MEMO

Date: July 5, 2012
To: Board of Directors
From: Philipp Degens , Evaluation Manager
Adam Bartini, NW Natural WA Senior Project Manager
Subject: Staff response memo: 2011 NW Natural Washington Process Evaluation

The NW Natural Washington program met or exceeded its 2011 stretch goals in all three of the services offered: the Existing Buildings, Existing Homes and New Homes programs. All three of the programs achieved this with limited budgets and limited staff resources.

The Existing Buildings program's ability to achieve its goals is still quite sensitive to the timing of specific projects, as one project completing late in Q4 allowed the program to meet not only its conservative, but stretch goals too. The Existing Buildings program would benefit from both increased trade ally recruitment and PMC direct sales outreach.

Opportunities in the Existing Homes program also involve additional recruitment of trade allies. Assisting trade allies to become a NWN certified contractor is currently not a likely option, as participation in this network is limited. However, encouraging existing certified contractor to increase their activity in Washington is an option that the program will pursue. The program is also taking steps to share with trade allies the number of customer accounts by zip code, as recommended in the evaluation report.

Energy Trust is planning to have the New Homes program step up outreach to builders and their verifiers to improve their level of market influence.

Energy Trust is currently selecting a PMC(s) to provide services to this region after the end of 2012. The recommendations from this process evaluation are being considered during the PMC selection processes. It is anticipated that the next process evaluation will be carried out in late 2013 to provide feedback on the performance of the new program.