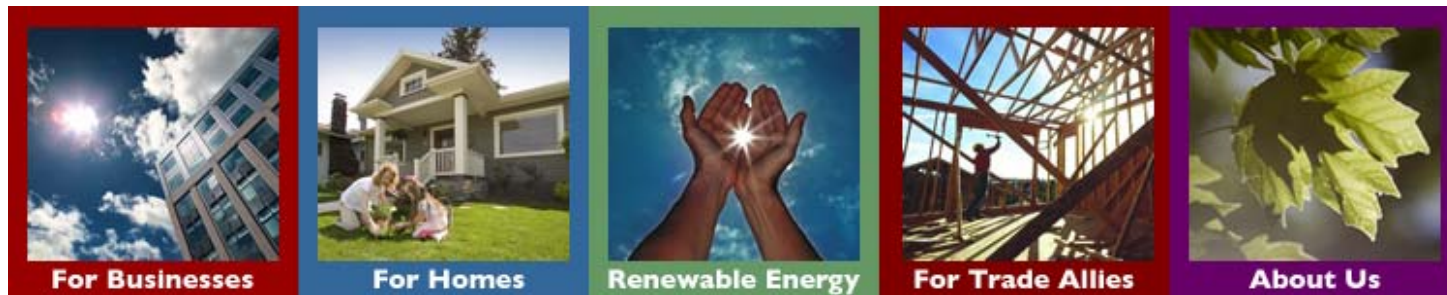


Energy Trust of Oregon



Efficient New Homes Process Evaluation- DRAFT Results

CAC Discussion

6/21/06

Phil Degens



Efficient New Homes (ENH) Process Evaluation

- Program study period: April 2004 through December 2005
- Process interviews: January through April 2006
- Evaluation contractor: Opinion Dynamics Corporation

How We Will Use This Report

- Results will be used to improve the design, marketing, and structure of the ENH program

ENH Program Background

- Program is designed to expand the market share of ENERGY STAR®
- Utilizes whole-house and stand-alone incentives to aid builders
- Portland Energy Conservation, Inc. (PECI) is the Project Management Contractor (PMC) and CSG is the program subcontractor

ENH 2004 and 2005

- PECl exceeded its contract goals (4/04 - 3/06)
- Goal: 6,100,000 kWh and 290,000 therms
- Achieved: 6,585,565 kWh and 470,626 therms
- Exceeded kWh by 7% and therms by 60%
- One third of the therms and one quarter of the kWh are from houses that have been completed. The remainder are still in the process of being built.
- PMC managing marketing and monitoring program activity to stay within budget

Process Evaluation Methods

- Review of program documents
- Program Theory Workshop and Logic Model creation
- Interviews:
 - Energy Trust and PMC staff (7)
 - Active participating builders (15)
 - Inactive participating builders (5)
 - Nonparticipant builders (5)
 - Participating trade allies builders (9)

Process Evaluation Findings

- Successes of the ENH program include:
 - Meeting goals
 - Energy Trust staff, PMC and subcontractor who work well together
 - Builders and trade allies that are pleased with program
- Work done by Northwest Energy Efficiency Alliance (NEEA) facilitated ENH set-up and operation
- ENH paperwork is a program headache both for PMC, program builders and trade allies

Process Evaluation Findings (cont.)

- Earth Advantage is still a large player in new home market
- Program focus has been on the recruitment and retention of large home builders
- Perceived participant barriers:
 - CFL requirement
 - ENERGY STAR not associated with higher-end housing
 - Paperwork
 - Value of program features
 - Some difficulty in obtaining qualifying equipment

Process Evaluation Findings (cont.)

- Trade allies report being very involved in the installation of EE systems even outside the program:
 - EE gas furnaces and heat pumps are installed in over 50% of jobs outside ENH
 - Over 2/3 of HVAC systems outside ENH use mastic

Recommendations

- Research effectiveness of marketing messages and collateral on educating customers
- Consider ways of addressing CFL issues:
 - Discuss with NEEA possibility performance path (e.g. LPD)
 - Further builder education on CFL options and sales techniques
- Review ongoing program reporting requirements
 - automate and improve where possible

Recommendations (cont.)

- Increase builder and trade ally awareness of existing marketing collateral
- Issues associated with moisture and CFLs should be further addressed in training and marketing collateral
- If expansion is planned the program should consider increasing the number of outreach specialists