



# Green Jobs Green New York Residential (1- to 4-Family) Process Evaluation and MCA Findings

September 13, 2012

Project Lead: Rohit Vaidya



# Agenda

- Background, Objectives & Methodology
- Summary Findings
  - Market Characterization and Assessment
  - Process Evaluation
- Recommendations
  - Market Characterization and Assessment
  - Process Evaluation

# GJGNY Residential Process and Market Characterization and Assessment Evaluation Objectives

- **Market Characterization and Assessment (MCA)**
  - Document the experience of early changes to the program
  - Provide input on the effectiveness of the program features during summer/fall 2011
  - Assess various aspects of the program activities, barriers to achieving program goals , perceptions of the program and baseline conditions
- **Process**
  - Review program processes for each program component
  - Determine value of services to program participants
- **Recommendations**

# Evaluation Methodology

## Evaluation research activities:

- In-depth interviews:
  - Program staff (n = 6) and Implementation contractors (n=7)
- Telephone surveys:
  - Homeowners (Upstate-A, Upstate-B, Downstate)
    - Participants (n=536):
      - Installed measures through HPwES (n=147)
      - Completed Audit (n=257)
      - Approved for audit (n=132)
    - Non-participants (n=212): Have not participated, intend to install measures
      - Low-moderate income customer oversample (n=106)
  - HPwES contractors (n=59)
- Analysis of secondary sources

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# Program Awareness: Non-Participants & HPwES Contractors

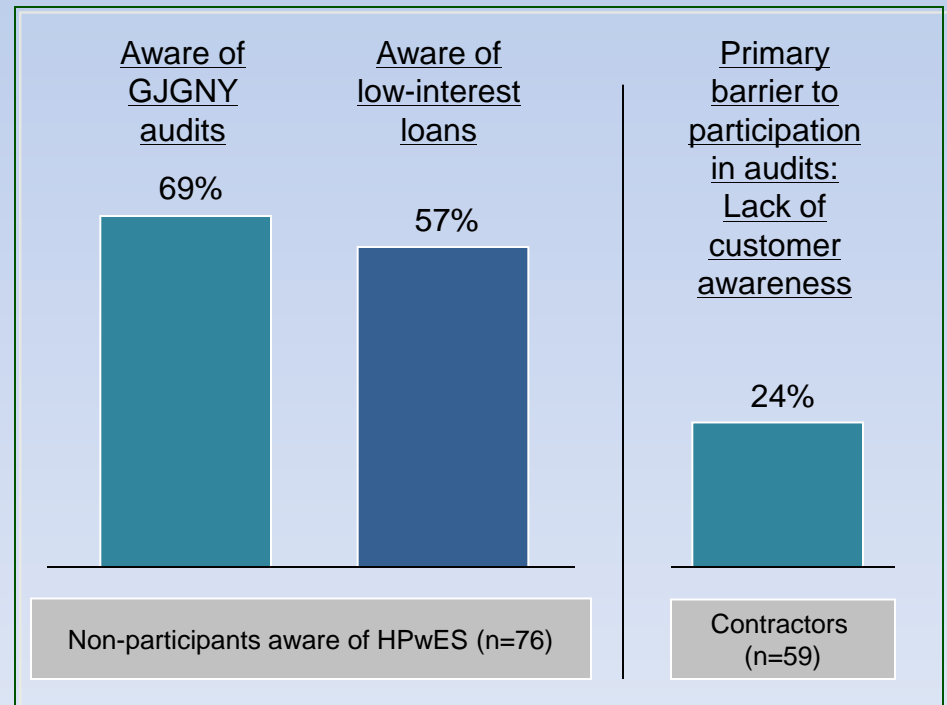
Among those aware of HPwES, there was moderate awareness of GJGNY

- 2% of non-participants reported unaided awareness
- 36% reported awareness after being prompted with a description of HPwES

