Evaluation of the County of Marin's 2004/2005 Marin Facilities Energy Management Team Program

Presentation for the MAESTRO/CALMAC Evaluation Showcase

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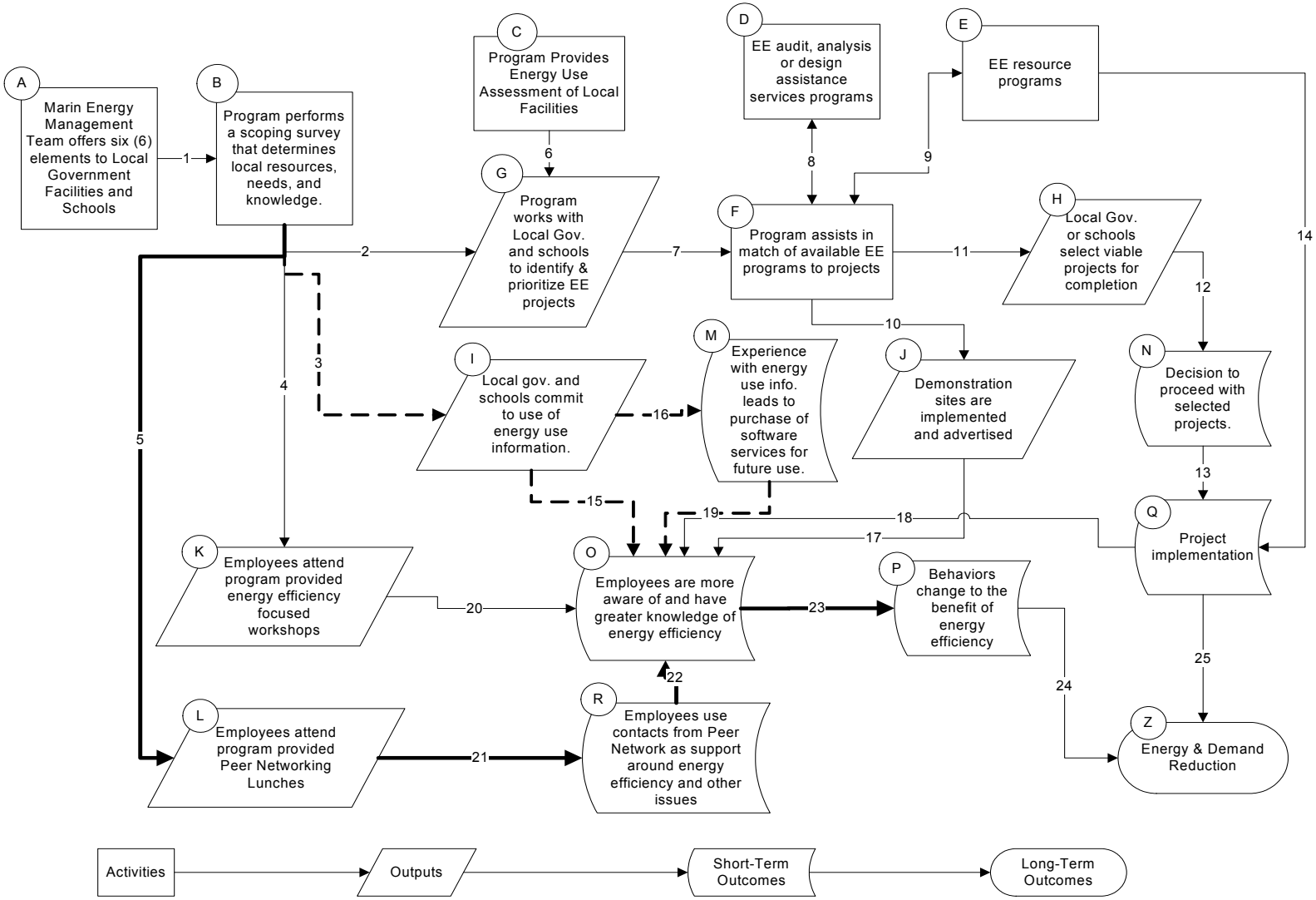
Program Description

- Non-resource program (i.e., no energy impacts expected).
- A group of technical experts (Marin Energy Management Team, MEMT) was used to provide the following assistance to the County of Marin's 19 school districts and 11 cities/towns.
  - Facility surveys to identify energy saving options;
  - An energy accounting system to manage current energy use and track savings;
  - Design and engineering assistance;
  - Training for staff and team building to integrate energy efficiency practices and procedures into operations;
  - Project management and financing;
  - Leveraging technical and financial assistance available through PG&E, state and federal agencies;
  - Retrofit of a classroom and office to serve as state-of-the-art demonstrations and provided a learning tool for students and facility managers.
- Peer Networking lunches were provided to interested parties.

