ABSTRACT

This paper describes a structured approach for measuring participant spillover. We developed this methodology after: 1) reviewing past approaches for measuring participant spillover to identify best practices; and 2) refining the methodology through practical experience measuring participant spillover for the Wisconsin Focus on Energy Business Programs. The paper describes how we approached the various challenges of a self-report participant spillover methodology including: finding the right decision-maker, avoiding double-counting, estimating program attribution, estimating spillover savings, and recording other indicators of market effects. The paper also summarizes the levels of participant spillover savings and other market effects that we found. Finally the paper discusses both the advantages and disadvantages of this approach.