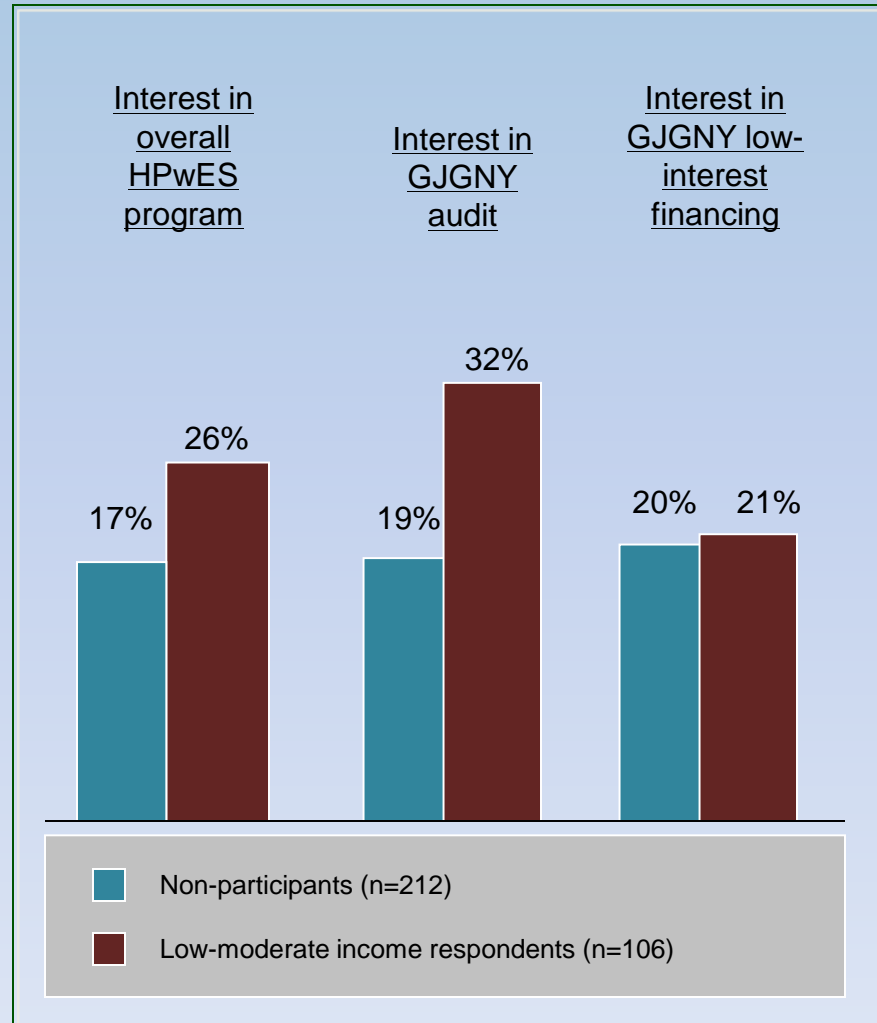
Among non-participants aware of HPwES

- 69% aware of GJGNY energy audits
- 57% aware of GJGNY low-interest loans

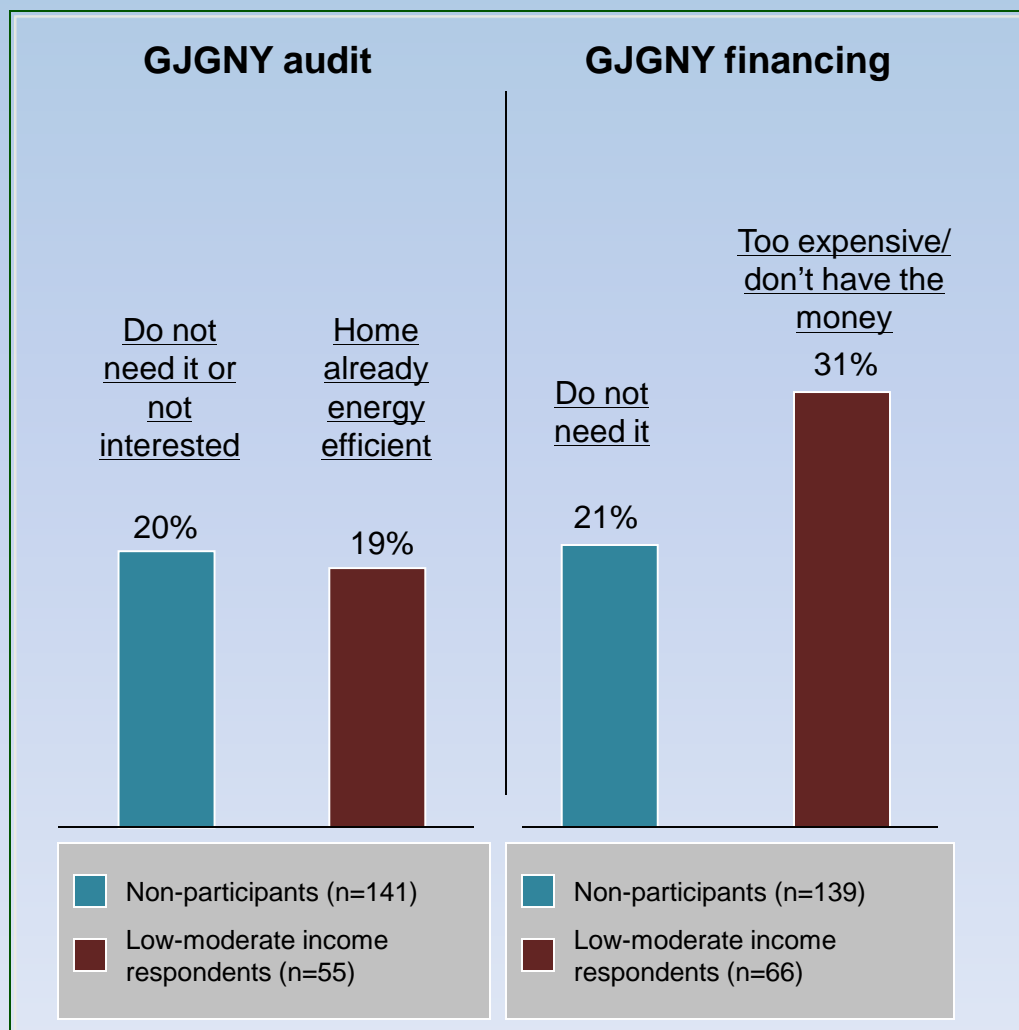
24% of contractors mentioned lack of customer awareness or knowledge of the program as the main barrier to participating in the GJGNY audit program



# Interest in HPwES and GJGNY: Non-Participants & Low-Moderate Income



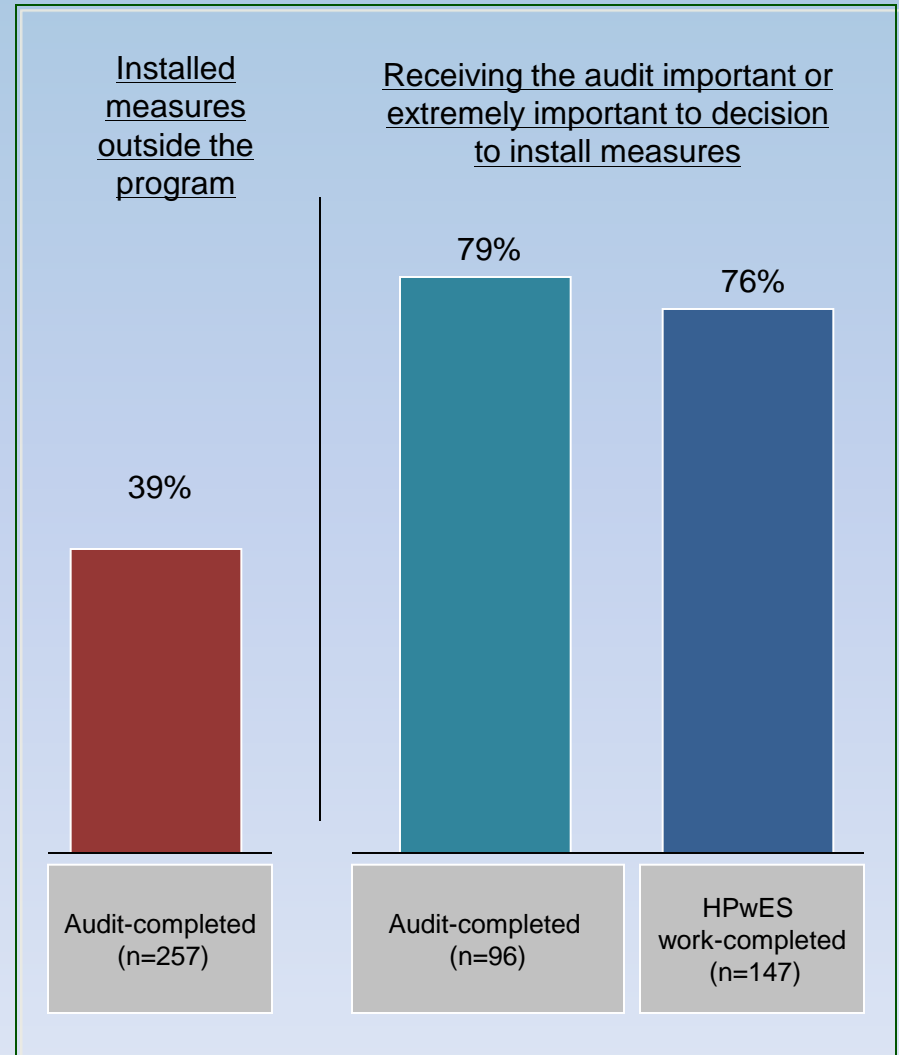
# Reason for Lack of Interest in HPwES and GJGNY: Non-Participants & Low-Moderate Income





