

Shopping for Savings: A Grocery Assessment of Savings and Implementation

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Introduction

This poster presents results from an impact and process evaluation of the BPA EnergySmart Grocery Program. This program provides grocers and other business with refrigeration equipment with energy audits and information about efficient technologies, operations, and maintenance that illuminates the possibilities and impacts of increasing efficiency in their stores. The primary objectives were to:

- Estimate measure and program realization rates
- Assess the strengths and weaknesses of two evaluation techniques; billing and engineering analyses.
- Assess the barriers and opportunities for effective BPA and utility administration and third-party contractor implementation of the programs through recommended action.

Impact Evaluation Results

The two impact evaluation techniques (engineering analysis and billing analysis) both provide reasonable estimates of measure realization rates for certain categories of measures. The billing analysis is limited to only those measures that provide savings large enough to be discernable within the overall electricity use of the site. The engineering analysis is limited by the difficulty to isolate individual measures where related measures have also been installed. However, by employing both of these approaches, a set of reasonable measure realization rates were developed for a subset of measures representing 70% of the claimed savings.

Process Evaluation Results

The Process evaluation included interviews with market stakeholders, review of internal communications and documents, and a review of marketing materials and approaches. A total of 36 stakeholder interviews were performed with six groups of stakeholders. Based on the results of these interviews as well as the review of program materials, a number of recommendations were developed. These recommendations are categorized into six areas:

- Refine Effectiveness Criteria
- Improve Administrative Processes
- Marketing and Outreach
- Program Delivery
- Barriers and Opportunities
- Logic Model Revisions