HOW TO CONDUCT REAL TIME EVALUATION SESSION

WEDNESDAY, FEBRUARY 2, 2011

LILAH GLICK, MARKETING AND COMMUNITY OUTREACH DIRECTOR
GREATER CINCINNATI ENERGY ALLIANCE
About Us

- Non-profit 501c3 organization – April 2008
- Energy Efficiency/Renewable Energy Services
  - Education/Outreach
  - Project Management
  - Financing
- Market Focus
  - Residential
  - Non-profit Commercial
Public/Private Partnership

- Greater Cincinnati Foundation
- Department of Energy: Better Buildings
- Energy Efficiency and Conservation Block Grant (EECBG)
  - Hamilton County, OH
  - City of Cincinnati, OH
  - Kenton County, KY
  - Boone County, KY
  - Campbell County, KY
  - City of Covington, KY
  - City of Florence, KY
The Home Energy Audit
A Case Study

YOU Homeowner + GCEA = Example of Savings

- Frustrated with high utility bills
- Want to make your home more energy efficient
- Lack of knowledge, funds, and time to get started

- Provides a reduced-cost home energy audit by a GCEA certified contractor
- The audit lays out a “road map” for cost-effective home energy upgrades
- Helps finance the upgrades through incentives

<table>
<thead>
<tr>
<th>Total Project Cost</th>
<th>$5,928.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>- GCEA Incentive</td>
<td>$1,778.00</td>
</tr>
<tr>
<td>- Duke Energy HVAC Incentive</td>
<td>$200.00</td>
</tr>
<tr>
<td>- Potential Federal Tax Incentive</td>
<td>$535.00</td>
</tr>
</tbody>
</table>

Customer Cost: $3,415.00
Customer Payback: 4 years
How to Evaluate Success?

GCEA Phone Blitz & Online Evaluation

- November 2010 – Present
- Current Strategy to improve conversion rates

Performance Systems Development

- Launch date: March
- Customized IT tool to better serve customers and evaluate program deliveries
GCEA Phone Blitz & Online Evaluation

- **Survey 3 target groups:**
  - Audits not scheduled
  - Audits completed
  - Retrofits in process/ completed

- **Phone Blitz goals:**
  - Rate GCEA’s programs and services
  - Evaluate customer’s satisfaction with contractors
  - Urge customers to move forward with audits and retrofits
  - Gather testimonials for website and assess interest in focus groups

- **Program logistics:**
  - November 2\(^{nd}\)
  - GCEA staff and three volunteers (Training)
  - Online phone script & survey
Phone Blitz Survey Results:
Audits Requested

- **Customer Survey: Audit Requested**
  - 367 in call pool, 121 responses

<table>
<thead>
<tr>
<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Yes %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participate in survey?</td>
<td>108</td>
<td>15</td>
<td>88%</td>
</tr>
<tr>
<td>Contacted by contractor?</td>
<td>47</td>
<td>61</td>
<td>44%</td>
</tr>
<tr>
<td>Schedule your audit?</td>
<td>45</td>
<td>16</td>
<td>74%</td>
</tr>
<tr>
<td>Already scheduled audit?</td>
<td>17</td>
<td>30</td>
<td>36%</td>
</tr>
<tr>
<td>Sign up for newsletter?</td>
<td>33</td>
<td>90</td>
<td>27%</td>
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</tbody>
</table>
Phone Blitz Survey Results: Audits Requested

Reasons for not scheduling Audit:

- Cost of energy assessment (9)
- No time (9)
- Didn't understand program (3)
- Not owner occupied (1)
- Problem scheduling with contractor (2)
- Other (20)
Phone Blitz Survey Results: Audit Completed

Customer Survey: Audit Completed

- 173 in call pool, 57 responses

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<th>Question</th>
<th>Yes</th>
<th>No</th>
<th>Yes %</th>
</tr>
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<tbody>
<tr>
<td>Schedule retrofit?</td>
<td>13</td>
<td>43</td>
<td>23 %</td>
</tr>
<tr>
<td>Received a report after audit?</td>
<td>33</td>
<td>2</td>
<td>94%</td>
</tr>
<tr>
<td>Interested focus group?</td>
<td>27</td>
<td>21</td>
<td>56%</td>
</tr>
<tr>
<td>Receive newsletter?</td>
<td>19</td>
<td>37</td>
<td>34%</td>
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</tbody>
</table>
Phone Blitz Survey Results: Audit Completed

Reasons for not scheduling Retrofit:

- Cost of energy improvement (7)
- No time (5)
- Problem scheduling with contractor (2)
- Other (24)
- No answer (5)
Performance Systems Development

- 5 Important Tools:
  - Customer Web Portal
  - Energy Management Program Site
  - Green Energy Compass
  - Building Performance Compass
  - Field Collection Tool
Performance Systems Development

Green Energy Compass

Overview
- Audits Completed: 8
- Jobs Completed: 1
- Avg Energy Savings: 104 MB
- Avg Savings: 40%

Buildings
- 3 Buildings Ready to Submit
  - Tom Loughborough: Job Started
  - Pat Julius: Job Started
  - Mark Sawyer: Job Started
- Building List: Total Buildings: 12

Leads
- 4 Leads
  - Andruis House: West Chester
  - Warren House: Philadelphia

Surveyor
- Download: Green Energy Surveyor Installer
- Surveyor User Guide

powered by Green Energy Compass
Performance Systems Development

Green Energy Compass
Contact Information

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