# Audits Important to Measure Installation

- Receiving the audit was important to the decision to install measures for nearly four-fifths of “audit-completed”\* participants
- About two-fifths of “audit-completed” participants installed measures outside HPwES
- About three-fourths of HPwES “work-completed” participants reported the audit was important to the decision to install measures

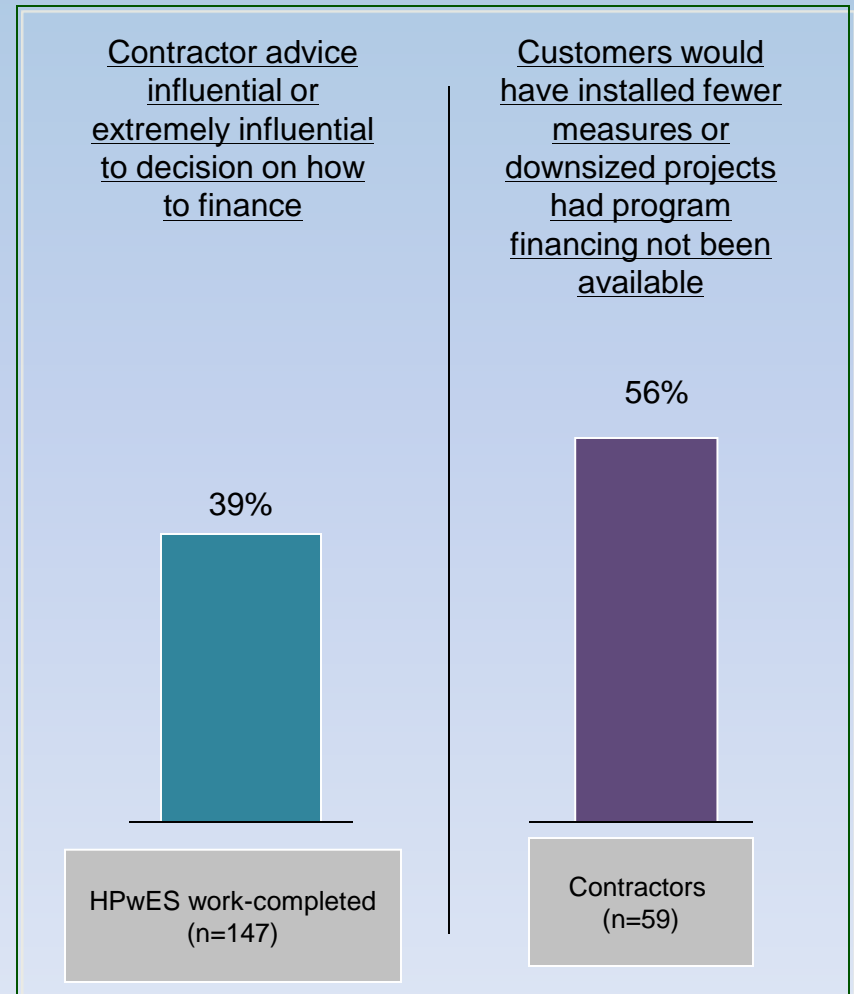


\* Audit-completed participants who installed measures outside program

# Interest in GJGNY Financing

As of June 15, 2011, one-third of HPwES “work-completed” participants used GJGNY low-interest financing

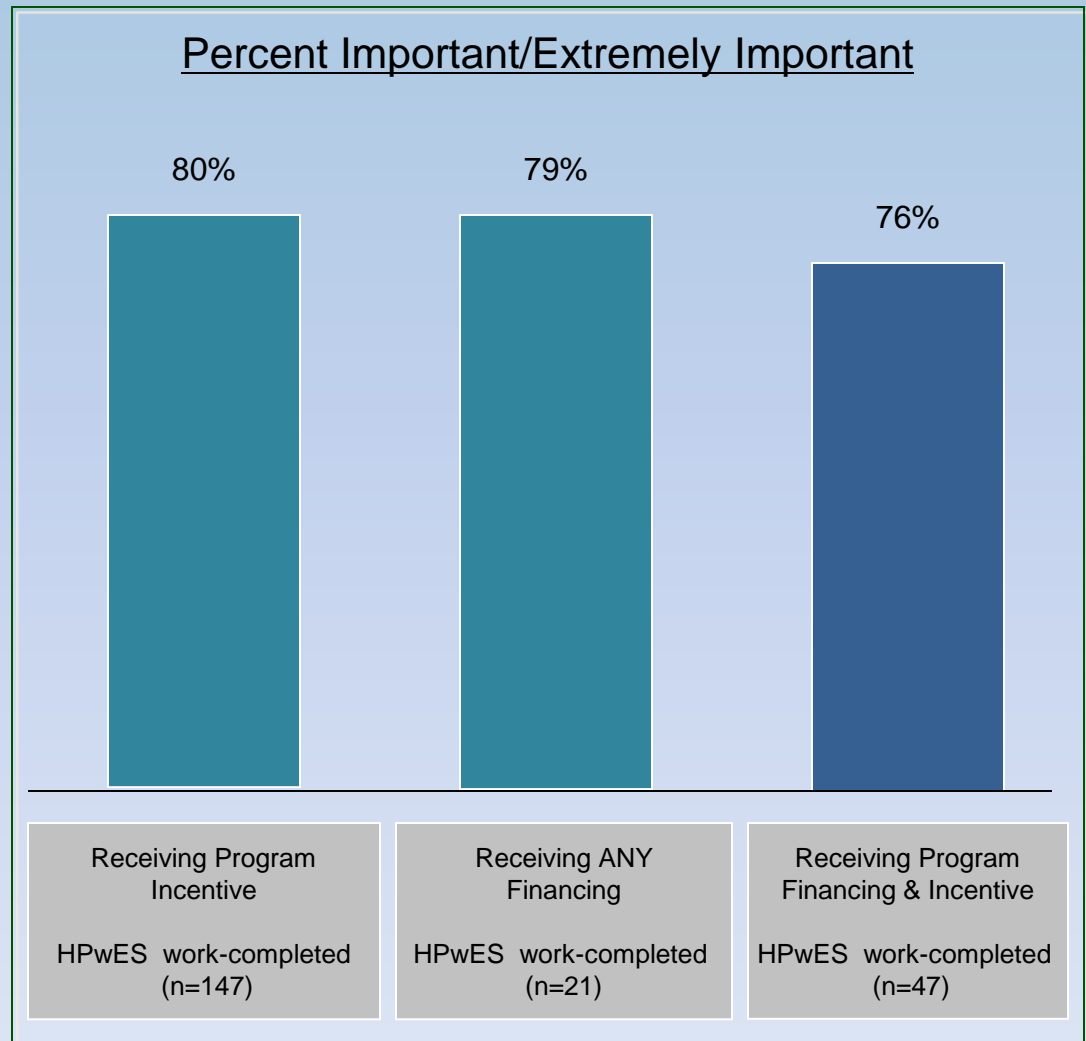
39% of the “work-completed” respondents reported their decision on how to finance the project was influenced or extremely influenced by the advice of the HPwES contractor



