



Measuring, Managing and Messaging: The Challenges of Data and Decision Making

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Overview

- Data drives the Seven Habits forward
- Key elements of an effective data collection, tracking, and reporting system
- Data issues and how to manage them
- Making the data work for you

The Seven Habits of Highly-Efficient Companies

1. **Efficiency is a core strategy for the company**
2. **Leadership and organizational support is real and sustained**
3. **EE goals are SMART: specific, measurable, accountable, robust, and time-bound**
4. **The company uses an effective EE tracking and performance measurement system**
5. **The organization puts substantial and sustained resources into efficiency**
6. **The EE strategy shows demonstrated results**
7. **The company communicates about EE as a core “story”**

The Seven Habits

4. An effective EE tracking and performance measurement system

- Collects data regularly from all business units
- Data is normalized and baselined
- The system benchmarks performance against goals
- The system includes regular reporting
- The system supports corrective action, and continuous improvement in a learning environment
- Performance data is vividly visible to senior management
- Performance data is broadly shared internally and externally

Data Issues and How to Manage

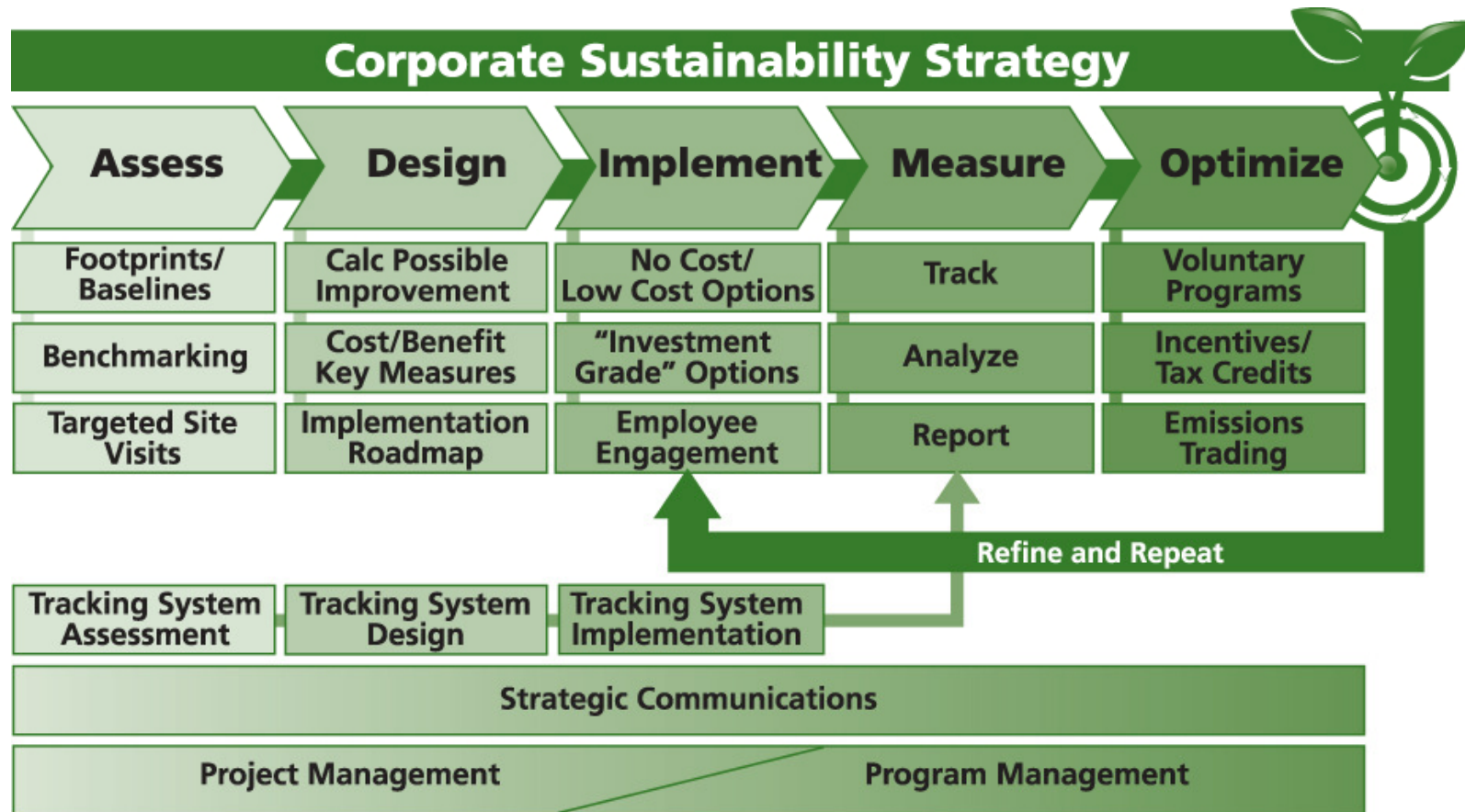
- How many facilities does it make sense to collect from?
 - Use the 80-20 rule
- Do you need to convert to common units?
 - Look at the nature of your operations, fuel types, and savings goals
- What do you benchmark against?
 - Third party/statistical marks; same facility; competitors

Data Issues and How to Manage

- How much granularity do you need/can you afford?
 - Look at size/intensity of operations
 - Look at cost of adding monitoring/submetering
 - Consider triage—granularity for most intensive/largest facilities
- What's the best reporting system?
 - Dashboarding vs. details—depends on who's seeing the data and what they need to know
 - Frequency—weekly/monthly/quarterly annually—tends to be less frequent at higher levels

Can You Make the Data Work for You?

Data Drives Continuous Improvement in a Sound Program



For More Information

www.pewclimate.org/energy-efficiency

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