MASTER

FINAL SUMMARY REPORT
ON AN
ANALYSIS OF SELECTED
ENERGY INFORMATION ADMINISTRATION
PUBLICATIONS

Submitted Under
Contract Number
DE-AC01-80-EI-10313

Prepared by
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INTRODUCTION

This document consists of a summary of work performed by The MAXIMA Corporation under contract No. DE-AC01-80EI-10313 for the Office of Energy Data Operations (OEDO) of the Energy Information Administration (EIA) of the U.S. Department of Energy (DOE). The objective of the project is to provide the Assistant Administrator for OEDO with a comprehensive analysis of selected EIA publications. The analysis includes recommendations for the replacement, elimination, or integration of forms, data series, data systems, data bases, and publications. It also suggests improvements in the content, format, and structure of an integrated publication series for selected major energy areas. In general, MAXIMA is providing informational and analytical support to the OEDO publications improvement program. The goals of that program are to:

- better serve the needs of the user community;
improve the utility of OEDO periodicals;
- improve data representation by eliminating unnecessary ambiguities and redundancies;
- improve methods and standards of data display, to include new table formats, new graphics, etc;
- insure the accuracy and validity of source references;
- standardize, to the extent possible, terminology and definitions within and across publications;
- improve the explanatory/interpretative text to increase the understanding and comprehension of the general public; and
- improve the timeliness of publication release.

Specifically, MAXIMA developed and prepared tabular and graphical tables documenting interrelationships between and among data elements contained in publications. This was done to facilitate the identification of duplicative, overlapping, inconsistent, and conflicting uses of data elements. In addition, the

project staff examined and reported on the accuracy, adequacy, clarity and the necessity of source citations in publications. The staff also reviewed publication data tables and made recommendations for improving data displays in selected publications. Based on this analysis, the publications and graphics staff members assigned to the project produced mock-ups of recommended formats for data presentation.

The period of performance on this contract was eight months beginning on August 5, 1980 and ending April 30, 1981. All required contract deliverables including draft and final products were completed during the course of the project.

DESCRIPTION OF WORK PERFORMED

The deliverables required under the terms of this contract included four draft reports and four final reports as well as this project summary report.

Deliverable No. 1: (Draft and Final)

Title: Report On An Analysis of Selected EIA Publications
Date: October 1980 (Final)
Description: Analytic report based on a review of the new consolidated electric utility publication and other relevant information.
Summary of Findings: The report presents the results of our critical analysis of the most current version of the publication entitled Electric Power Monthly (EPM). The report includes specific recommendations for improving the publication's organization, information comparability, and table and graph format. The report consists of three sections including a general review of the publication, a review of the data tables included in the publication and a review of the graphics included in the publication. Highlights of our recommendations are as follows:

- Develop an executive summary emphasizing national data.
- Expand narrative description to include the purpose of the publication.
- Separate volumetric and economic content of the report.
- Organize data presented in volumetric and economic sections to reflect the process of electric generation.
- Reorganize data presentation to conform to the convention of presenting aggregate data first followed by disaggregated data. Furthermore, U.S. Totals should be placed in the front of each chapter where possible.
- Improve the accuracy of graphic representations in the publication.
- Standardize whenever possible the following items on graphs and tables:
 - Number of states included
 - Number of months covered
 - Measures and terms used.
- Improve table titles and footnotes.
- Expand "Source Note" to include percent of universe covered.
- Add explanatory notes at the end of each chapter.
- Reduce the number of pages devoted to National Electric
- Reliability Council graphics by plotting more than one region (up to three) on one graph.
- Reduce the size of the graphic representations by 25 percent.

Deliverable No. 2: (Draft and Final)

Title: Report On An Analysis of the Quarterly Coal Review

Date: January, 1981 (Final)

Description: Analytic report with recommendations for content and style of a consolidated coal publication.

Summary of Findings: The report contains findings and recommendations regarding the content of a new summary ETA coal and coke publication entitled The Quarterly Coal Review (QCR). Our major findings and recommendations were as follows:

- User interviews indicate a definite need for a comprehensive publication that would support analyses and examine economic, supply and demand trends in the coal industry.
- The organization of the publication should reflect the natural order of activities of the coal and coke industries. Based on an analysis of the industries, these functions are:
 - Production
 - Stocks
 - Imports
 - Exports
 - Distribution
 - Consumption.
- Current EIA coal and coke surveys collect sufficient data to provide a summary of the coal and coke industries on a quarterly basis.
- Coal and coke data should be presented separately. Coke data could be presented as an appendix.
- Three geographic aggregations are recommended in the QCR. These are:
 - U.S. Total
 - Coal Producing District
 - State.
- Coal consumption data should be consolidated into four major consumer categories:
 - Electric Utilities
 - Coke Plants
 - Other Industrial
 - Residential Commercial.
- Several EIA publications could be eliminated by the proposed QCR. These include the Coal Distribution Quarterly, Bituminous Coal and Lignite Production and Mine Operations, and the Coke and Coal Chemicals Monthly. Two other EIA publications, the Coke and Coal Chemicals Annual and Bituminous Coal and Lignite Production and

Mine Operations could be integrated into the QCR as annual supplements.

Deliverable No. 3: (Draft and Final)

Title: Review of the Proposed Quarterly Coal Review

Date: April 1981

Description: Analytic report on a new consolidated coal publication with recommendations concerning style and presentation.

Summary of Findings: The report contains sections on table and graph formats and a detailed analysis of chapter content. The major findings contained in this report are summarized below:

- Data within the chapters should conform to the standard of aggregate to disaggregate ordering.
- A syntactic structure for titles should be adopted.
- Totals data should be placed at the top and/or left of each table.
- A comprehensive Scope of Publication page or section that includes data source information will eliminate lengthy sources footnotes.
- Data presented in the executive summary should provide a brief synopsis of the content of the publication and should include data that facilitates supply and disposition equations.
- The domestic shipments chapter should include the following data in a concise format (depending on the options selected):
 - the amount and origin of coal shipments
 - the state of destination
 - the method of transportation
 - the destination by consumption sectors of coal shipments.
- A receipts chapter should be established that includes all available coal cost and quality data.

Deliverable No. 4: (Draft and Final)

- Title: Review of the Coal and Electric Sections in the Monthly Energy Review and an Overall Review of OEDO Publications
- Description: Analytical report on improvement of all OEDO publications plus mock-up of revised coal and electricity section of the Monthly Energy Review.
- Summary of Findings: The Review of Coal and Electric Power Data in the Monthly Energy Review consists of a detailed analysis of content and data presentation issues. The major findings of this section are summarized below:
- The coal and electric power data in the Monthly Energy Review (MER) represent the major functions of the respective industries.
 - Coal data by rank are inconsistently presented in the MER.
 - Coal value or coal cost and quality data are not adequately represented in the MER.
 - The presentation of two or more units of measurement on the same table in MER may invite incorrect comparisons unless properly separated (e.g., double line separation).
 - To improve the timeliness of the data in the MER, the increased use of estimated, preliminary, and/or projected data should be considered.
 - The table and graphic formats used in the MER present the data clearly and concisely.

The second section of the report, "An Overall Review of OEDO Publications," contains the results of an analysis of data presentation in forty-six coal, gas, electric, oil and consolidated publications.

A summary of our findings and recommendations is listed below:

- Where practical, a scope of publication section and executive summary should be included in OEDO publications.

- Table formats, including titles and endnotes should be uniform.
- More detailed guidelines for titling should be established by the Energy Information Administration (EIA).
- A more detailed set of standards for footnotes, notes and source notes should be established by EIA.