# Homeowner Decision Making: Importance of Incentives & Financing

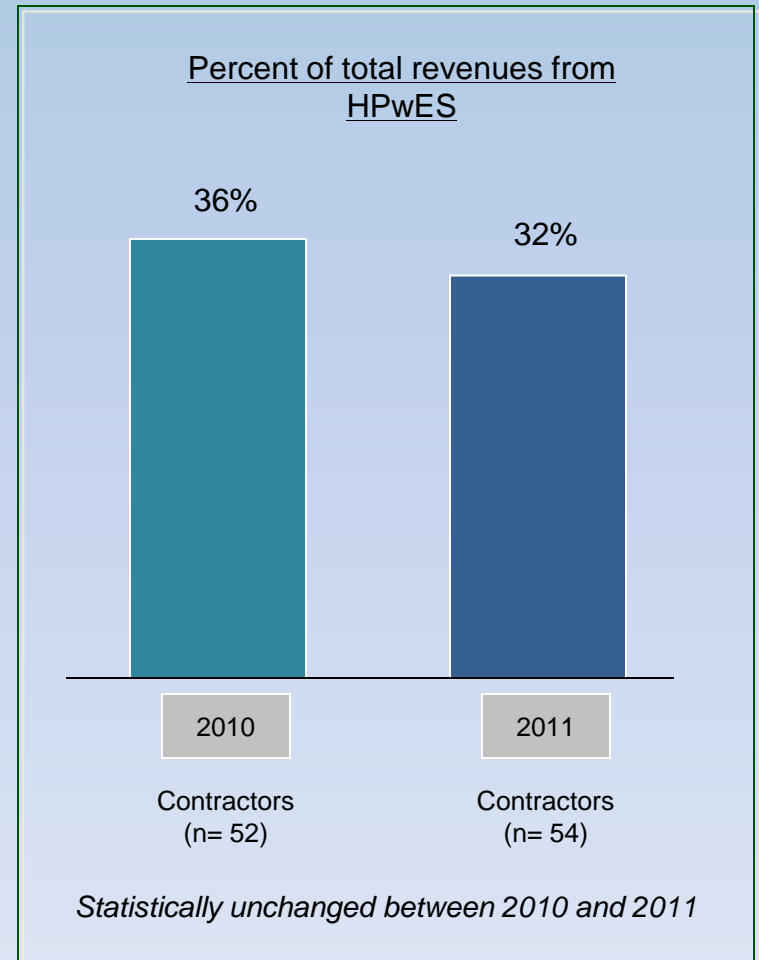
Among “work-completed” participants:

- Four-fifths of those who received an HPwES incentive or financing said that receiving each of them was important to their decision to install measures
- About three-fourths of those who received an HPwES incentive and GJGNY financing said that receiving both of them was important to their decision to install measures



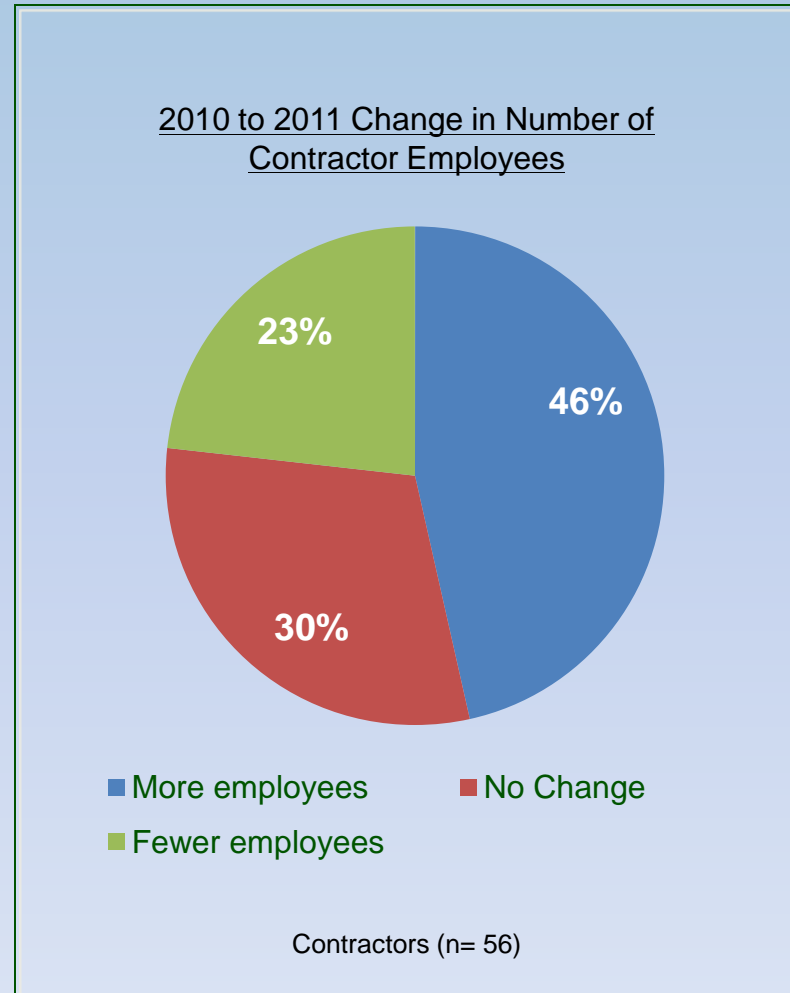
# Contractor Reported Activity

- Surveyed contractors reported that, on average, HPwES accounted for about one-third of their revenues
  - 36% and 32% in 2010 and 2011, respectively



