EnergyTrust of Oregon, Inc.

Evaluation Committee Report

October 19, 2007

Evaluation Committee Notes

The Evaluation Committee met on October 19, 2007, with Debbie Kitchin, chair; Alan Meyer, board member; Philipp Degens, Evaluation Manager; Phillip Kelsven, Evaluation Analyst; Steve Lacey, Director of Energy Efficiency; Matt Braman; Planning Analyst; Danielle Gidding, Planning Analyst; Tom Eckman, Northwest Power and Conservation Council; Ken Keating, Evaluation Expert. For the first agenda item also present was: Kendall Youngblood, Residential Sector manager, Julie Van Dyne, PECI; Marissa O'Brien, PECI; and Spencer Moersfelder, Business Sector Manager was present for the last item on the agenda. The meeting began at 10:00 AM with an overview of the meeting's agenda.

Phillip Kelsven presented the 2006-2007 Energy Star Homes Process Evaluation. The evaluation documents the program's structure, goals, and performance as well as provides recommendations on how to improve the program. The evaluation's highlights include:

- The overall housing market slowdown is affecting the Energy Star Homes program
- Satisfaction is high among program staff, strategic partners, builders, and consumers
- Consumer awareness of Energy Star Homes is moderate among single family home buyers and high among manufactured home buyers
- Move to market verification is going slower than expected

Recommendations include:

- Provide actual housing numbers and relative proportions of the market to add context to the report
- Increase marketing to consumers to stimulate demand for Energy Star Homes
- Change program goals from a raw number of homes or savings to something like a percent of market share or some other figure which is not simply a reflection of the health of the overall housing market
- Continue to train and educate real estate agents about the benefits of Energy Star Homes
- Work to get verifiers other than Earth Advantage into the market

Discussion about the evaluation included:

- Earth Advantage being the only market verifier is not a significant problem
- Energy Trust should coordinate with NEEA on marketing to consumers
- Re-consider the amount of effort and incentives provided to the manufactured housing market.
- Lack of awareness of Energy Star Homes among Energy Star home buyers is disappointing

Phil Degens presented results of the Energy Trust Economic Impacts report. The report analyzes the impact that 2006 Energy Trust programs and spending have on the Oregon economy. Highlights of the report include:

- The base case is if the System Benefits Charge funding is returned to utility customers to spend
- As a result of Energy Trust programs and spending: Oregon output increased by $38 million, 400 jobs were created, wages increased by $12 million, business income increased by $3 million.

Discussion about the evaluation include:

- The numbers are too precise for a model that estimates economic impacts
- The reason for doing the study is to inform policy makers of the effects of Energy Trust on the Oregon economy
- Energy Trust spending on program administration and implementation is more likely to stay in the Oregon economy than if is returned to consumers

Phil Degens presented results of the Infrared Radiant Heater Study for Building Energy Efficiency and New Building Efficiency Programs. The report analyzes the validity of savings estimates and studies the decision to install radiant heating. Highlights of the report include:

- Simulation modeling validates Energy Trust savings estimates
- Free ridership for Existing Buildings is 15% and 46% for New Buildings. Spillover is 8% for Existing Buildings. These estimates were based on a small sample.
- Knowledge of the BETC is high and played a role in the decision to install radiant heaters
- Keep providing incentive for radiant heaters

Discussion about the study included:

- The savings estimates should be presented in the report
- Is it possible that including radiant heaters can add to overall building energy load? Only a couple of sites that added radiant heaters to an area that would remain un-heated can cancel out savings

Phil Degens presented results of the Monitoring and Evaluation of the SP Newsprint Megaproject. The report summarizes early evaluation efforts of this megaproject. Highlights of the report include:

- Savings estimates are 7.5% (6.7 MW)
- Project success is dependent upon wastepaper stream which is in high demand
- Monthly data from plant is provided which is sufficient but not optimal for proper evaluation of the project, daily data from plant operations is needed
- Savings estimates probably are overly optimistic due to assumptions made in the savings calculation

Discussion about the study included:

- Energy Trust should be provided with the proper data for evaluation given that a $1 million incentive was provided
- A motor load assumption of 100% is likely an incorrect assumption
- Savings estimates need to be realistic

Phil Degens presented results of the Retrocommissioning (RCx) portion of the Building Tune up and Operations Process Evaluation. The evaluation documents the program's structure and performance as well as provides recommendations on how to improve the program. Highlights of the report include:

- PMC recruited 8 buildings into the program by June 2006, and 6 buildings implemented measures
- Service providers are satisfied and believe a sustained role for them in projects would benefit program
- 3 out of 4 participants are satisfied with program, with 1 being neutral
- Participants received the most value from the retrocommissioning study
- Continue incentives for retrocommissioning in the Existing Buildings program

Discussion about the study included:

- It is hard to get building owners to talk about retrocommissioning
- It is important to get experts to sell the program to building owners
- Retrocommissioning has long timelines

The Evaluation Committee meeting concluded at 1:20 PM.

The next Evaluation Committee is scheduled for December 14, 2007 from 10:00-1:00.