Trade Ally Survey Results

Quick Stats:

331 respondents – about 18% response rate, up from about 10% last two years
154 residential
60 commercial
38 solar
9 industrial
5 other renewable
60% have worked with us for more than 3 years
58% plan increase in their projects that involve Energy Trust in 2011

Satisfaction:

Percent *energy efficiency* trade allies expressing 'Satisfied' or 'Very satisfied' responses for:

	2010	2009
• Overall	73%	67%
• Incentive payment processing time	59%	57%
• Turnaround time for paperwork	61%	61%
• Interactions with staff	77%	69%
• Response times to requests for information	73%	66%
• Response times to requests for help on forms	73%	65%
• Quality of responses to your requests	74%	-
• Knowledge of ETO programs and procedures.	80%	-
• Firms responding	217	86

Percent *solar trade* allies expressing 'Satisfied' or 'Very satisfied' responses for:

	2010	2009
• Knowledge of Energy Trust programs and procedures	84%	-
• Incentive payment processing time	53%	72%
• Turnaround time for incentive app./approval of paperwork	55%	72%
• Interaction with Energy Trust program staff.	87%	75%
• Response times to requests for information.	72%	51%
• Response times to requests for assistance on forms	82%	66%
• Quality of responses to your requests	86%	-
• Quality of Energy Trust inspections	66%	71%
• Quality of your relationship with Energy Trust inspectors	75%	71%
• Overall satisfaction with Energy Trust staff	79%	63%
• Firms responding	38	8

Key Findings:

The key survey findings were addressed in the executive summary, while the bulk of the report included survey methods, tables to summarize responses, and open ended comments. The bulleted findings are tied to recommendations by the evaluations team, shown in bold.

- Trade Allies who responded are well aware of Oregon energy tax credits. That's an improvement from the last two years.
- They are well aware of GreenStreet Lending, and the **evaluations team recommended continuing the services.**
- EBIX is not very well liked. 44% of respondents were unsatisfied with the service. **Insurance tracking services will likely be moved in house in 2011 as part of the ISP project.**
- Trade allies seemed interested in further cooperative marketing support and further education via conferences, training, and regularly updated information, especially in their own trades.
- The majority of respondents had attended an Energy Trust training, and 60% were either satisfied or very satisfied. Most common training requests were on tax credits, savings calculation tools, and program paperwork. **Evaluations team recommended continued training to support these requests.**
- About half of the respondents had attended a roundtable, and slightly less than half considered them useful or very useful. **Evaluations recommended continuing regular meetings around the state with clear agendas and timely notification and scheduling. They also recommended expanding web-based roundtables, and clearly delineating sessions by program topics.**
- Most respondents want to be notified about program updates by email from program staff at least once per month. 75% of respondents occasionally read Insider, and the majority found it at least somewhat helpful. **Evaluations recommended continuing Insider as an e-newsletter, and continuing email notifications to communicate with trade allies.**
- 84% of respondents visit the website at least once per month and most said the website was as good if not better to navigate than the previous version. The majority still believed the site is not easy to navigate. Only about 25% of respondents felt that a blog would be useful. **Evaluations recommended that we make further efforts to upgrade the site with attention to forms and program incentive pages.**