

ILLUME



Energize Connecticut

CT-x2022 Education, Workforce
Development, and Engagement
Evaluation Kick-off

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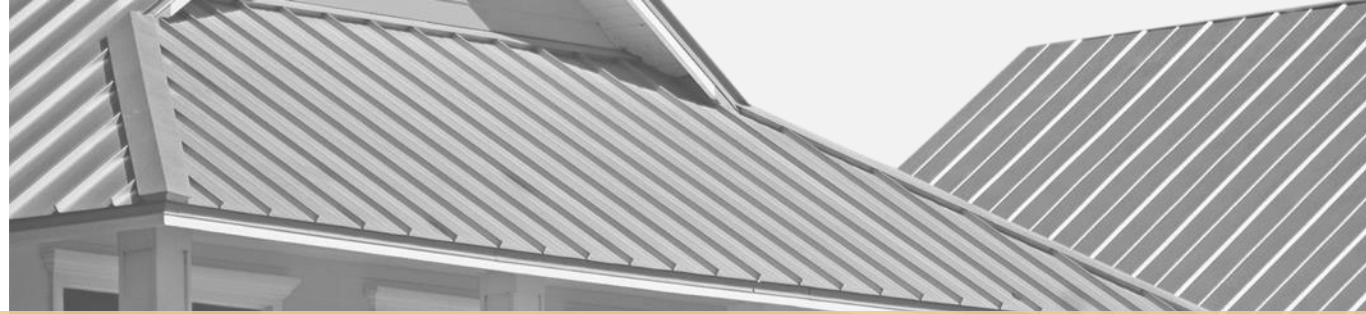
TODAY'S AGENDA

EVALUATION OVERVIEW

DETAILS OF EVALUATION TASKS

BUDGET

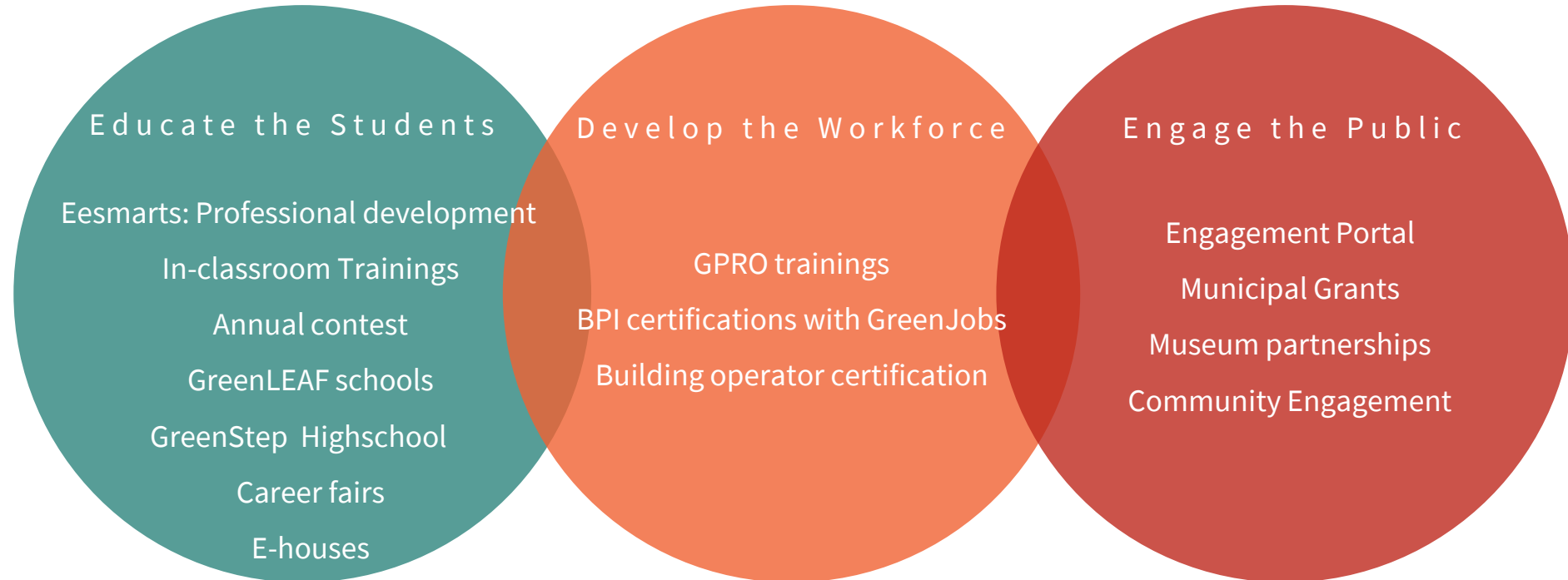
QUESTIONS



Evaluation Overview



What are we evaluating?



