

SESSION 4E

WHAT IMPLEMENTERS NEED FROM EVALUATORS

Moderator: Meg Matt, Association of Energy Services Professionals

PANELISTS:

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SESSION SUMMARY:

Why can't implementers and evaluators just get along? Sound familiar?

Hearing—and then acting upon—input from evaluators can be a real challenge for program implementers. Program implementation staff are like quarterbacks—calling plays in a real-time effort to get results and often resenting those who second-guess their efforts after the fact. But while quarterbacks can snarl at the reporter who asks about the interception, our program teams need to work collaboratively with evaluation personnel to increase program effectiveness. Our games are ongoing and programs are most successful when there is a healthy dialogue between implementation and evaluation staffs.

So how do you make it happen? AESP invites evaluators and implementers to this session to discuss, debate and increase understanding between the two disciplines.

This panel will:

- Identify some of the typical challenges implementers and evaluators may face when working together
- Provide real-life examples on how evaluators and implementers can work together to address issues
- Provide suggestions on how to change program protocols and revise energy savings estimates in a collaborative working relationship
- When should evaluators get involved in a program? When is too soon? Is there a rule of thumb about when it is most cost effective?
- How do evaluators know what is important to the regulatory agencies of the states the programs are being offered in?
- Why can't evaluators talk in English?
- If evaluators have seen what does and doesn't work in other places, should they be allowed to be program designers? What about letting evaluators have input into program design? Does this bias the evaluation effort?
- Should evaluators and implementers be separated within the utility?
- What can be done to get evaluation results faster so that they can be used in real time by program implementers?
- Evaluators often comment that implementers ignore their recommendations. What might mitigate this?

Join us for a lively panel discussion that represents the rewards and challenges of implementation and evaluation of energy efficiency programs.