HOW WRONG CAN YOU BE ABOUT WHAT CAUSES PARTICIPANT SPILLOVER?

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Background

- California statewide residential participant spillover study conducted by Opinion Dynamics for the California Public Utilities Commission
- Typically, program administrators account for spillover in claimed savings
- CPUC currently uses a deemed 5% spillover rate in lieu of applying specific primary research

Evaluation Challenges

- **Problem:** Assessing spillover is really challenging because it is hard to find!

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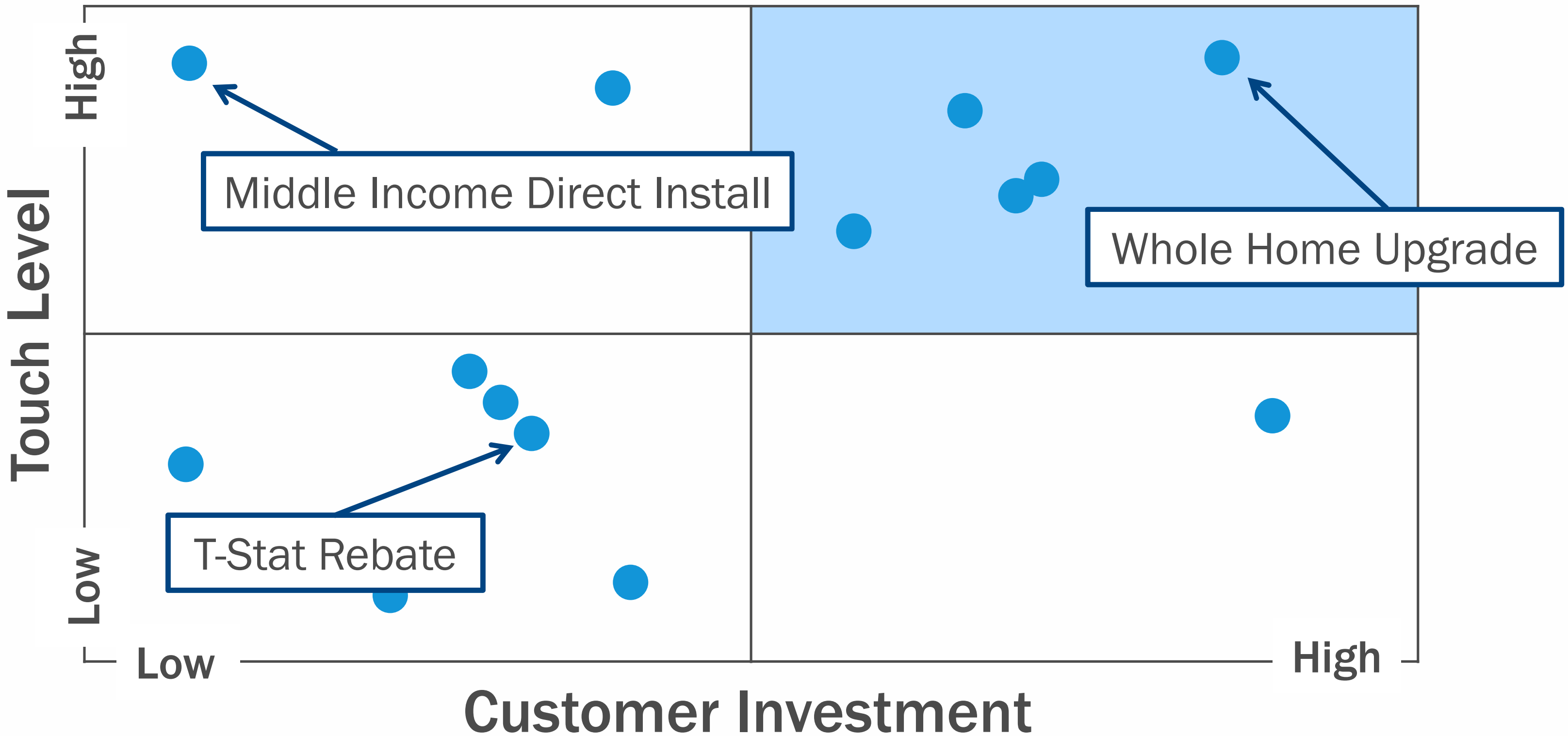
Rating Propensity

- **Solution:** We used a four-member panel of raters to develop a propensity rating for each program through a systematic review and rating process