# Increased Employment

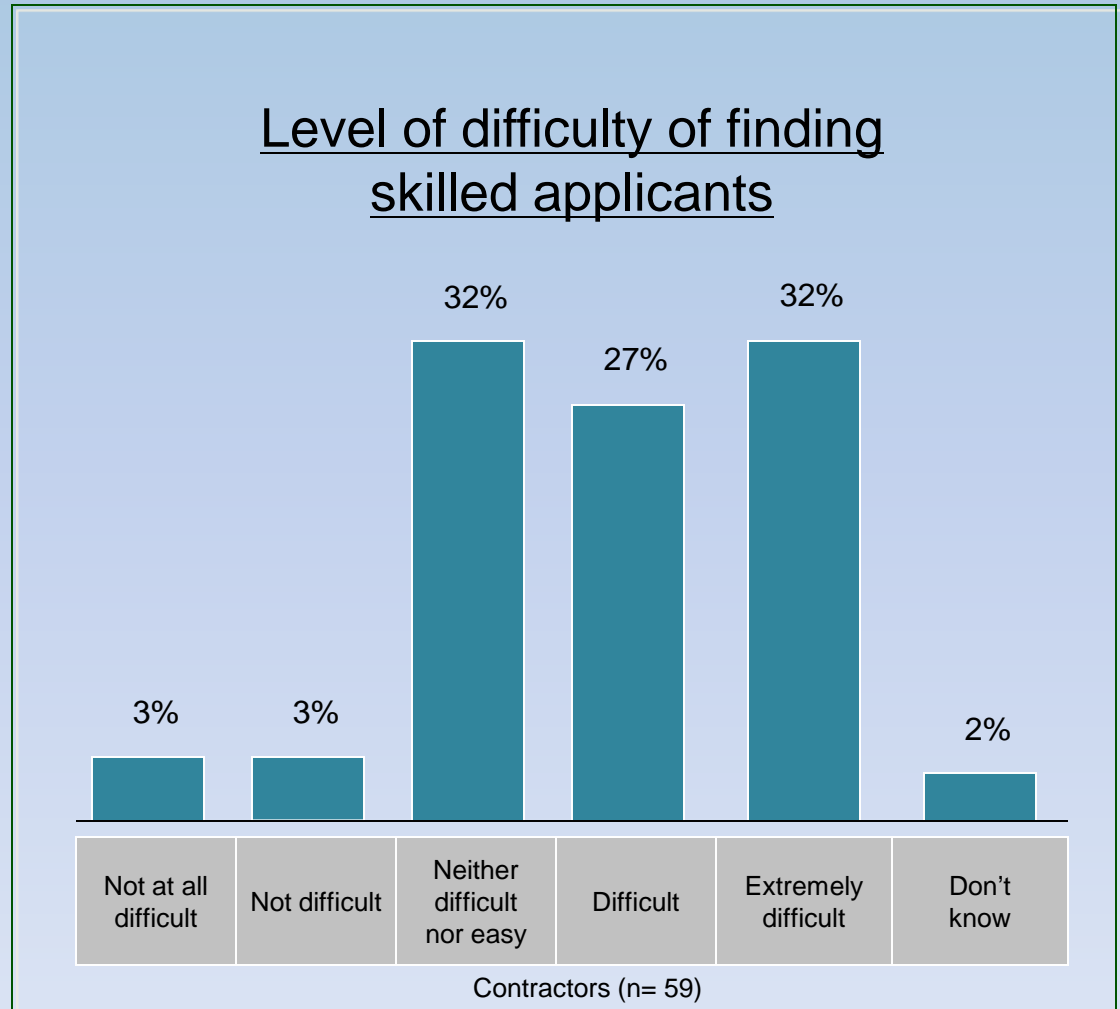
- 46% of HPwES contractors reported an increase in the number of their employees following the introduction of GJGNY components into HPwES (between Nov. 2010 and Oct. 2011)
- Those HPwES contractors who reported an increase in employment attributed 24% of the increase to the introduction of GJGNY



# Finding Skilled Job Applicants

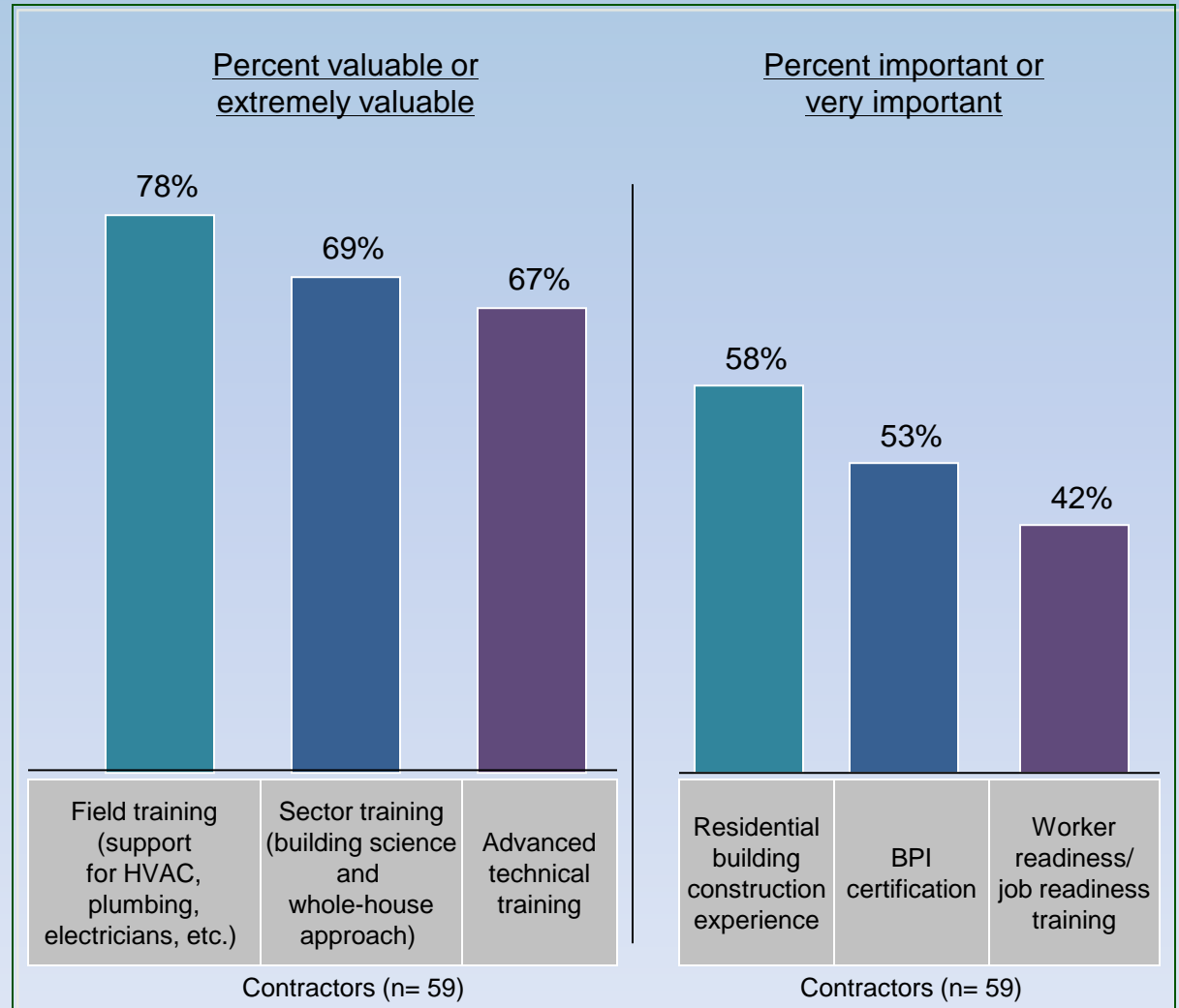
The HPwES contractor survey asked how difficult is it to find enough adequately skilled job applicants in their area

