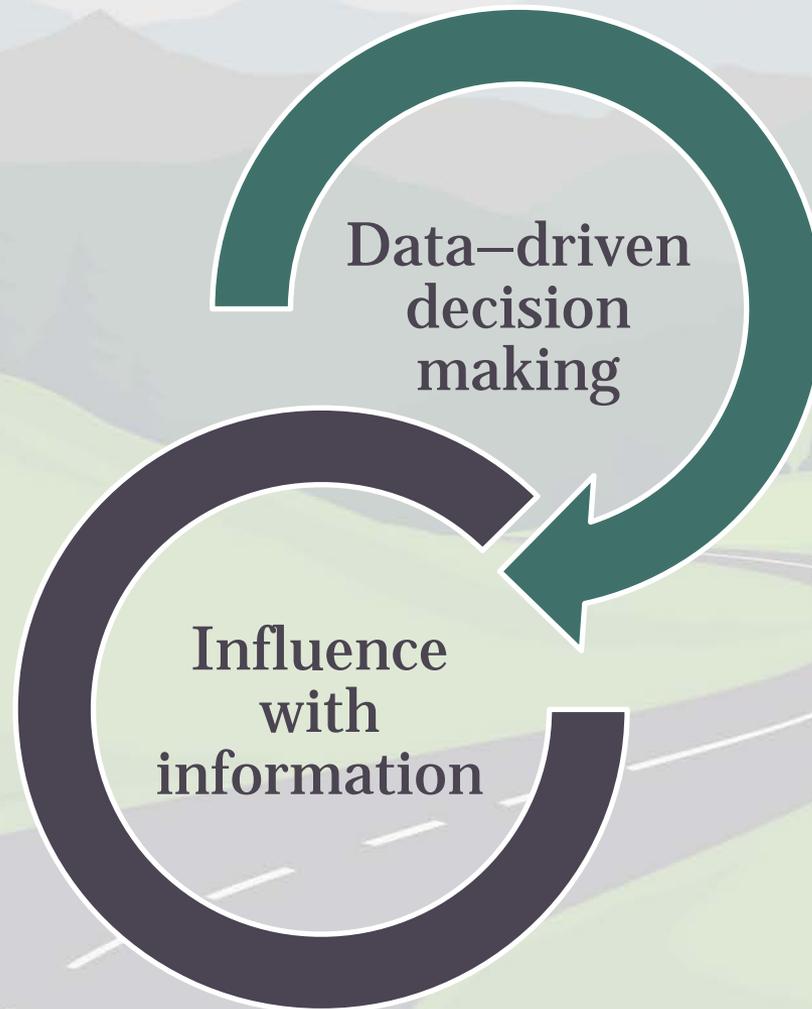
ABUJA, Nigeria — A second kidnapping of schoolgirls in Nigeria's northeast by Islamist militants put new pressure on the country's troubled government, which had been hoping to showcase its emergence as Africa's largest economy this week but instead has been forced to confront its failure to contain a growing insurgency in its north.

Climate Change Calls for Science, Not Hope



After the Marathon: Treasury Secretary Paulson, center, House Speaker Pelosi and Senate Majority Leader Reid announcing the deal; the House is expected to vote on it Monday. Complete coverage starts on Page A2.

Real, Actionable Data



Site Specific Evaluation

- Simplified RTF lighting standard protocol
- Increased savings reporting by 20% for one utility

