

# **AN EVALUATION OF RESIDENTIAL CONSERVATION SERVICE PROGRAMS IN THE DISTRICT OF COLUMBIA**

**Phylicia A. Fauntleroy, Ph.d**

**Director, Office of Economics  
Public Service Commission of The District of Columbia\*  
450 Fifth Street, Northwest Washington, D.C. 20001**

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## **INTRODUCTION**

The purpose of the paper is to illustrate how profiles of participants and nonparticipants can provide information useful for determining the effectiveness of Residential Conservation Service (RCS) programs. To this end, the author seeks to illustrate:

1. How (RCS) program evaluations, whose scope is determined by research design methods, can be useful in (a) identifying issues, success, and problems in the RCS programs, and (b) formulating economic energy demand models based on information gathered through the program evaluation.
2. As an example, the analysis of the demographic, attitudinal, and housing and energy system characteristics of RCS participants and nonparticipants is shown to be useful in understanding some of the factors that contribute to residential energy conservation behavior (e.g. (a) requesting an RCS audit and (b) implementing or not implementing conservation measures are recommended).
3. How the RCS participant and nonparticipant profiles can be useful in identifying problems and issues in the design of RCS programs and in the way the programs are being implemented. In keeping with the guidelines set by the sponsors of this conference, the emphasis in this paper will be on the conceptual framework, methodology, and empirical results rather than on the policy implications.

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\* The opinions expressed by the author are hers and do not reflect the policies or views of the Public Service Commission of the District of Columbia.