Evaluation Description

- Tightly focused evaluation – 4 percent of a relatively small program was available for the evaluation.
- Created program logic model and used it to help determine evaluation focus.
- Peer networking assessed (covering 4 of the program theory links).
- Verification of program activities occurred.
- Process evaluation of one component when delay occurred in a component that had an assessment of the program theory links planned.

Program Logic Model



Bolded lines were assessed. Bold, dotted lines had a process evaluation instead of assessing the links.

Evaluation - Peer Network Component

- Random selection of the interviewees from a population of 29 who participated in the peer network lunches as of the survey date.
- Interviews with 17 participants. Took place 10/19/05 to 11/17/05 with a 14 minute average length (6 – 29 minute range).
- Survey Disposition

Entity	Completed	Refused	Wrong Number	Sample not completed*	Sample left**	Total
School District	9	3	0	2	3	17
Local Government	8	0	1	0	3	12
Total	17	3	1	2	6	29

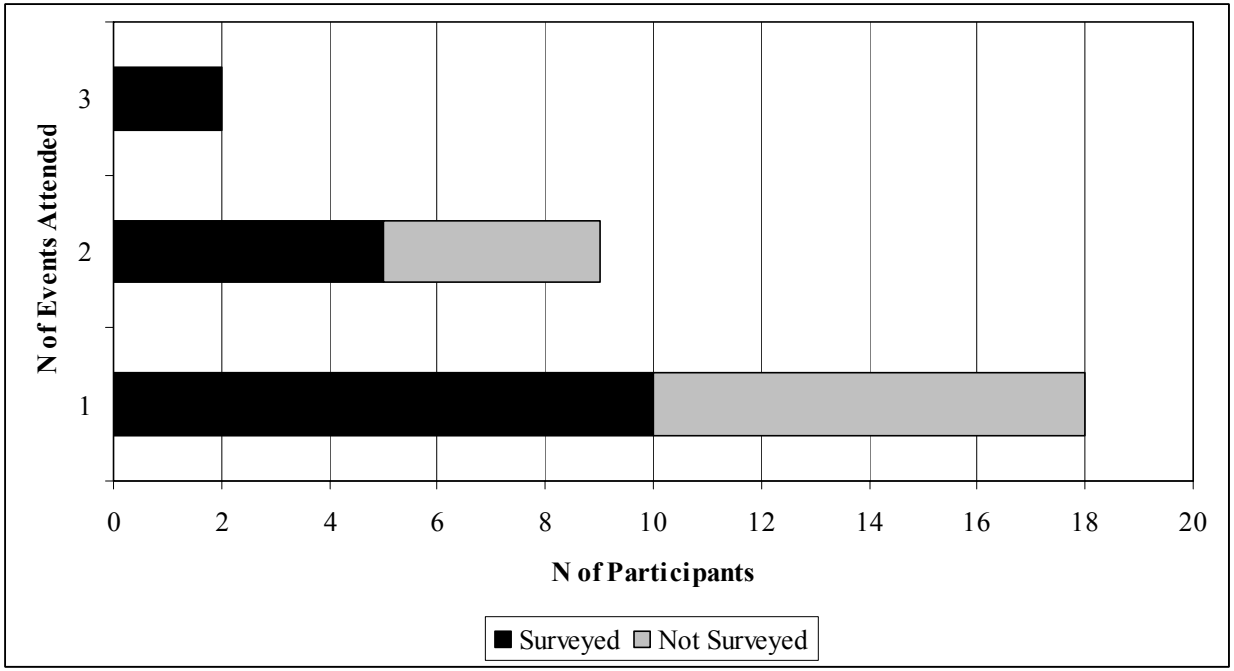
*sample with calls out, but not completed because met quota of 15 completions
**sample never contacted

Peer Network Information

N	Meeting Date	Location	N Attendees	N MEMT Staff	Attendee Peer Group	Topic of meeting
1	10/8/2004	Chevys in Bon Air Shopping Center - Greenbrae	5	3	School Districts	Load Shedding for PV
2	1/21/2005	Marin Brewing Company in Larkspur Landing	7	4	School Districts	Load Shedding for PV
3	6/2/2005	Care Arrividerci - San Rafael	5	5	Local Government	County projects & financing
4	6/21/2005	Seafood Peddler, San Rafael	9	4	Mixed	Controls
5	10/12/2005	Noonan's Bar and Grill - Larkspur Landing	16	8	Mixed	Utility Rates
6	12/1/2005	Noonan's Bar and Grill - Larkspur Landing	8	5	Mixed	Challenges in Energy Management

