Home Energy Score Impact on Program Participation Rates

Home Energy Score

Score

Address: 12345 Honeysuckle Lane
Smithville AR 72466

Score with improvements

Home size: 1,600 square feet
Year built: 1970
Air conditioned: Yes

Score: 3

Home Facts

Uses more energy

1 2 3 4 5 6 7 8 9 10

Uses less energy

Estimated annual savings

$411

Score: 7

Recommended

Your home’s current score

homeenergyscore.gov

Assessment type: Official Score
Assessment date: Feb 03, 2014
Score ID: 42944
Qualified assessor #: 101019
Home Energy Score Version: v2014.4506

Joan Glickman, Program Manager
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homeenergyscore@ee.doe.gov
Intended to **motivate homeowners** to invest in residential energy efficiency

- Simple and action-oriented
- Ability to document investment in energy efficiency using the post-improvement score
Based on what homeowners learned from the Home Energy Score:

- **65%** are more likely to make energy improvements to their home in the next 12 months.
- Additional **12%** more likely to make energy improvements before they sell their homes.
- More than **50%** find the Home Energy Score as their best or second best part of the home visit.
- **95%** of respondents agree that the Home Energy Score is *easy to understand* and **87%** agree that it’s *motivational*.
Randomized control testing to identify the impact Home Energy Score has on --
- Homeowners’ willingness to pursue energy efficiency improvements
- How soon they invest in improvements
- Level of homeowner investment

The Home Energy Score is offered to homeowners that have just replaced their gas appliance to encourage further investments.

Timeline
- The study launched in May of 2014
- Data collection is expected to continue for a total of 18 months
### Preliminary Findings from the NJNG Evaluation Study

- Randomized controlled test; study ongoing
- Approximately 2000 homeowners received an audit as part of rebate program (post-installation of equipment)
- 118 homeowners proactively requested an audit
- 49 homeowners in total proceeded with HPwES

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<thead>
<tr>
<th>Comparison</th>
<th>Received Home Energy Score</th>
<th>No Home Energy Score (control group)</th>
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</thead>
<tbody>
<tr>
<td>501 homeowners signed release allowing contractors to follow-up</td>
<td>25%</td>
<td>23%</td>
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<tr>
<td>Time to “convert”</td>
<td>40 days</td>
<td>48 days</td>
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<tr>
<td>Percent of homeowners in “proactive” group who moved forward with HPwES</td>
<td>18.5%</td>
<td>17.0%</td>
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- Strong correlation between signing release form and moving forward with retrofit
- Need 2X sample size of release forms and conversions to be statistically significant at 95% level
- NJNG interested in seeing if action is more likely after 18 months given that vast majority recently invested in equipment replacement (rebate program)
Concluding Remarks

• Additional studies planned for 2015:
  – Look at impact of Home Energy Score at time of purchase or refinance
  – Testing impact of observability
  – Partners: Colorado Energy Office, NYSERDA

• Thank you!
  – Gannate Khowailed, SRA
  – Jerry Ryan, Susan Ellman, NJNG
  – Scott Case, Anne Maertens, Energy Savvy
  – Paul Grimyser, Focus on Energy; Carter Dedolph, CSG
  – Nathaniel Higgins, GSA/WH Social Behavior and Science Team

• For questions, please email -- homeenergyscore@ee.doe.gov