Evaluation Overview

Task 2

Understand current program efforts

The team will begin by reviewing materials across all program initiatives

Task 3

Identify best practices

We will conduct secondary research to understand best practices from workforce development, education, and engagement efforts elsewhere

Task 4

Primary evaluation activities

The team will conduct evaluation activities including surveys, interviews, and participant data review to understand the impact and experience of the program efforts.

Task 5

Reporting

Consolidate findings into a report

What our Report will Cover

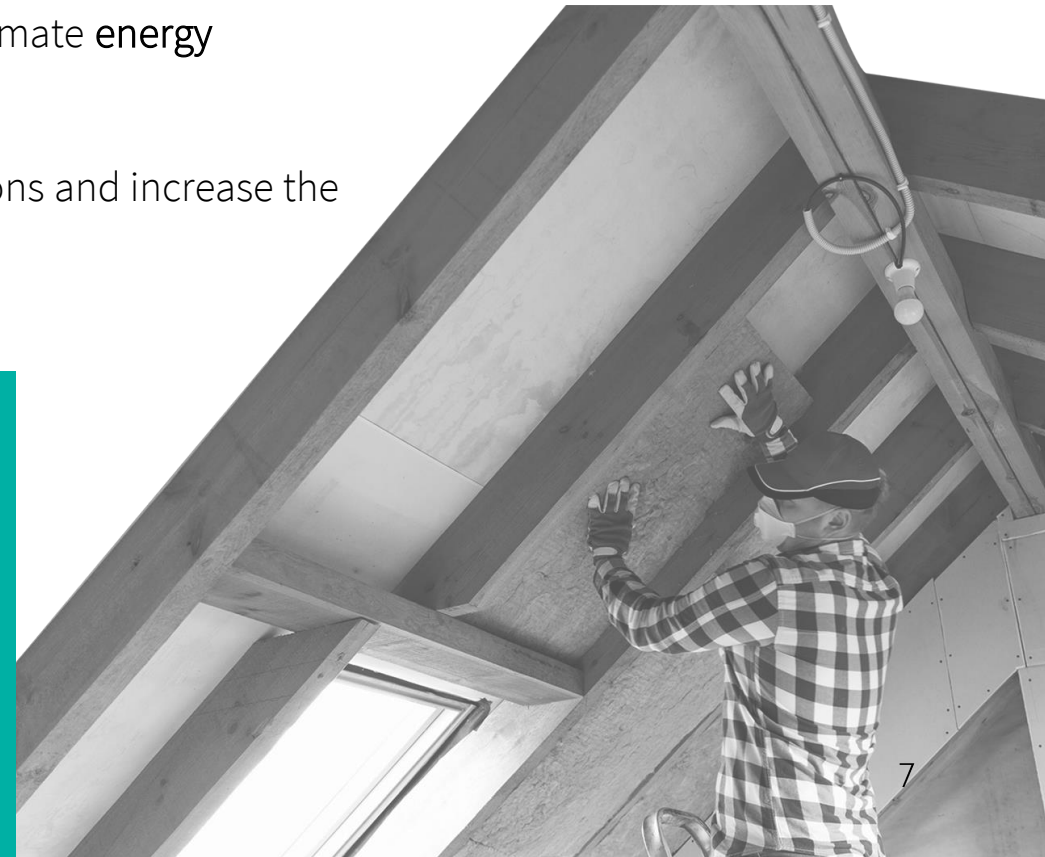
Evaluation Objectives

- Document what **activities occur** within each initiative
- Identify **best practices** across other workforce development, training and educational, and community engagement initiatives outside of CT and how the CT programs can apply them
- Find efforts likely to **change behavior** that may lead to energy savings and estimate **energy savings**, if possible
- **Recommend data tracking, training, and curriculum updates** to help evaluations and increase the potential for and subsequently estimate energy savings

