U.S. Department of Energy Smart Grid Investment Grant Technical Advisory Group Guidance Document #1

Topic: Recommendations for Content of the Consumer Behavior Study Plan

July 22, 2010

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1. - Design Elements
    a. - Identify specific study objectives, research questions and testable hypotheses
    b. - Describe the target population and sample and how this sample will be developed
    c. - Describe how customers will participate (e.g., opt-in, opt-out) and be assigned to control and treatment groups that will be represented
    d. - Describe the specific rate design(s), control/automation technologies, and information feedback treatments if any, that will be tested and controlled for
2. - Implementation Elements
    a. - Provide a milestone schedule for the implementation phase of the project, including expected dates for obtaining regulatory approval, commencing enrollment, etc.
    b. - Describe how the target sample will be achieved and maintained throughout the duration of the project (e.g., bill protection, sign-up bonus, retention bonus, survey bonus, etc.)
    c. - Describe the data collection process that will be followed to ensure sufficient data is available to perform the subsequent evaluation
3. - Evaluation Elements
    a. - Provide a milestone schedule for the evaluation phase of the project, including expected dates for submitting the following to DOE:
        i. - Interim evaluation report
        ii. - Final evaluation report

[*] The following individuals on the Lawrence Berkeley National Laboratory Technical Advisory Group (TAG) drafted and/or provided input and comments on one or more of the U.S. Department of Energy Smart Grid Investment Grant (SGIG) Technical Advisory Group Guidance Documents: Peter Cappers, Andrew Satchwell and Charles Goldman (LBNL), Karen Herter (Herter Energy Research Solutions, Inc.), Roger Levy (Levy Associates), Theresa Flaim (Energy Resource Economics, LLC), Rich Scheer (Scheer Ventures, LLC), Lisa Schwartz (Regulatory Assistance Project), Richard Feinberg (Purdue University), Catherine Wolfram, Lucas Davis and Meredith Fowlie (University of California at Berkeley), Miriam Goldberg, Curt Puckett and Roger Wright (KEMA), Ahmad Faruqui, Sanem Sergici, and Ryan Hledik (Brattle Group), Michael Sullivan, Matt Mercurio, Michael Perry, Josh Bode, and Stephen George (Freeman, Sullivan & Company). In addition to the TAG members listed above, Bernie Neenan and Chris Holmes of the Electric Power Research Institute also provided comments.

iii. - Historical usage data
iv. - Benefits and metrics data
v. - Project data

b. - Describe the methodology that will be used to evaluate the specific research questions
c. - Describe the data requirements to complete the evaluation

4. - Reporting Elements
a. - Describe what kinds of basic information will be contained in the:
i. - Interim evaluation report
ii. - Final evaluation report
b. - Describe what kinds and level of detail (e.g., customer, customer-cohort, etc.) of data will be provided to DOE in the:
i. - Benefits and Metrics data set
ii. - Historical usage data set
iii. - Project data set