- About three-fifths (59%) said that it was difficult or extremely difficult



# Value of Training and Certification

- 78% of HPwES contractors said that field training would be valuable or extremely valuable for their employees
- HPwES contractors gave the highest ratings to residential building construction experience



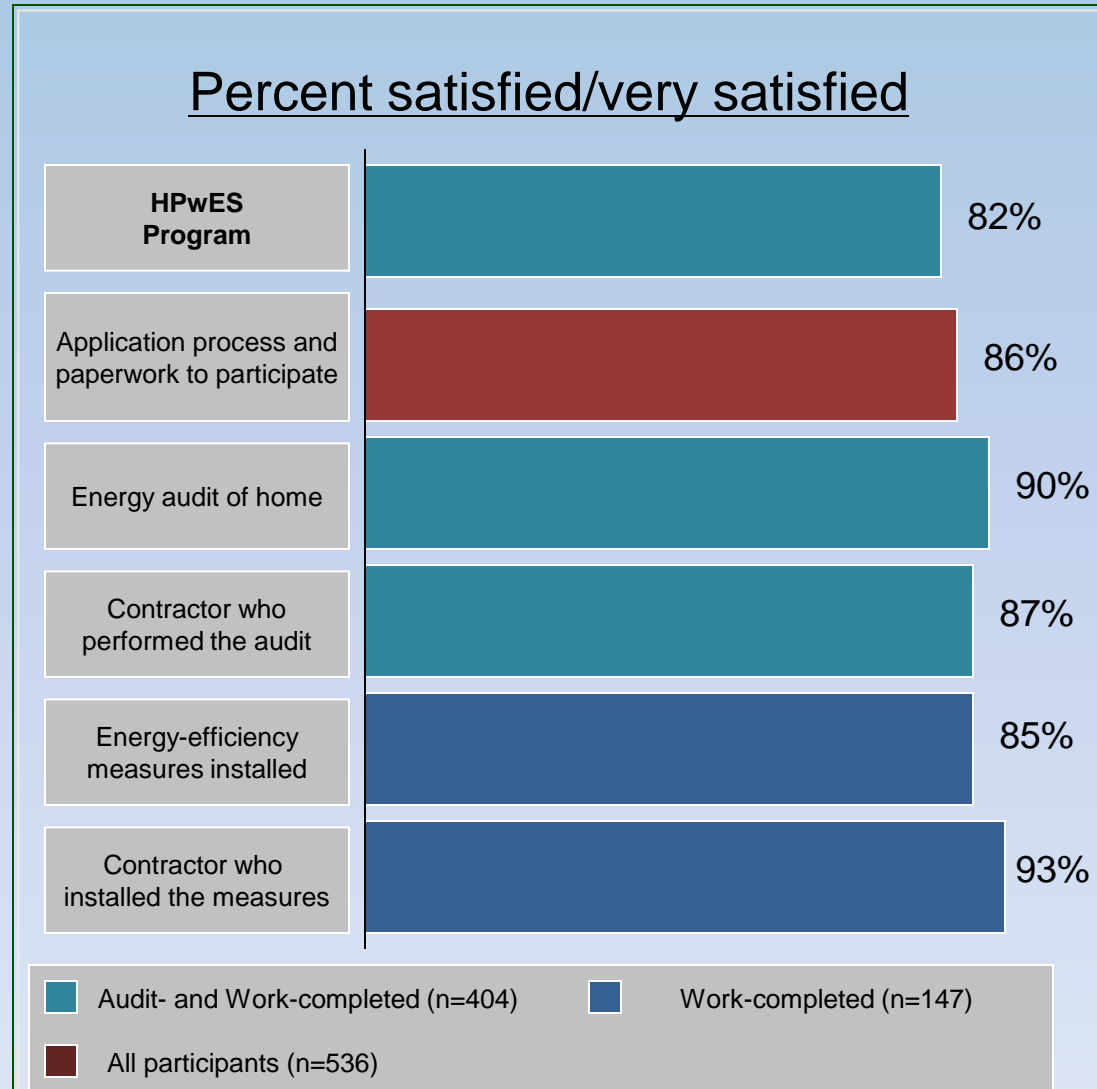
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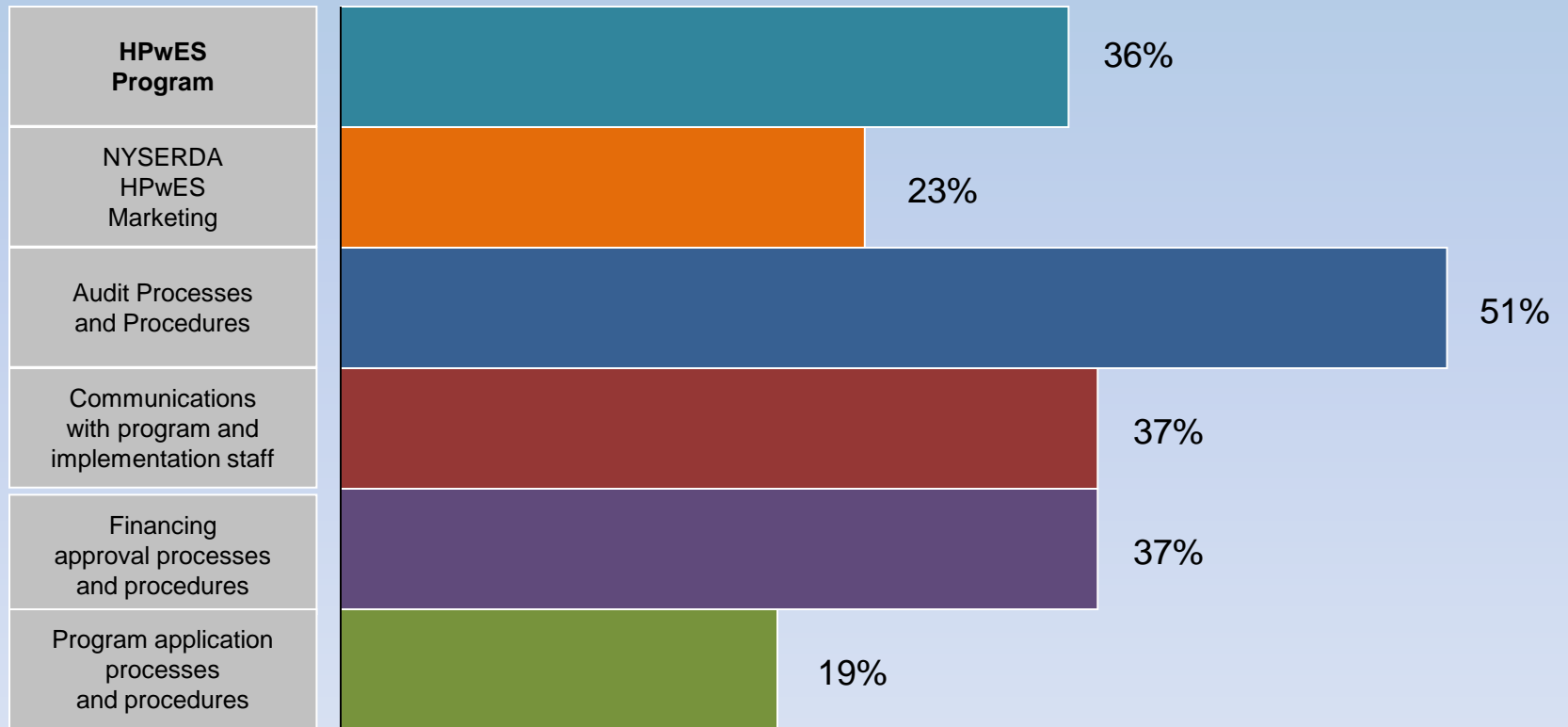
# Satisfaction: GJGNY and HPwES Participant

