

Project Description - C18: SBEA Process Evaluation

November 6, 2013

Objective:

The project will evaluate the following SBEA program attributes with the objective of recommending means for improvement where appropriate:

1. Program design for alignment with sponsor goals and market conditions;
2. Program administration for efficiency and effectiveness;
3. Program delivery for efficiency and effectiveness; and,
4. Program outcomes such as the creation of stakeholder satisfaction and self-reported changes in behavior and attitudes.

The criteria for these analyses include best practices, consistency with discovered market conditions, and stakeholder perspectives.

Work Summary:

The project will include primary data collection and will use data collected from four other research efforts underway in Connecticut. These are: C10 – Small Business Data Mining Study, C11 – Barriers to Commercial and Industrial Program Participation with a Focus on Financing and Cancellations, C12 – Low Income Limited English, and C17 – C&I Market Research.

Primary data collection methodologies within this project will include in-depth interviews and CATI surveys. In-depth interviews will be used for utility management, utility program staff, and program financial services providers. CATI surveys will be used to collect data from participating vendors/contractors and end-use customers. The perspectives of the stakeholder groups selected for this effort are essential for understanding program operations and were selected to complement the data collected through the research reference above. The sample sizes for each stakeholder category will be sufficient to support strong confidence in the findings and recommendations of the study. This data collection and its analyses are the most common method used in process evaluations in energy efficiency program evaluation.

This process evaluation is more expansive than most by drawing upon data being collected for the other C&I research efforts occurring at the same time. Information on motivations, attitudes, decision factors and process, perspectives on financing and characteristics will be available on participants from this project, and from other C&I populations through the aforementioned studies. This evaluation will synthesize the findings for the SBEA eligible population from this cluster of research efforts.

Schedule:

The SBEA process evaluation is expected to begin in mid-November. One of the largest early inputs into the evaluation schedule is in obtaining program data and the ability to complete the initial interviews with program staff. Throughout the evaluation the completion of interviews, surveys and analysis and reporting as expected can allow the evaluation to be completed in less than a year. Delivery of the Review Draft report to the EEB Evaluation Committee and program administrators is scheduled for September 2014.

Budget:

The budget for this evaluation is \$290,000. This time and materials budget is based on the following assumptions:

1. The results of C10 and C17 do not indicate the need for additional strata;
2. The ratio of screened candidates to completed responses will be four to one;
3. Reporting will meet the requirements specified in the Evaluation Road Map, section 1.5.2.