



Sector-Based MT: Putting Research into Practice


Wisconsin Evaluation Experience

Miriam L. Goldberg
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


Using Research to Develop Program Designs: Phased Implementation Model



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graph LR; A[Market Research] --> B[Program Theory Development]; B --> C[Metrics Development]; C --> D[Program Design]; D --> E[Program Implementation]
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Wisconsin Focus on Energy

- n Statewide initiative to promote energy efficiency
- n Programs started Spring 01,
 - ❖ 3-year transition to full-scale
- n Mandate to serve all segments and all geographic areas.
- n Business Programs
 - ❖ Portfolio of 12 programs targeted to different end use market segments.
 - ❖ Initially modeled mainly on predecessor programs operated by utilities, or other agencies, and pilot

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Research for WI Business Programs

- n Pilot program market research and evaluation
- n Baseline study at program start (Fall 01)
 - ❖ Separate contract incl. evaluators & implementers
- n Market research by program implementers (ongoing)
- n Independent evaluation (ongoing)
- n Program administrator internal re-assessment of program designs and process
 - ❖ By outside contractor (Spring 03)

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Key Market Research & Eval Activities

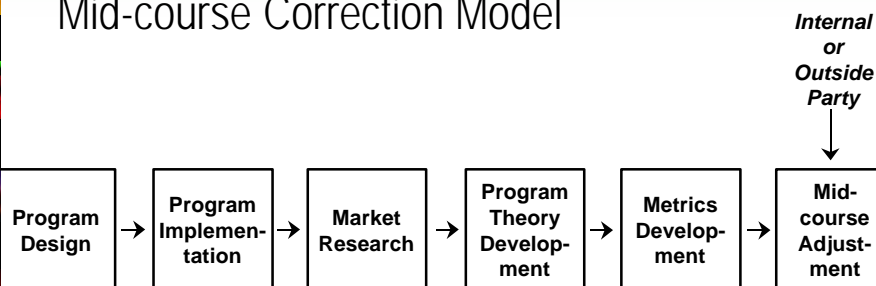
- n White paper on performance contracting
- n Baseline
 - ❖ EE potential, attitudes, decisionmaking, needs, barriers by segment
- n Logic model and metrics review
 - ❖ Using evidence on barriers from baseline study and early participants surveys
- n Supply channel studies
 - ❖ Collaborative effort by evaluators and program administrators
- n Process and impact evaluations

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Using Research to Develop Program Designs: Mid-course Correction Model



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Tentative Program Re-Design

- n Re-structured existing functions & offerings
- n 4 end-use sectors
 - ❖ Industrial
 - ❖ Commercial
 - ❖ Institutional
 - ❖ Production Agriculture
- n 4 cross-cutting MT oriented functions
 - ❖ Industries of the Future
 - ❖ New Buildings
 - ❖ Energy-Efficient Products and Services
 - ❖ Rural Communities

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What Research Has Not Provided

- n Implementers' wish list
 - ❖ Lead generation for existing programs
 - ❖ Specific tactical information and recommendations
- n MT theorists' wish list
 - ❖ Groundbreaking new approaches
 - ❖ Fresh re-design from first principles

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How Research Has Contributed

- n Credible documentation and analysis related to suspected problems
- n Process evaluation
 - ❖ Major streamlining of processes and organization
- n Impact evaluation
 - ❖ Redesigned rebate programs to reduce free ridership and push higher efficiency
- n Logic model and metrics review
 - ❖ Clarified MT functions and objectives
 - ❖ Attention to supply-side efforts
 - ❖ Moving toward meaningful, measurable model-based metrics aligned with long-terms goals

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Setting and Tracking Goals

Goal Type	Years from Measurement Start		
	1	3-5	5-8
Resource Acquisition			
Energy Savings	●	●	●
Market Effects			
Short-term Effects	●	●	●
Long-term Effects		●	●
Energy Savings	○	●	●

○	Rare
●	Some
●	Most
●	All

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