OPower HERS Evaluations

- I-937 and BPA reporting for Clark and SCL
- Allows influence of RTF protocol

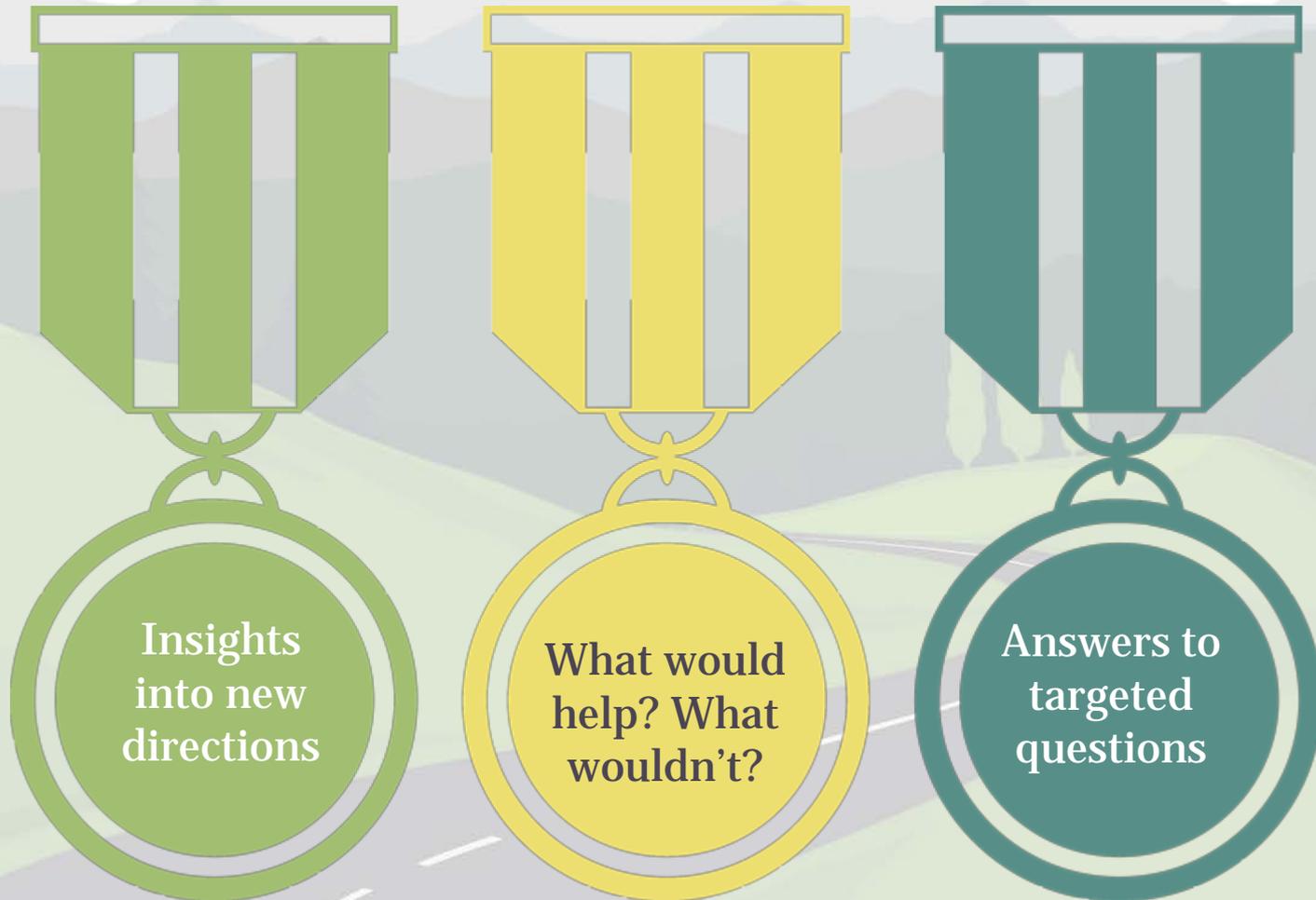
Mail-by-Request study

- Informed installation rates

