Evaluation Committee Report

November 19, 2008

Evaluation Committee Notes

The evaluation committee met on October 14, 2008 with Debbie Kitchen, Chair; Alan Meyer, Board member; Dan Enloe, Board member; Ken Keating; Tom Eckman, NW Power and Conservation council; Philipp Degens, Evaluation manager; Sarah Castor, Market Research & Evaluation Analyst; Brien Sipe, Evaluation Analyst Greg Stiles, Energy Trust, Steve Lacey, Energy Trust; Nick Parsons, Lockheed Martin. The meeting began at 10:00am with a brief overview of the meeting's agenda.

Topics covered:

- Existing Buildings 2006 and 2007 Process and 2006 Impact Evaluation
- Residential Awareness Study

Existing Buildings 2006 and 2007 Process and 2006 Impact Evaluation
Conducted by Research into Action

Phil Degens presented the findings from the draft report.

Report highlights include:

- Realization rates in line with previous studies indicating that the program is doing a good job at estimating measure savings:

	KWH RR	Gas RR
• 2006	98%	92%
• 2007	98%	105%

- High free rider rates were estimated for gas and electric measures for both program years. The free rider rates that were estimated were all close to 40%
    - Discussion included the need for measure level analysis
    - Free rider rates also indicated the possibility of market transformation(MT)
    - Energy Trust was developing a MT model for high performance T8s
    - High free rider rates indicate the need for program redesign such as changing incentives, measure specs, eligible markets and need for developing MT strategies
    - High free rider rates will impact program cost-effectiveness and may require more buildings or savings per building to achieve program goals
    - Need to review NEEA MT evaluations to leverage resources
- Program was having an impact on the nonresidential building market. Indicators of market transformation were:
    - Over 90% of participants and nonparticipants indicate that purchased equipment is energy efficient (EE)
    - 40% of participants indicate that EE equipment is standard
    - >40% of vendors include EE equipment in all of their bids
    - During the two program years the program worked with buildings representing between 12%-14% of the total buildings stock

- 224 vendors involved in 2006/2007 with 53 were involved with 30 or more projects
- 75% of surveyed vendors satisfied or very satisfied with program
- Vendors perceive low customer interest in EE
- Participation led to increased number of customers, increased ability to identify EE and opportunities, increased propensity to include EE in their bids
- Nonparticipant vendors were also interested in participating in the program
- Surveyed participants represented wide range of building types with offices (23%) institution and other (both 11%) making up the largest groupings
    - 72% owned their building
    - ½ operated more than one site with 8% of the participants operating in 20 or more locations
    - Vendor influenced participation for 34% of customers
    - A surprising number of participants have a formal energy policy (61%)
- Participants most common reasons for installing EE equipment were:
    - Energy savings, reliability and the incentive
    - Influencing the EE investment decision the technical study is rated a 4 or 5 (5 point scale) by >50% and the incentive gets a 4 or 5 from 70%
    - 30% state the project would probably or definitely not have occurred without program facilitation
    - Past program participation cited as being influential in participation by overwhelming majority
- 90% of participant reported they would contact the program again to discuss new equipment purchases and over 1/3 had already done so
- Overall program satisfaction was high with >95% of surveyed participants giving a 4 or 5 rating.
- For surveyed Nonparticipant tenants and building owners responses indicated that they provided the program a market opportunity. :
    - 2/3 are aware of Energy Trust and BETC
    - 61% had multiple locations with ½ having >10 locations
    - Nearly 70% were actively engaged in controlling energy costs and 30% had a staff member responsible for energy and EE
- Recommendations included:
    - Increase market to nonparticipant groups
    - Continue this outreach to targeted sectors but evaluate more directly
    - PMC should review communication procedures and establish communication guidelines for ATACS and increase training opportunities

2008 Residential Awareness and Perceptions Study
Conducted by Research Into Action

The Residential awareness study is the first of an annual effort to survey the general residential population. The goals are to:

- understand Energy Trust's customers' general level of interest and awareness regarding energy efficiency, renewable energy, climate change, and etc.;
- Help design, market and implement existing/future programs and campaign;
- Serve as a benchmark for future tracking surveys

A total of 1,200 residential households were surveyed in the summer of 2008. The findings were presented by Brien Sipe.

Key findings of this study are:

- Households that are aware of Energy Trust are disproportionately concentrated in Metro/PDX region.
- Slightly over one quarter of Oregonian's statewide indicated they had heard of Energy Trust.
    - In ETO territory, 38% and home owners and 20% of renters have heard of the agency.
- Utility bill inserts and other direct mails were the most common way to have heard of Energy Trust
- Overall participation rate is 6% with participation being highest in the Portland metro region (10.5%).
    - Within ETO service territory, 10% of home owners participated, and slightly higher for single family home owners (11%).
    - 2% of renters in ETO territory participated, with 5% of renters in single family homes participated.
- Households with electric providers other than PGE have significantly lower participation rate in ETO programs.
- Characteristics associated with homeownership are common for participants—they are more likely to be single-family home dwellers, mid-age primary householders, more educated, and have higher household income and have gas space heat.
- Nonparticipants, conversely, are more likely to live in non-single family dwellings, have less income and education and be older or younger. They also tend to use electric space and water heating.
- Households that use natural gas as primary energy source for heating are more likely to participate in Energy Trust programs.
- Awareness/knowledge of Energy Trust and other energy-related labels is always high among participants.
- One quarter of respondents knew at least one service ETO provides.
    - Within ETO service territory 35% of home owners could identify at least service while the figure for renters was 16%.
- Participants are motivated to reduce their energy bill by installing efficient measures, while their conservation behaviors are different from nonparticipants.
    - Non-participants indicated they were more likely to engage in conservation behaviors.
- Nonparticipants appear to be trying to reduce energy use by conservation measures, but not able to employ efficiency measures primarily because of a cost barrier.
- Nonparticipants hold skeptical views toward "energy efficient" products in cost, availability, and comfort
- More people in Metro and Willamette/Coast regions believe Global Warming is real compared to those reside in South and Eastern Oregon. There was no difference in belief of global warming between participants and nonparticipants.
- 14. More than half of the nonparticipants' primary news source is TV. Participants rely more on paper media and public radio.
- The study also performed a segmentation analysis on the respondents. The outcome of this analysis resulted in segmenting the population into 6 groups. Segmentation provides Energy Trust information from which to design its overall and program specific marketing strategies.

Next meeting is scheduled for January 30th, 2009 from 10am-1pm

Meeting adjourned at 1:00 pm