

## Residential Energy Efficiency Program-Specific Evaluation Plans

### Residential Pay As You Save® Pilot

The Residential Pay As You Save ("PAYS®") Pilot is a financing model, developed by the Energy Efficiency Institute, Inc., where the utility invests in cost-effective energy upgrades at no upfront cost to their customers, removing the need for credit checks or property ownership. The utility will recover its costs through a tariffed charge (a fixed charge tied to the location) on the customer's monthly bill, while maintaining the authority to disconnect for non-repayment. The cost-recovery charge on a customer's bill is less than the estimated savings generated by the upgrade, allowing the customer to enjoy immediate and sustained cash flow.

The table below outlines potential evaluation approaches, some or all of which will be used for the EM&V process.

Evaluation Component	Potential Methods
<b>Gross Impacts</b>	<ul style="list-style-type: none"> <li>• Vendor energy modeling software review, all savings algorithms and input parameters – update as appropriate</li> <li>• Participant surveys (telephone or on-site) for measure verification and baseline information</li> <li>• Measure verification through engineering desk review of representative sample of projects</li> </ul>
<b>Net Impacts</b>	<ul style="list-style-type: none"> <li>• Participant survey to estimate free ridership and participant spillover</li> <li>• Leverage market evaluation studies for non-participant surveys, on-site saturation studies</li> <li>• Contractor/distributor/key trade ally interviews to estimate non-participant spillover</li> </ul>
<b>Process Evaluation</b>	<ul style="list-style-type: none"> <li>• Program logic review, data tracking and program material review, program staff interviews, program implementer interviews</li> <li>• Participant surveys</li> <li>• Participating and non-participating trade ally interviews and focus groups</li> </ul>
<b>Market Evaluation</b>	<ul style="list-style-type: none"> <li>• Participating and non-participating customer surveys</li> <li>• Supply side research (e.g. market actor interviews/Delphi panels, secondary market data research/analysis)</li> </ul>