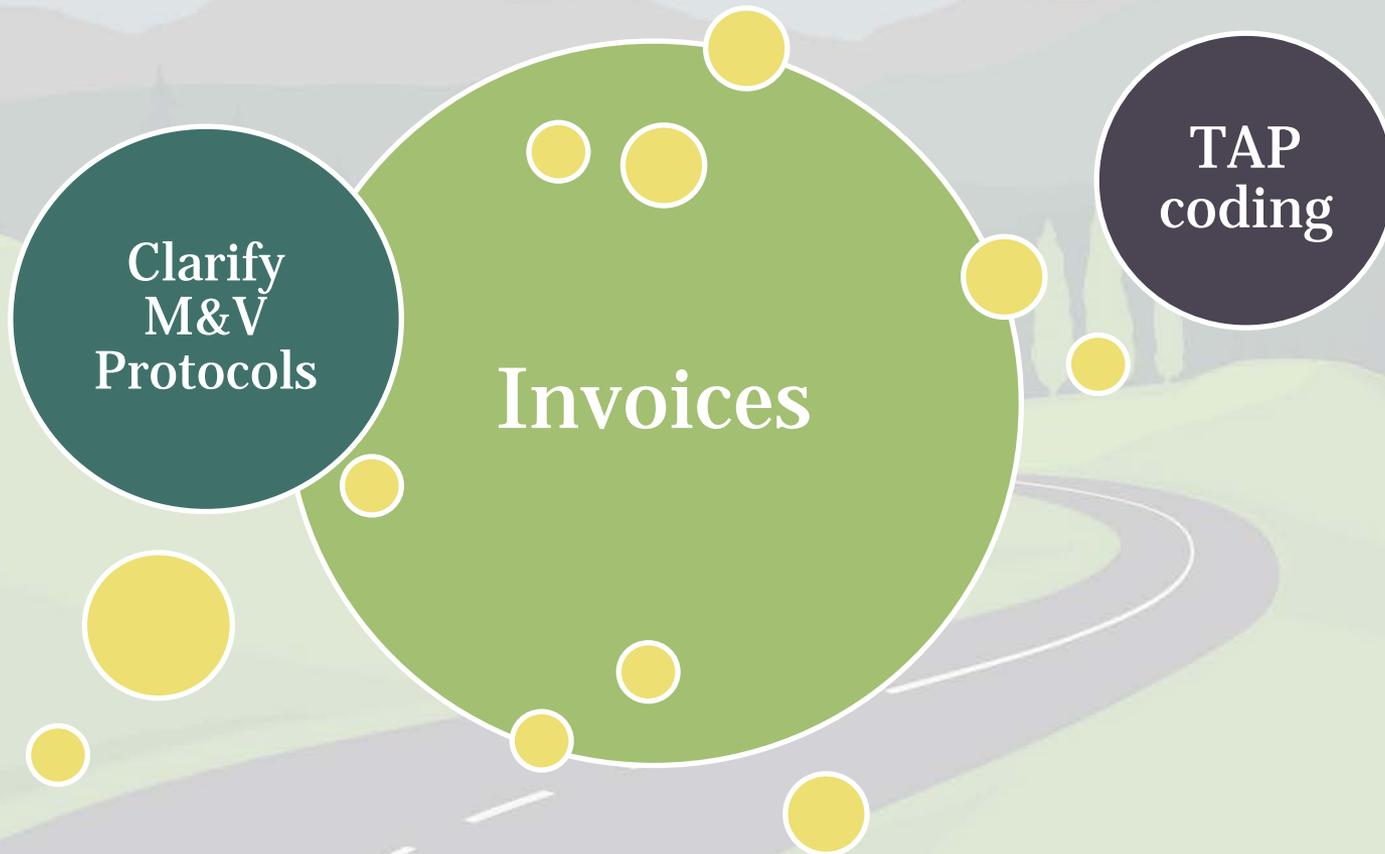
Staying Connected



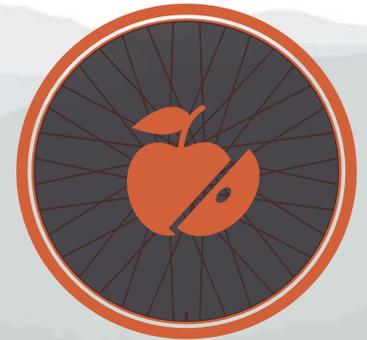
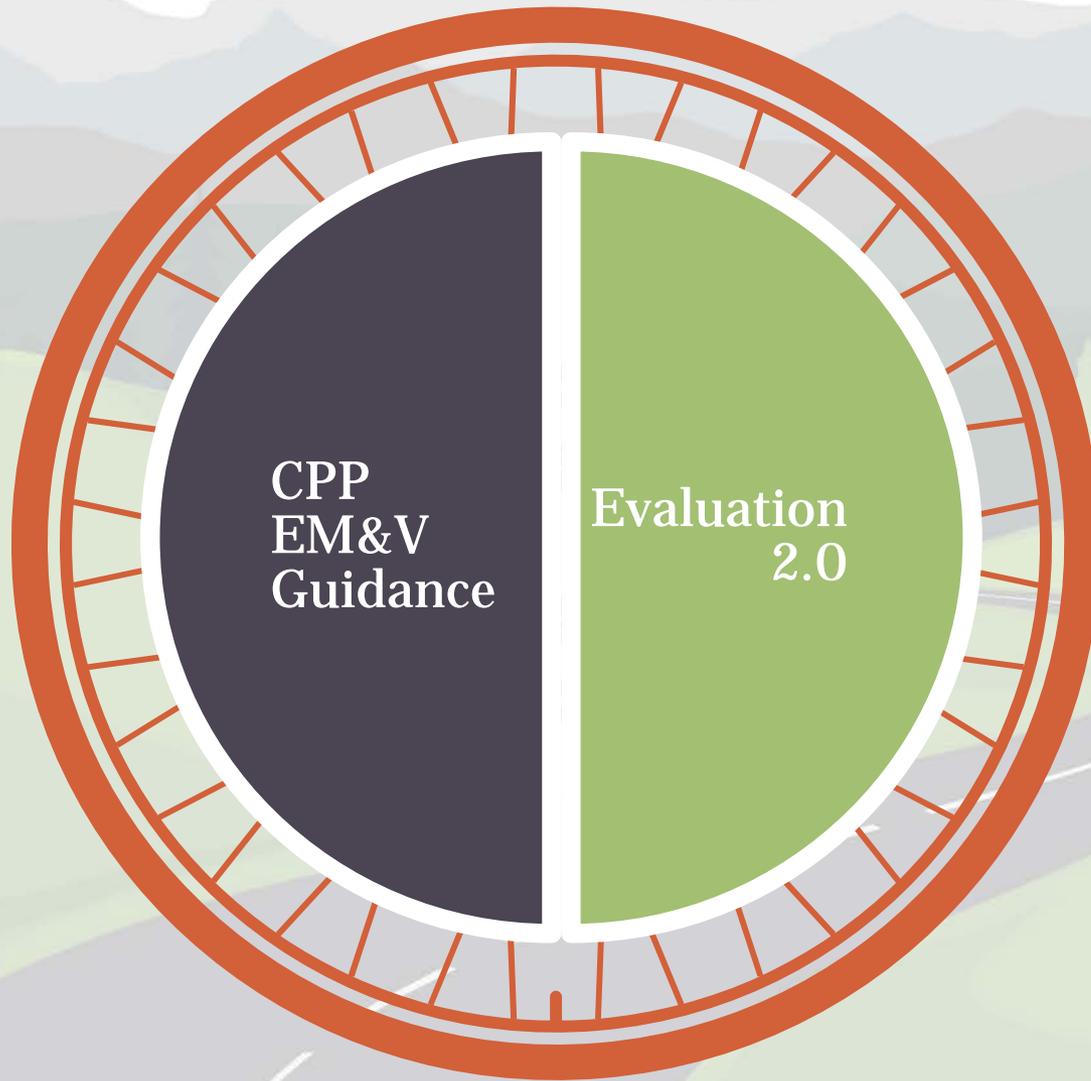
Continuous Improvement



Site-specific Evaluation: Many things working well, some areas of improvement



Preparing for the Future



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Energy efficiency programs that save customers energy & money