Definitions and Terms:

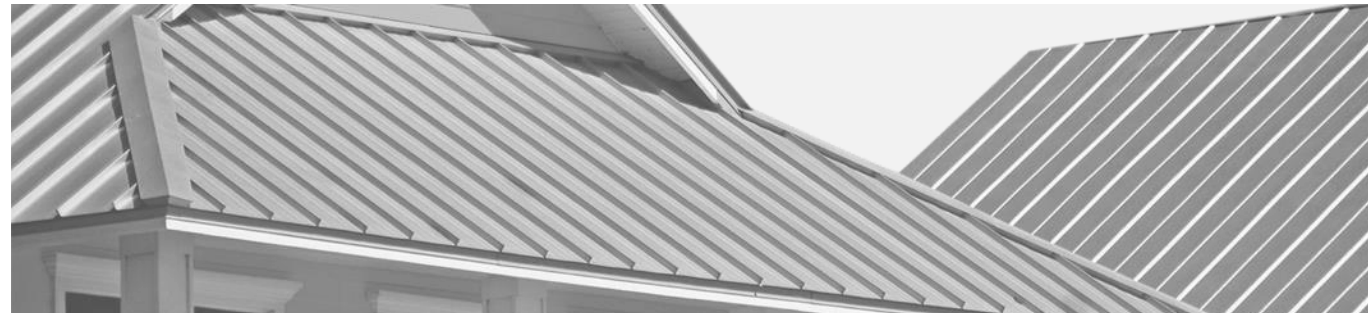
Initiative: We use this term to refer to the four broad initiatives within the program: Educate the Students; Educate the Workforce; Educate the public; Community Engagement

Program Effort: We use this term to refer to any specific activity that takes place as part of the program, for instance, courses, trainings, presentations, contests, etc.



Tasks and Timing

TASK	TIMING
Task 1: Evaluation Start-up Activities	February
Task 2: Understand Current Program Efforts	February – March
Task 3: Identify Best Practices	March
Interim Share-out	April
Task 4: Conduct Primary Research on CT Programs	March – June
Task 5: Reporting	June
Final Report	July



Details on Evaluation Tasks



Task 2: Understand Current Program Efforts



For each initiative we will document:

- The objectives and goals
- The activities and efforts
- Who performs these activities
- Who is the target audience for each efforts
- What information is collected to show the effort has taken place
- The desired learning objectives of the efforts
- Energy-related behaviors the effort is trying to change, and mechanism for doing so
- What resources and follow up support the efforts offers

Task 3: Identify Best Practices

What we'll do:

- Outline what other regions/states are doing
- Identify any lessons learned
- Understand how programs are trying to change behaviors and identify activities that could lead to behavior change related to energy savings
- Assess whether these activities show energy savings
- Find out how other programs are trying to claim savings from education/training efforts

What we'll deliver:

- Demonstrate how CT efforts align with these best practices and opportunities to improve alignment
- Provide guidance on how to structure programs to create behavior change

How we'll do it:

- Document review from program evaluations and other documents outside of CT
- Interviews with program managers/implementers





Interim Share-out

We will share-out findings from Tasks 2 and 3 with the committee and discuss the recommendations on which specific program efforts to focus on in Task 4.

The share-out will include:

- Key findings from task 2
- Best practices from task 3, including opportunities for CT programs to make improvements
- Recommended program efforts we will focus on in Task 4

Task 4: Conduct Primary Research on CT Programs



We will do a “deep dive” into several program efforts as identified during the interim share-out after Task 3.

