Evaluation Committee Report

June 29, 2007

Evaluation Committee Notes

The Evaluation Committee met on June 29, 2007, with Debbie Kitchin, chair; Alan Meyer, board member; Margie Harris, executive director; Fred Gordon, director of planning and evaluation; Philipp Degens, evaluation manager; Brien Sipe, contractor; Steve Lacey, director of energy efficiency; Diane Ferington, sector manager, Alan Cowan, program manager; Phil Willems, PWP Inc. The meeting began at 10:00 AM with an overview of the meeting's agenda:

- Community Wind RFP Process Evaluation
- 2007 Trade Ally Survey Report
- HESP Multifamily Building Owner Evaluation

Philipp Degens presented the results of the Community Wind RFP Process Evaluation. The major findings are:

- RFP requirements clear and relevant market actors were aware of RFP
- Only small number of viable market actors
- Information required for the RFP was generally seen as appropriate and timelines reasonable
- Major uncertainties associated with turbines, grid interconnection and green tags
- Major opportunities with current state and federal legislation

Major recommendations are:

- With limited audience and large barriers Energy Trust should consider other alternatives such as:
  - Using an open solicitation process
  - Facilitating or participating in aggregating turbine purchases
  - Have standard offer for green tags
- Consider assisting projects in resolving interconnection issues
- Need to continue to improve how we communicate the "above market costs" message and Green Tag policy

Brien Sipe presented the results of the 2007 Trade Ally Survey. The major findings are:

- Levels of 'satisfaction' reported working with programs virtually unchanged from previous year
- Most contractors are committed to working with Energy Trust having been partners for the last few years
- Reservation system doesn't seem bad once people get to use it
- Forms are an ongoing issue
- General program and technical trainings highly valued
- Website & Trade Ally pages can be improved

Major recommendations are:

- Emphasis should be placed on providing information about Oregon Department of Energy (ODOE) credits for all programs
- Ongoing training on general program information and technical aspects
- Put recent and expected program changes into the insider by program

- Website improvements should focus on ease of use and access to general program information and incentives
- Potentially automating forms process and linking it automatically to Residential Energy Tax Credit (RETC) and Business Energy Tax Credit (BETC) forms
- Continuing to communicate the reservation process to commercial and industrial vendors

Philipp Degens presented the results of the HES Multifamily Building Owner Evaluation that reports on a survey of 79 participating multifamily building owners. The major findings are:

- Low free rider rates (Insulation 19%, Windows 15%, CFLs 2%, Shower heads 4%)
- Highly satisfied customers (91% satisfied or very satisfied with program experience)
- Combination of BETC and Energy Trust incentives had most influence on decision to install

Major recommendations are:

- Important to require shell and window measures together
- BETC needs to be consistently promoted
- CFL failure rates need to be looked into

The next Evaluation Committee meeting is scheduled for September 21, 2007, 10:00- 1:00 PM.

The Evaluation Committee concluded at 1:00 PM.