To be trustworthy stewards of customer money

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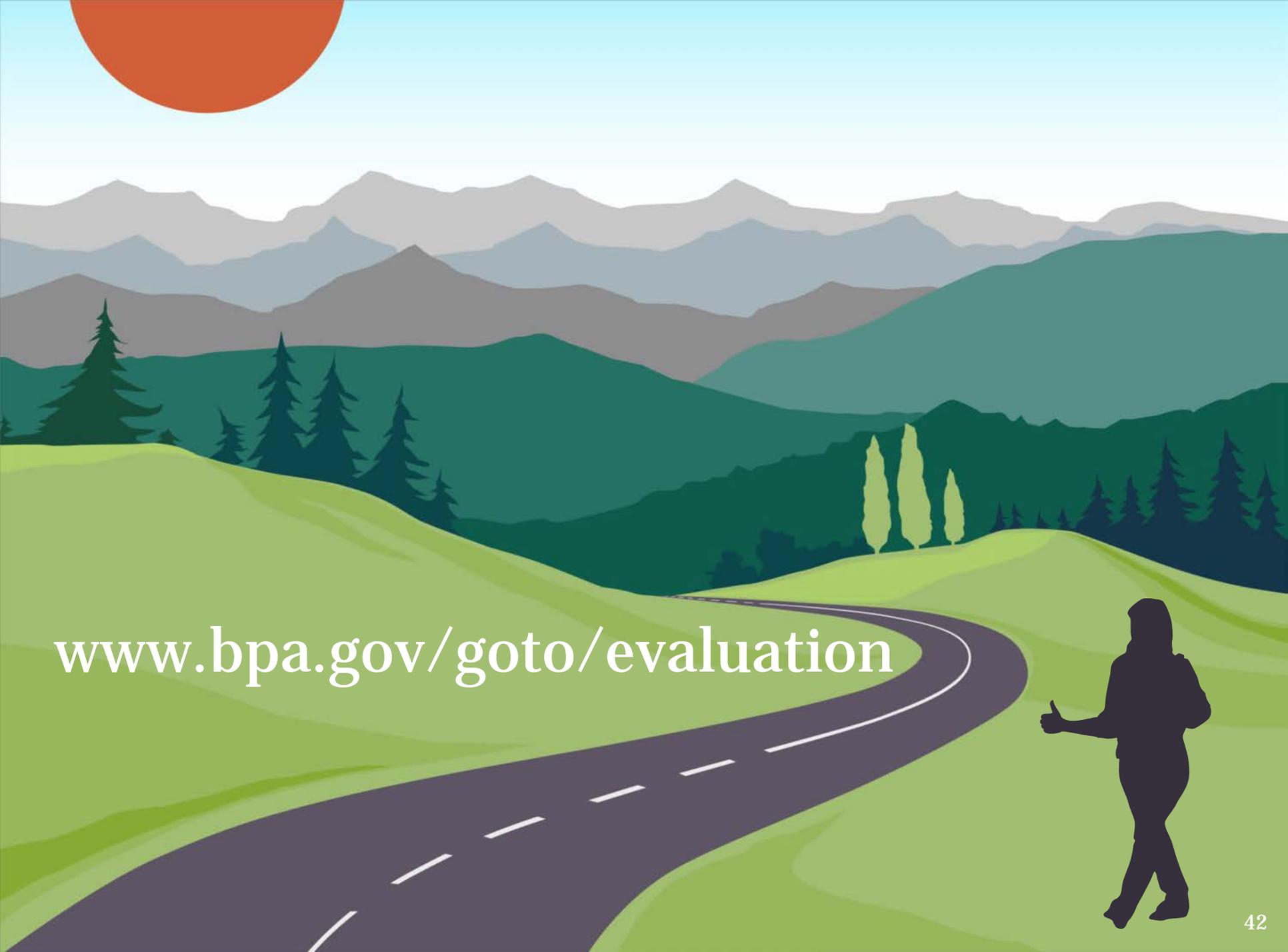
Evaluation
Helps You Go
Further & Get
There Faster





Brownbag Webinar

Come join our brownbag
presentation on March 10th
where we'll discuss our 2016 UES
Evaluation Activities



www.bpa.gov/goto/evaluation





Thank You