The three areas we will focus on in this task:

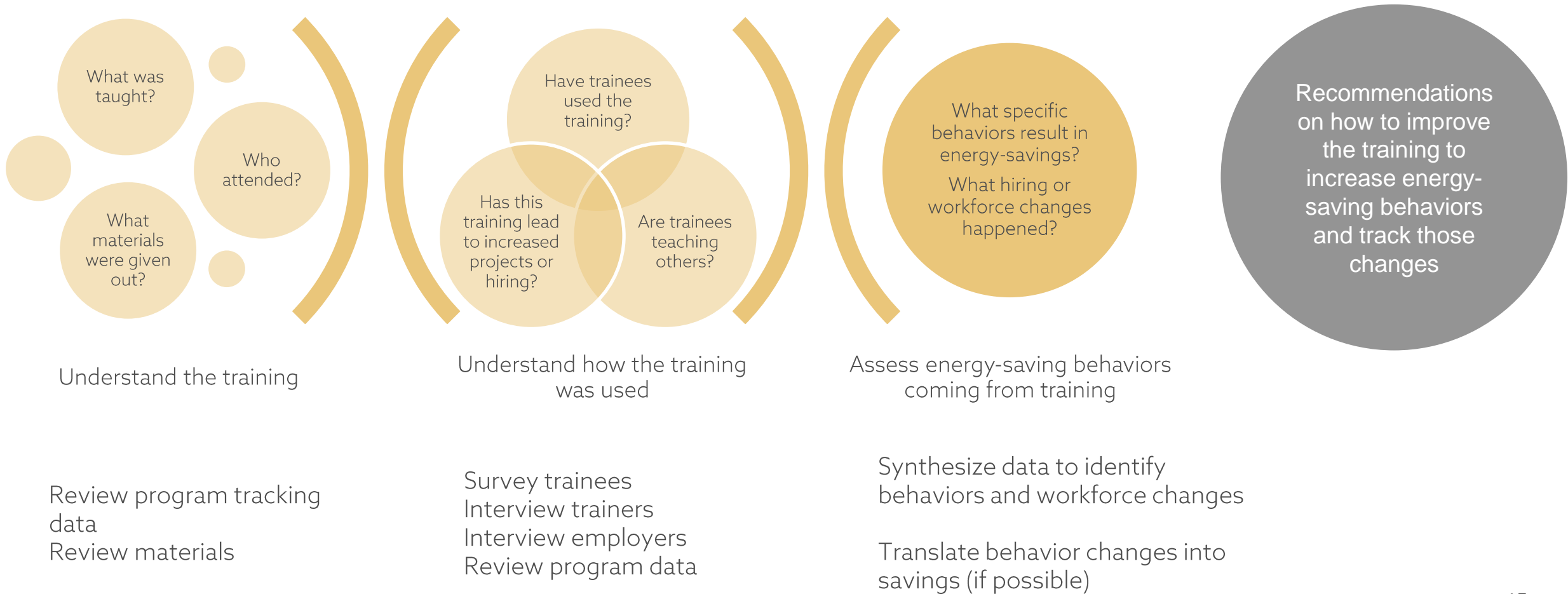
- How to design programs to result in energy-saving behavior change*
- Catalog existing examples of energy-saving behavior change
- Identify potential savings opportunities

Specific evaluation activities will depend on the type of effort we choose to study. We will show how these program efforts lead to behavior change that leads to energy savings or identify where there are gaps in these efforts.

