RPP

& EM&V

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Overview of ILLUME

We create actionable insights out of the seemingly unpredictable behavior of people, businesses and markets using advanced data analytics and tactical consulting.

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Program Theory

This means changing the behavior of retailers so they stock and sell only the more efficient products within the category

The ultimate goal of RPP is to increase the energy efficiency of product categories - over time leading to changes in ENERGY STAR specifications & eventually code

This means we have to measure success from the product category perspective

This means we have to measure success from the retailer experience perspective

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How do we get to savings & how is it different ?

Traditional Products programs savings =

  Total number of rebates paid x deemed kWh savings

x net = self reported data assessing what % of customer would have purchased these unit absent the program

RPP program savings two options for looking at this:

  Option 1 = Unit Energy Savings non qualified - unit energy savings qualified x total qualified units*
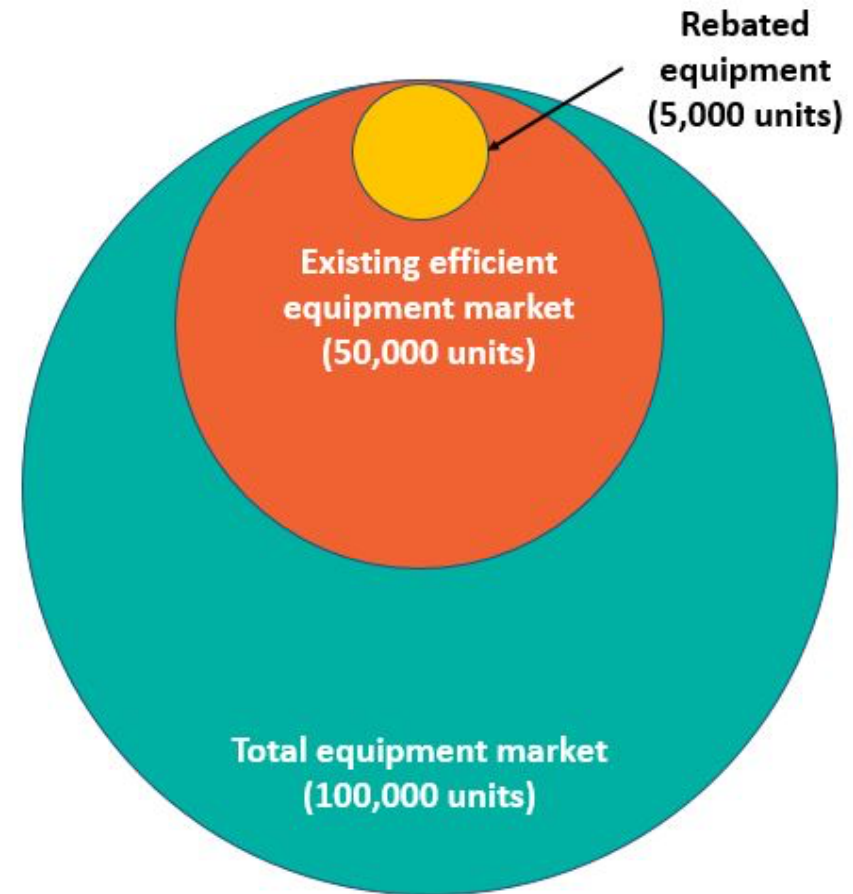
  Option 2 = △Category sales weighted unit energy consumption over time*