- The large majority (82%) of “audit-completed” and “work-completed” respondents were satisfied or very satisfied with the HPwES program
- A large majority of participants also were satisfied or very satisfied with specific HPwES program elements



# Satisfaction: HPwES Contractor

## Percent satisfied/very satisfied

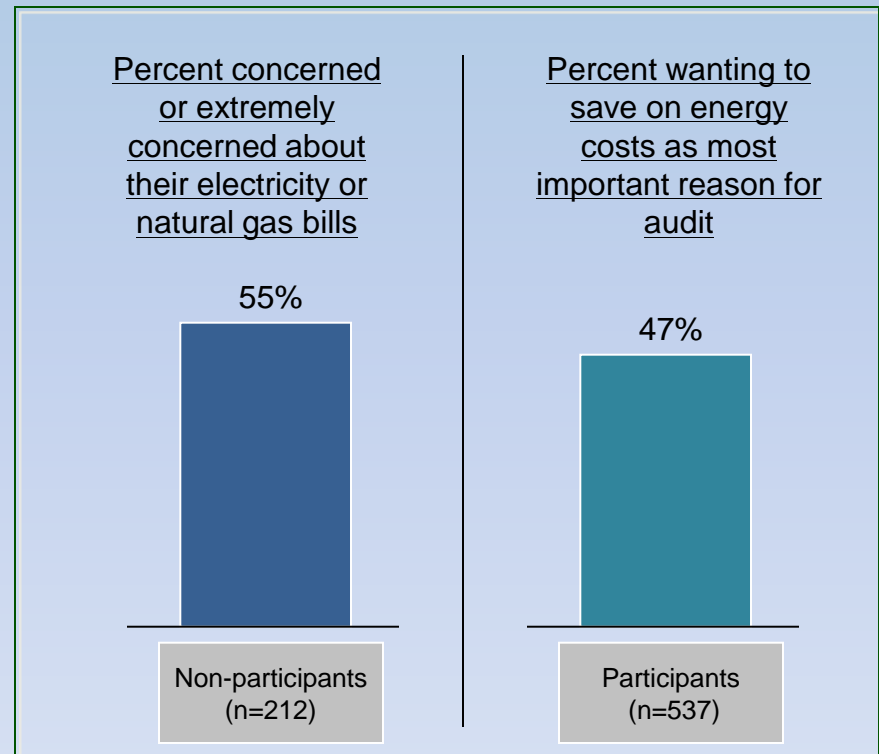


Contractors (n= 59)

# Consumer Motivations

Saving on energy bills is a primary concern, and the most important reason participants had an audit

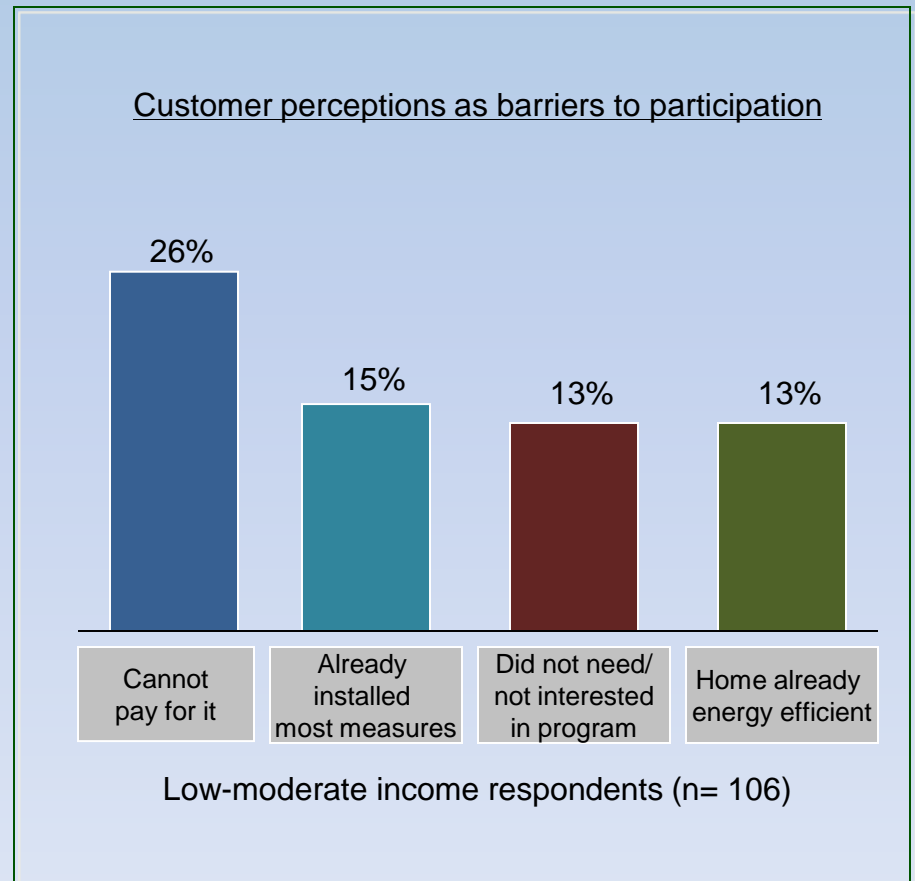
- 55% of all non-participants surveyed are concerned about electricity or natural gas bills
  - 57% of Downstate low-moderate income respondents are extremely concerned with utility bills
- 47% of participants wanted to save on energy costs or bills