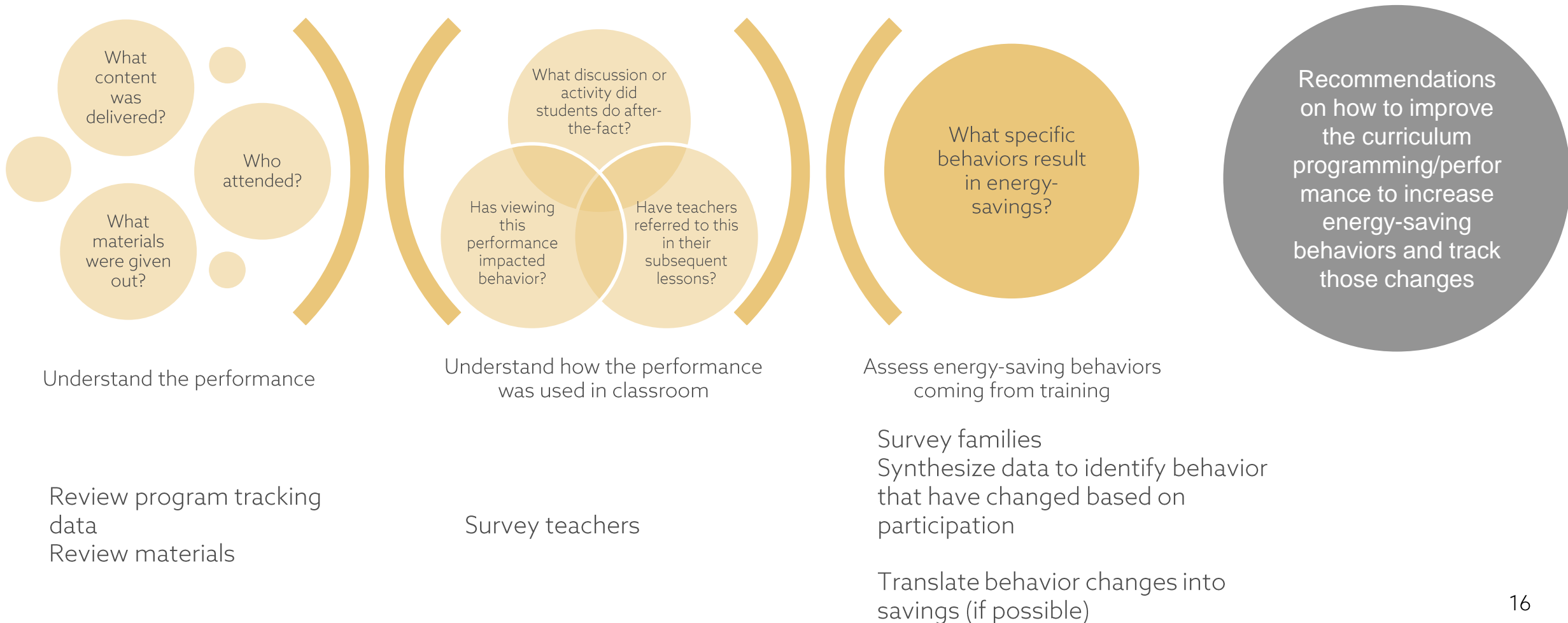
*Energy savings related to behavior change can be **direct** (measures installed after training) or **indirect** (training leads contractor to make a recommendation they wouldn't have).

Examples of potential evaluation tasks related to specific activities/initiatives

Task 4 Workforce Example: Evaluation of SBEA CT Auditors Training CTAT



Task 4 Student K-12 Education Example: NEI Theater Initiative: Powered-Up!



Task 4 Community Engagement Example: Municipal Community Outreach



Task 5: Synthesis and reporting

To achieve our objectives, the report will:

- Document activities for each initiative
- Identify **best practices** across other workforce development, training and educational, and community engagement initiatives outside of CT
- Find efforts likely to **change behavior** that may lead to energy savings
- Estimate **energy savings** for selected efforts, if possible
- Provide data tracking recommendations to help evaluations and estimate energy savings
- Provide training and curriculum recommendations to help increase the potential for energy savings



Reminder on Timing

TASK	Feb	Mar	Apr	May	Jun	Jul
Task 1: Evaluation Start-up Activities	Gray					
Task 2: Understand Current Program Efforts	Gray	Gray				
Task 3: Identify Best Practices		Gray				
Interim Share-out			Gold			
Task 4: Conduct Primary Research on CT Programs		Gray	Gray	Gray	Gray	
Task 5: Reporting					Gray	
Final Report						Gold

Contacts

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Budget

This budget shows level of effort and focus of the evaluation tasks.

Task	Cost
Task 1: Evaluation planning	\$30,000
Task 2: Comprehensive documentation and analysis of education, training, and engagement efforts	\$60,000
Task 3: Conduct secondary data analysis to inform best practices in Education, workforce development, and engagement and potential for savings	\$40,000
Task 4: Determine and conduct in-depth analysis of select high-priority programs or efforts to conduct an evaluability assessment, quantify behavior changes and where possible quantify savings and catalog savings opportunities	\$205,000
Task 5: Synthesis and Reporting	\$80,000
Total contract value	\$415,000