*net = Difference in actual vs project baseline absent program

The evaluation methodology:
- Counts savings at the measure level, deemed to the product or category
- Is not set up to care about marketshare
- Is based on standard protocols
- Uses customer self-report
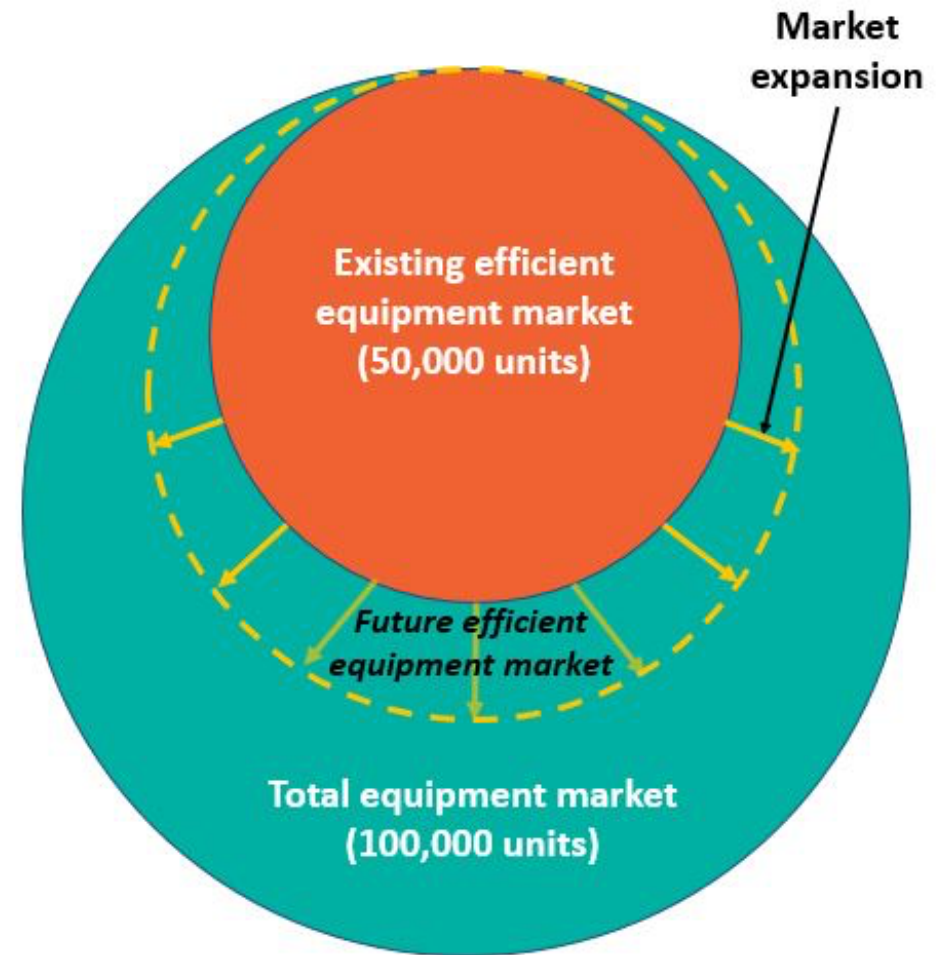- Does not typically consider the broader market context

Rebated equipment (5,000 units)

Existing efficient equipment market (50,000 units)