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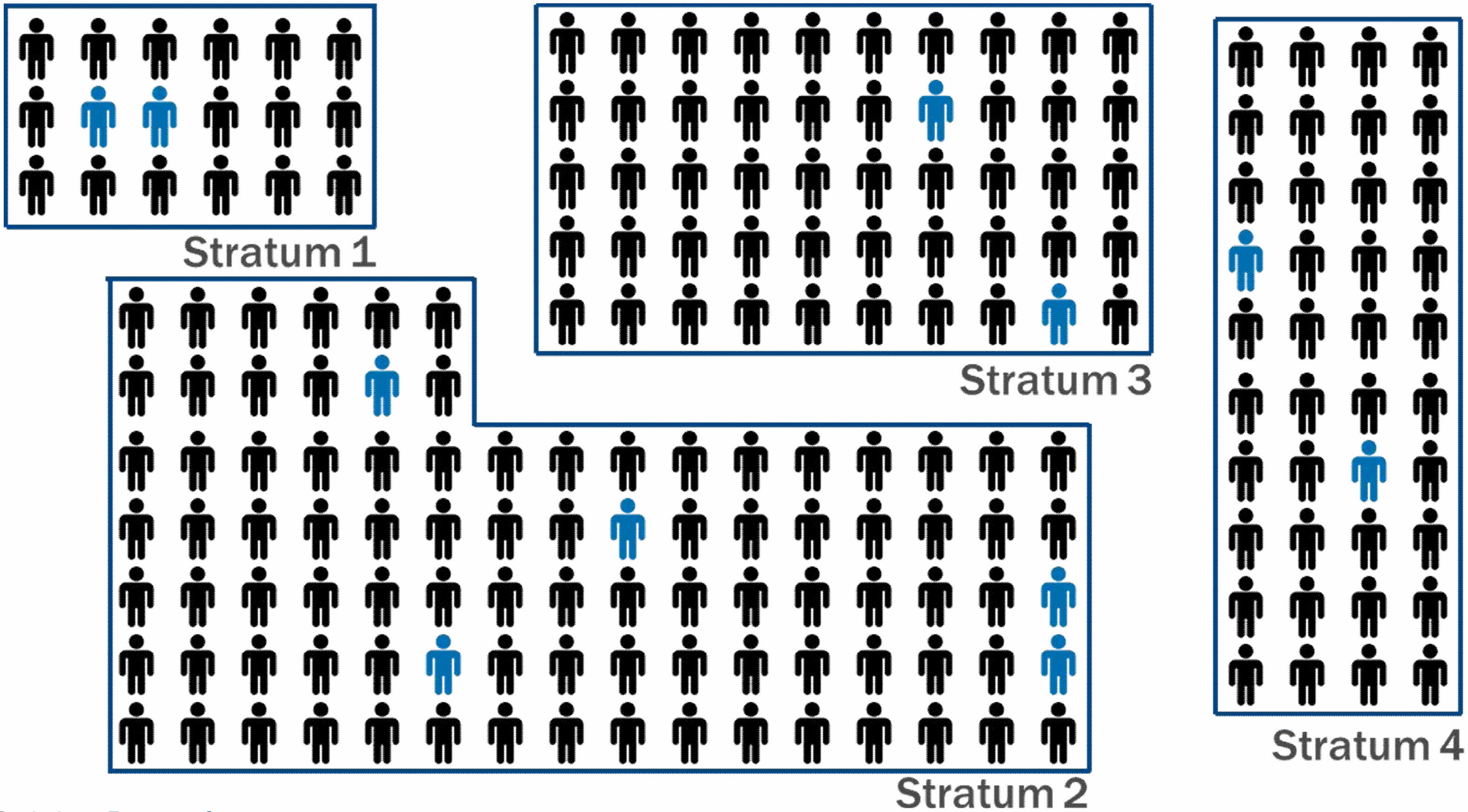
Research Design

- Implemented stratified, two-stage approach using propensity ratings to use evaluation resources most effectively



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Beware… Don't Jump to Conclusions

- **Checking in halfway through,** it looked like participants in programs we rated as <u>low propensity </u>were *more likely* to have spillover
- **Key Takeaway #1:**

  Spillover is very hard to assess accurately without extremely large samples

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In the End… Hypothesis Confirmed

- Based on a total of 1,600 surveys, our results aligned with our propensity ratings
- **Key Takeaway #2:**

  Ex ante categorization of programs is helpful and can inform sampling

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Thank You!

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