

# Shapeshifting Evaluation:

Rapid, Flexible and Actionable Evaluation  
Within a Context of Continuous  
Improvement



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# PRESENTATION OVERVIEW

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- Program background
- Unique elements of CIPs
- Managing evaluations in a CIP context
- Conclusions/recommendations

# CON EDISON CONTEXT

How can we control demand if we take a nuclear facility offline?.....

Is it possible to reduce demand by 100 MW?



Demand Management Program:

Short-term program to *permanently* reduce 100 MW in the commercial/industrial sector



*...program needs to be nimble:*

**Continuous Improvement Program**



# UNIQUE ELEMENTS OF CIPS

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Need for rapid feedback evaluation



Varying customer experiences



Evolving program documentation

# UNIQUE ELEMENTS OF CIPS

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Need for rapid feedback evaluation



Varying customer experiences



Evolving program documentation

*DMP Example:*

- Included rapid feedback evaluation methods
- Built in discussion opportunities during kick-off meetings
- Incorporated preliminary tasks with limited planning needs

# UNIQUE ELEMENTS OF CIPS

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Need for rapid feedback evaluation



Varying customer experiences



Evolving program documentation

## *DMP Example:*

- Experiences with incentive calculation tools
- Experiences with receiving verification/payments

# UNIQUE ELEMENTS OF CIPS

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Need for rapid feedback evaluation



Varying customer experiences

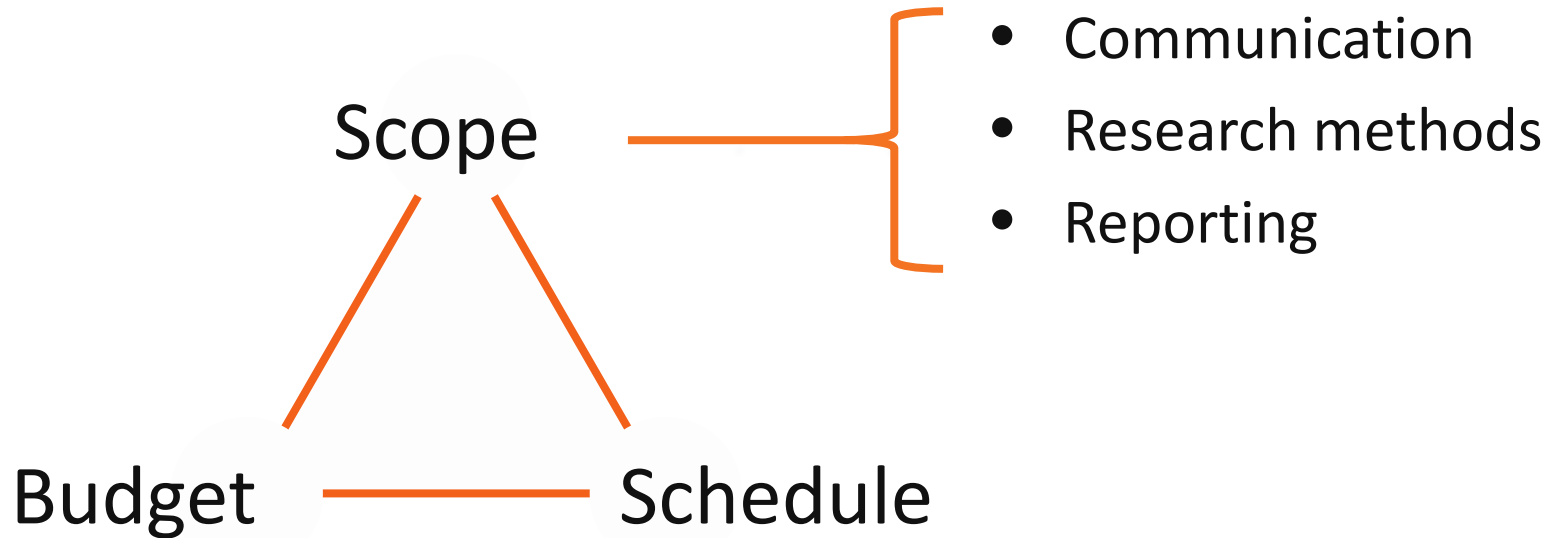


Evolving program documentation

*DMP Example:*

- Aggregation process
- Application deadline

# MANAGING EVALUATIONS OF CIPS





# MANAGING EVALUATIONS OF CIPS

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- **Communication**
  - Who to include in meetings/ emails
  - Frequency
  - Documentation of communication



# MANAGING EVALUATIONS OF CIPS

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- Research methods
  - Know your sample
  - Use of phased data collection methods



# MANAGING EVALUATIONS OF CIPS

- Reporting

- Interim reporting opportunities
- Summative reporting can be a documentation tool
  - documents program changes
  - documents implementation of recommendations



# CONCLUSIONS & RECOMMENDATIONS

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- **Communication**
  - Develop a collaborative relationship between evaluators and implementers
  - Hold frequent communications
  - Use meeting notes to document program changes
- **Data collection**
  - Phase data collection
  - Phase participant samples
- **Reporting**
  - Provide interim reporting for implementers
  - Use summative report as a documentation tool

# Q&A

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