Total equipment market (100,000 units)
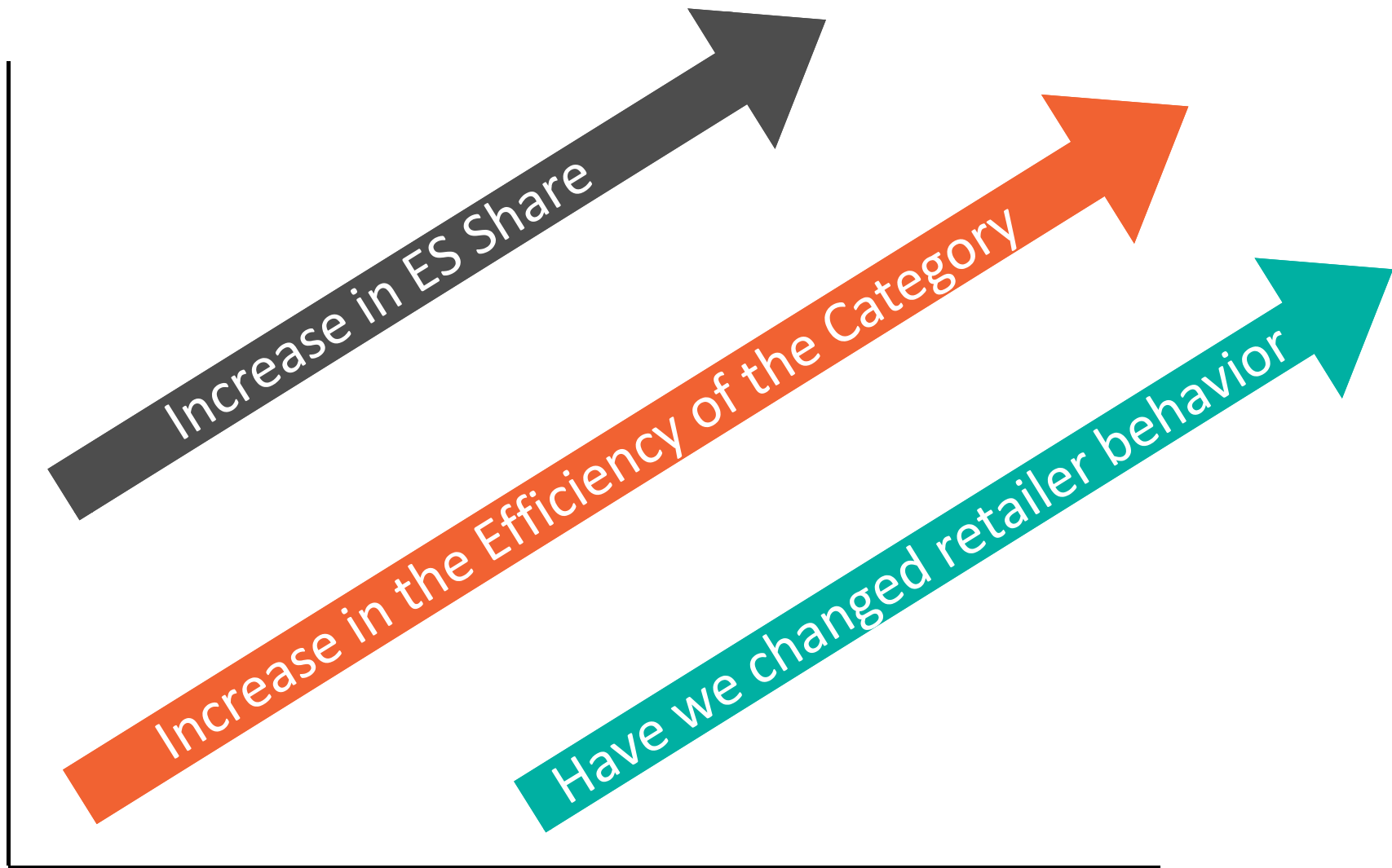
Traditional utility rebate model

The evaluation methodology:
- Is focused on the change in marketshare
- Is driven by a product category focused program theory & logic model
- Requires openness to a new evaluation paradigm
- Uses the market data
- Dependent on understanding what would have happened absent the intervention (this is the trick)

Market expansion

Existing efficient equipment market (50,000 units)

Future efficient equipment market

Total equipment market (100,000 units)

RPP Model

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What do we look at to assess impact?

Increase in ES Share

Increase in the Efficiency of the Category

Have we changed retailer behavior

Key Metrics

Short term
- Increase in total incentive pool as more sponsors/utilities sign up to participate in the model
- Expand the eligibility of Regional households eligible for RPP
- Increase in number of national retailers signing participation contracts

Mid Term
- Increase in ENERGY STAR market share for RPP targeted product categories
- Decrease in Energy Consumption for RPP targeted products at the category level

Long Term
- Increase in state minimum efficiency standards for RPP-related product categories indicating the initiative has permanently altered the efficiency of the entire product category.
- Increase in Federal minimum efficiency standards for RPP-related product categories indicating the initiative has permanently altered the efficiency of the entire product category across the United States.

A few more thoughts

- There is more than one way to achieve "rigor"

- We have to hear each other

- We have to be willing to look beyond our circle

- Traditional products models are not going to get us there

- There needs to be a will to change - we have done it before

- Access to this level of data is unprecedented

- This is an experiment