Uses of Evaluation Findings: Taking a First-Year Industrial Program to the Next Level

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Evaluation Utilization

- What is evaluation utilization?
- Benefits of evaluation utilization
- Recommendations
 expected from evaluators,
 but not often seen as a
 program staff requirement
 to take action (Peters, 2007)



Program History

Xcel Energy Alternative Conservation Improvement Program (CIP) Filing:

- Address financing gap in Xcel Energy's existing CIP programs
- Increase participation among commercial and industrial business customers
- Partner with economic development authorities to provide low-interest loans offset by energy savings
- <u>Promote economic development</u> through energy efficiency improvements (*grow jobs*)
- Save 1 trillion BTUs (save energy)

Program Partners





- ✓ Co-fund engineering studies
- ✓ Co-fund energy audits



- ✓ Promote program to contractors
- ✓ Provide low-interest loans



✓ Perform technical reviews

Contractors

- ✓ Promote program to customers
- ✓ Install energy efficient solutions

Evaluation Utilization: A Case Study

- Process evaluation conducted in April 2011
- Program team reviewed findings and began acting on recommendations in August 2011
- Integrative Growth representative followed and documented actions of program team starting in September 2011



Evaluation Utilization Stages

- Stage 1: Review
 Evaluation Deliverables
- Stage 2: Develop Action
 Plan and Set Priorities
- Stage 3: Implement
 Action Items



Stage 1: Review Evaluation Deliverables

- Program team debrief meeting to review:
 - Evaluation process flow and logic model
 - Final evaluation report,
 including recommendations
- Meet on a monthly basis
- Track progress



Stage 2: Develop Action Plan

Process Evaluation Recommendations	Program Team Action Item
Enhance program marketing efforts	X
Target mid-sized C&I manufacturing customers	X
Leverage the program through trade allies	X
Leverage partnerships with other agencies	X
Pursue repeat customers	X
Adjust financing tool to include lower interest rate	X
Incorporate loan payments into customers utility bill	
Develop additional sources of funding	
Expand rebates to cover broader range of EE measures	
Provide clear marketing guidelines/objectives to staff	
Enhance program tracking processes/database	
Strengthen communications among program team*	X

^{*}Not a direct recommendation from the process evaluation

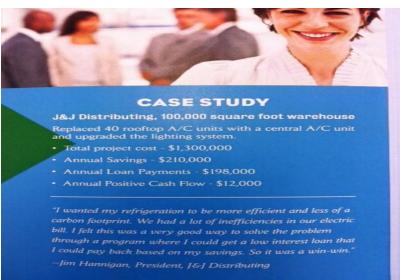
Stage 3: Implement Action Items

- 1. Enhance program marketing efforts
- 2. Target mid-sized commercial and industrial manufacturing customers
- 3. Leverage program through trade allies
- 4. Pursue repeat program participants
- 5. Strengthen communications among program team



Enhanced Marketing Brochures





- ✓ More focused on the customer and what it can do for them
- ✓ Case studies
- ✓ List of authorized projects
- ✓ Customer testimonials
- ✓ Eligibility criteria
- ✓ Branded to include all three organization partner logos

Future of Trillion Btu

Evaluation findings supported decisions on critical program elements...

- 2013-15 filing
 - Continuation and expansion of program
 - New pilot component focusing on mid-sized C&I manufacturing customers
 - Anticipated increase in loans
 dispersed <u>and</u> annual energy savings



For More Information



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