New Buildings Program Process Evaluation PY 2009-2010

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Evaluation

- Conducted by PWP Inc.
- Last process evaluation finished in 2009 for PY 2006-2007
  - First evaluation of PECI era

- Review of documents, staff interviews
- Estimate of market share
- Participant and nonparticipant interviews

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Findings

Findings – Document review

- Program forms are comprehensive and clear
  - Still a lot of work for participants
  - Need for data isn't clear to all
- Website is used by most, but there isn't a lot of detailed information on it
  - Customers need to call the program

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Findings – Market Share

- Somewhere between 65% and 89%
- Complicated by
  - Utility territories
  - Lack of data on major renovations
  - Year completed
- 65% figure is probably more realistic

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Findings - Participants

- 100% of owners, 92% of others satisfied with experience (avg. 96%)
- Respondents typically filled out program forms
  - Main comment: lot of work for amount of incentive

Participants interviewed	49
Owner or representative	24
Engineer	8
Architect	6
Project Manager	3
Lighting designer	3
Electrical contractor	2
Other non-owner	3

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Findings – Participants (cont.)

- Design professionals and program reps most influential in participation
- Very satisfied with communication with program staff, site inspection
- Program has improved in recent years
- 85% strive to exceed code; few specific worries over new code
- 2009 FR (unweighted): 35%

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Finding - Nonparticipants

- All but one of 30 respondents were design professionals (most small firms)
- Projects were mostly small
- 19 had heard of us, half knew project might qualify
- Main suggestion for increasing participation:
  - Simpler process for small projects
- 60% strive to exceed code

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Recommendations

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- Continue outreach to small firms
- Offer help with program forms
- Consider online application and tracking
- Help frame measure costs and benefits
- Consider public display of participation
- Help customers figure out how to meet and exceed new code

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Next steps

- Program redesign
- Continuous feedback from Fast Feedback
- Program ally network growth
- Forms streamlining
- 2011 evaluation of the program under new code, challenges and opportunities

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Evaluation's take

- Transition to PECI has gone well
- Program is strong in communications and building relationships, initiating improvements
- Still room to grow in the market, but doing very well so far
- Unclear how much effect the new code will have on the program

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