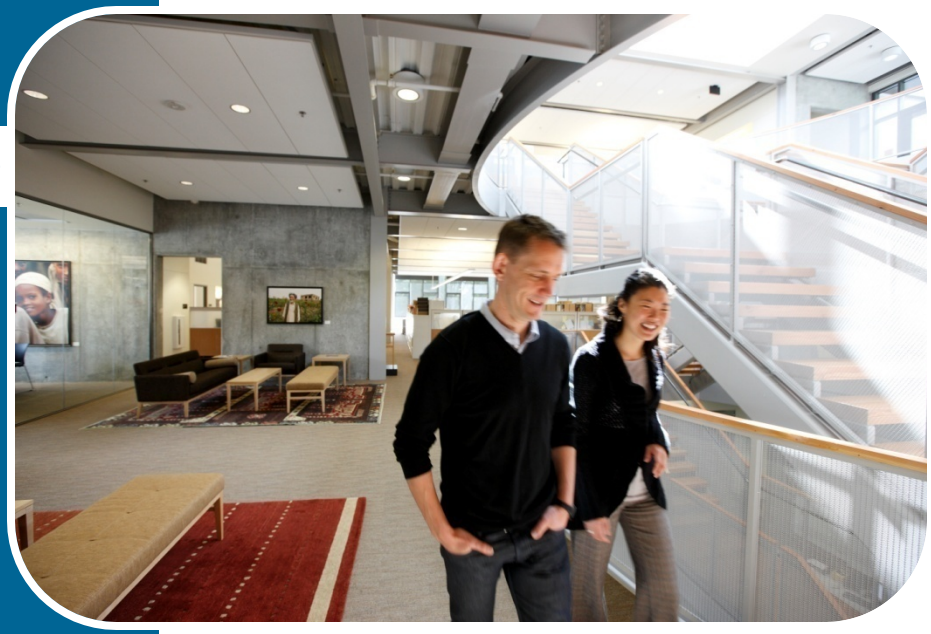

New Buildings 2010-2011 Program Process Evaluation

Conservation Advisory Council

November 28, 2012

EnergyTrust of Oregon

Background and Purpose

- Contractor: PWP, Inc (Phil Willems)
- Purpose: gather feedback on program operations and participant experience
- Evaluation structured like Path to Net Zero
  - This first report covers only the document and data review and staff interviews
  - An interim memo, containing results from participant and ally interviews is due Dec./Jan.
  - The final report, early next summer, will have additional participant and ally interviews and tie everything together

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Methodology

- Document and data review
  - Monthly and annual reports
  - Fast Track data
  - Fast Feedback
  - Data Center Market Assessment
  - Previous evaluations
- Program staff interviews
  - Internal and PECI staff (9)

Findings

Document review findings

- Program met and in most cases exceeded stretch goals in 2011, despite the struggling economy
- 60% of 2011 projects were still subject to 2007 code
- % of savings by measure type and building type fluctuates greatly across years, due to some large projects

2012 Program

- Seeing more 2010 code projects; solid pipeline for 2013 program activity
- Another code update expected in mid-2013
- Program has also been working with some projects to just get them to 2010 code
- Incorporating learnings from Path to Net Zero and Small Commercial Pilots, data center market research
- Outreach brought in-house from Earth Advantage

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2012 Program, continued

- Business Energy Tax Credit replaced with Energy Incentives Program in 2011 (just starting to affect NB this year)
  - New tax credit harder to qualify for, explain to customers
- Ongoing development of Program Ally Networks (design, solar, lenders)
- Challenge of accommodating, encouraging design-based measures, bundles that interact

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Recommendations

Recommendations

- Continue work on Program Ally Networks as a way to support market, new codes
- Encourage Early Design Assistance for relevant projects
- Continue to strengthen OM/participant connections
- Provide better information on new tax credit program
- Develop an “Innovation Incentive” for cutting edge measures that may not fit standard cost-effectiveness tests, but promise good savings