Beyond Evaluation 203—Maximizing the Value of Impact Evaluation
Instructors: Jon Maxwell, ERS and Michael Noreika, Puget Sound Energy
Monday, August 7 | 1:00pm – 5:00pm
$95 | Includes 1 break

Description: To understand the goals of impact evaluations, options available to complete them, and the strengths and weakness of choices that affect cost, accuracy and value. The scope will cover the most prevalent gross and net methods and sample design fundamentals. Training will feature selective deep dives with individual and small group exercises. For administrators, the session will include a segment on smart techniques to procure impact evaluations.

Specific topics will include:
- Gross – site-specific M&V
- Gross – program-level billing analysis
- Net-to-gross methods with a close-up look at participant survey-based methods
- Direct-to-net evaluation op
- Sample design with a close-up look at the stratified ratio estimation method
- Uncertainty
- Program improvement through impact evaluation
- Buying and selling impact evaluation services

What this does not include: Equipment metering techniques, cost effectiveness.

Intended Audience: Evaluators and evaluation managers who feel they understand the basics of evaluation i.e., Evaluation 101 and are ready to tackle process and market evaluation specifics.

- Impact evaluation practitioners with less than five years' experience,
- More seasoned engineers that want to better understand what those weird statisticians, economists and social scientists do in impact evaluations and vice versa,
- Utility and institutional evaluation managers that would like a deeper technical and financial understanding of impact evaluation options

Workshop Format: Lecture plus hands-on analysis with real data—bring your computer—and team exercises, such as practice surveying.

About the Instructors:

Jon Maxwell, PE, is Vice President of Engineering and Evaluation with more than 15 years of experience in energy efficiency program evaluation and implementation. He has managed major field data collection efforts for evaluation and load research and has trained more than 200 energy professionals on a wide variety of topics, mostly related to field data collection and analysis. He has conducted more than 100 C/I site visits and led start-up, hiring, training, and project management for four energy audit programs that provided a combined 1,600 audits per year to utility customers.

Jon has published extensively, and he is a Professional Engineer registered in Maryland and Texas, a LEED Accredited Professional, and an EPA Green Lights Surveyor Ally. He holds an MS in Mechanical Engineering from Oregon State University and a BSE in Mechanical Engineering and History from Duke University.

Michael Noreika is the Senior Economic Forecasting Analyst at Puget Sound Energy with over a decade of experience in energy and water utilities. Focus on utility-driven energy efficiency program design, implementation, and evaluation. Experience working for consulting firms and Puget Sound Energy.