N School District Workshops	12
N School Local Government Workshops	5
N School Mixed Workshops	33
Total	**50**

Results – Peer Network

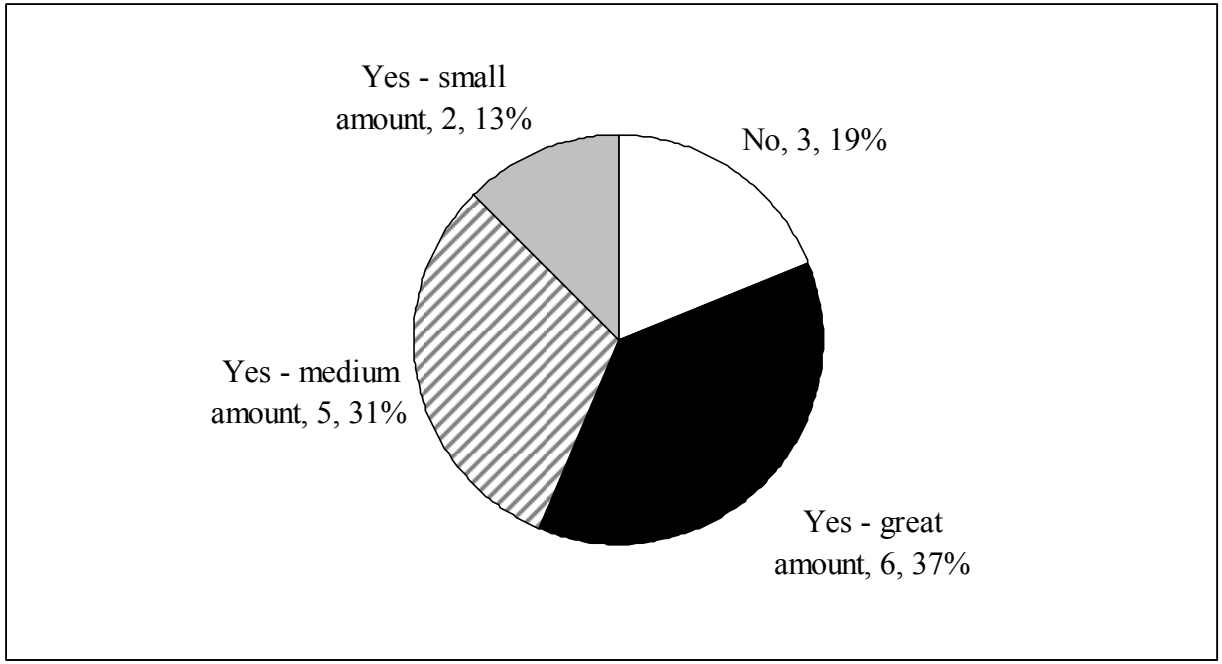


Participants attended more than one event. Two-thirds of the organizations in the program attended at least one event.

Results – Peer Network (cont.)

- Seventy percent of those surveyed held director/superintendent level jobs within their organizations, while 12 percent were assistant directors/superintendents and the remaining 18 percent held engineering, public works, or bond manager positions.
- As a group, they all had some responsibility for energy use within their organizations, within the existing buildings, the modernization of current buildings, or new construction.
- Slightly over half originally attended because of the potential to meet other peers and learn what they were doing. Others were mainly interested in learning about energy efficiency.
- No one theme emerged from the interviews about what information the group found most useful. The MEMT used an informal process to set the agenda for the meetings.

Results – Peer Network (cont.)



Participants thought that participation in peer networking lunches increased their knowledge of energy efficiency.

Results – Peer Network (cont.)

- At the time of the survey, about a third of the participants had already contacted others that they had met during the lunches. Some of them had gotten in touch with PG&E or the MEMT while a couple called other luncheon participants.
- Close to 90 percent indicated that it was ‘somewhat’ or ‘very’ likely that they would contact another peer network luncheon participants in the future to discuss energy efficiency. Mainly, the interest was in learning about solar projects going on within the other person’s jurisdiction.
- 75 percent stated that the lunches helped them be more effective in their jobs.
- The majority (62 percent) indicated that they took some sort of action because of the lunches. Some initiated lighting retrofits or energy audits by the MEMT, others have begun researching topics such as solar or HVAC or are simply looking more closely at their PG&E bills.
- All but one indicated that information from the peer network lunches will better enable them to take appropriate action in the future when energy questions arise.

Final Note

- The evaluation report can be found on the CALMAC website (www.CALMAC.org)
- Perform a custom search using “County of Marin” as the implementer or use

http://www.calmac.org/publications/1433_Marin_Public_Facilities_Final_Report.pdf

- You can reach the evaluator at Mary@EquipoiseConsulting.com