

Behavior Program Evaluation 101

Alexandra Dunn and Amanda Dwelley, ILLUME Advising

Sunday October 15

8:30 am - 5:00 pm

Offered at \$65 (includes 2 breaks / lunch on your own)

In this full-day workshop, we will review behavior change principles and emphasize how to identify and test behavior intervention strategies through demonstrations, pilots, and experimentation. Participants will learn how to incorporate true experiments, quasi experiments, and observational research into behavior program design, and will gain an understanding of the benefits and limitations of each approach. This is an interaction-rich course, for participants who will be designing, building, and evaluating their own behavioral program or energy efficiency programs with behavioral elements. Participants will leave with a practical vocabulary for conversing with evaluators about evaluation design and the statistical analysis of pilot/program results.

After completing the workshop attendees will be able to:

1. Understand key social science theories that drive behavioral change
2. Know how to integrate behavior strategies into programs
3. Know the fundamentals of designing and planning behavior programs
4. Understand how to evaluate behavior programs and measure persistent savings
5. Know the value of using experimental and quasi-experimental techniques for evaluating behavior pilots and programs
6. Understand the limitations of various analytical techniques and evaluation designs
7. Gain a practical vocabulary to converse with evaluators on evaluation design, and the statistical impact analyses of the pilot or program

Workshop format: Lecture; highly interactive: attendees should come prepared to participate in the session and report out to the group--expect some interactive task at least once an hour.

Who should attend: Entry-level learners

About the instructors:

Alexandra Dunn, Ph.D. – ILLUME Advising

Dr. Alex Dunn is a cognitive psychologist and linguist who channels her quest to understand human behavior into providing insightful energy efficiency research findings. Alex has over a decade of applied research experience, six of which are in the energy industry. Alex excels at leading large-scale research projects for utilities, state-wide and national stakeholders in rate design, and developing research designs to effectively assess behavioral interventions and planned program changes. Alex effortlessly draws together diverse stakeholders with her natural enthusiasm for thoughtful discourse and empathetic listening. Alex dexterously combines qualitative and quantitative elements into research designs to provide articulate answers to client's most puzzling research questions.



Amanda Dwelley – ILLUME Advising

Amanda Dwelley is a data-loving multi-disciplinary researcher, always looking for ways to combine existing data with innovative approaches to generate customer insights and estimate program impacts. She excels at finding insights in existing data sources, which can be used for micro-targeting, segmentation, and to inform program design. She has led numerous impact analyses of behavioral, community-based and resource-based energy efficiency programs, including billing analysis and demand response impact analysis. She also manages many customer insights research projects at ILLUME, including a recent Customer Journey Mapping engagement aimed at understanding and documenting key satisfaction drivers and pain points across a residential energy efficiency portfolio.