# Barriers to Participation: Non-Participants, Low-Moderate Income

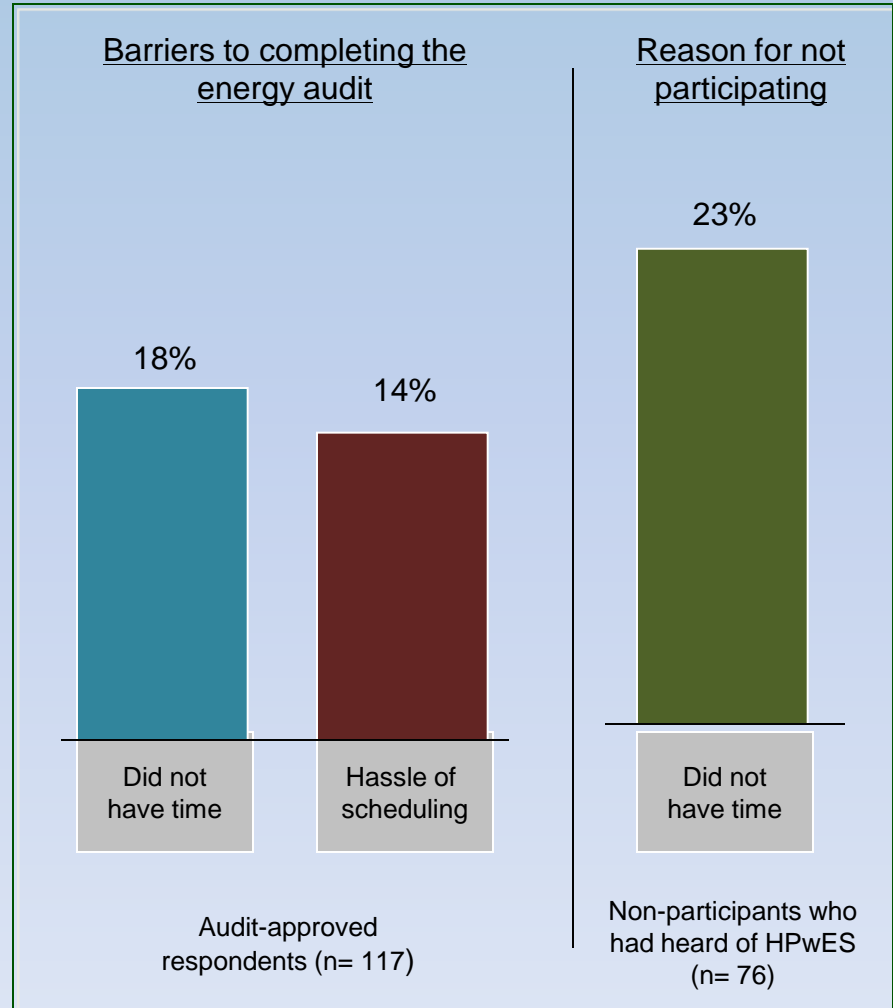
The low-moderate income respondents not interested in HPwES indicated a perceived lack of need for the program

- 26% did not have the money to pay for it
- 15% already installed most measures
- 13% did not need and/or were not interested in program
- 13% said home is already energy efficient



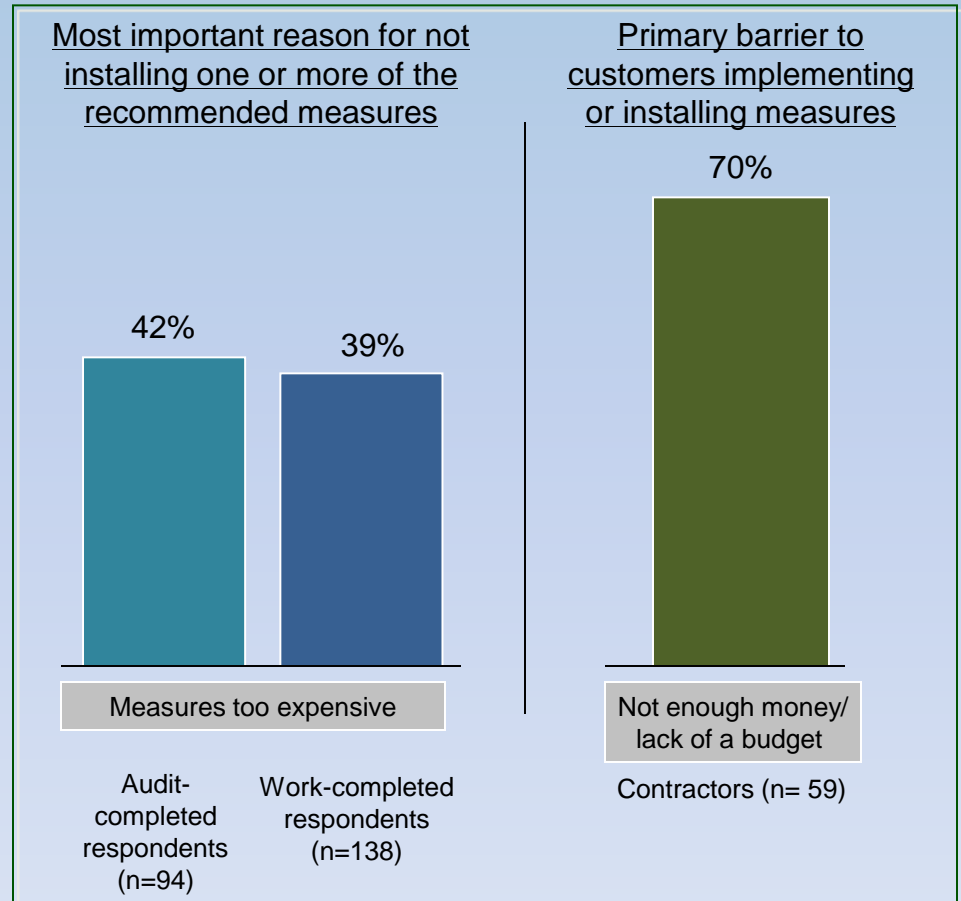
# Barriers to Participation: Audit Approved, Non-Participant

- 32% of “audit-approved” respondents cited time and scheduling issues as barriers to participation
  - 18% did not have time in their schedules
  - 14% indicated the hassle of scheduling
- 23% of non-participants who had heard of HPwES felt they did not have the time to participate in the program



# Barrier to Measure Installation: Audit completed, Work completed, Contractors

- “Audit- completed” participants
  - 42% report the measure(s) are too expensive or cost too much
- HPwES “work-completed” participants
  - 39% report the measures were too expensive or cost too much
- 70% of HPwES contractors reported that lack of budget was the primary barrier to customers installing measures



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# MCA Recommendations

- Market Awareness and Program Messaging
  - Ensure program and HPwES contractor marketing messages emphasize the benefits of participation
    - financial savings on energy bills, low-interest financing and energy efficiency education through the audit process
- Contractor Training
  - Continue to leverage existing training resources and expand the network of training partners to focus on specific field, sector, and advanced technical training
  - Further develop work and job readiness programs through internships and real-world experience to assist contractors in achieving BPI and other building science certifications



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# Process Recommendations

- Consider offering additional seminars/webinars to educate the contractors about GJGNY low-interest loans
- Develop marketing and educational materials that promote the benefits of early replacement of energy consuming equipment
- Encourage HPwES contractors to develop various work scope options including a variety of measure mixes and upgrades
- Develop marketing messages that promote the ease and benefits of participation, flexible scheduling times, etc

# Thank You

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