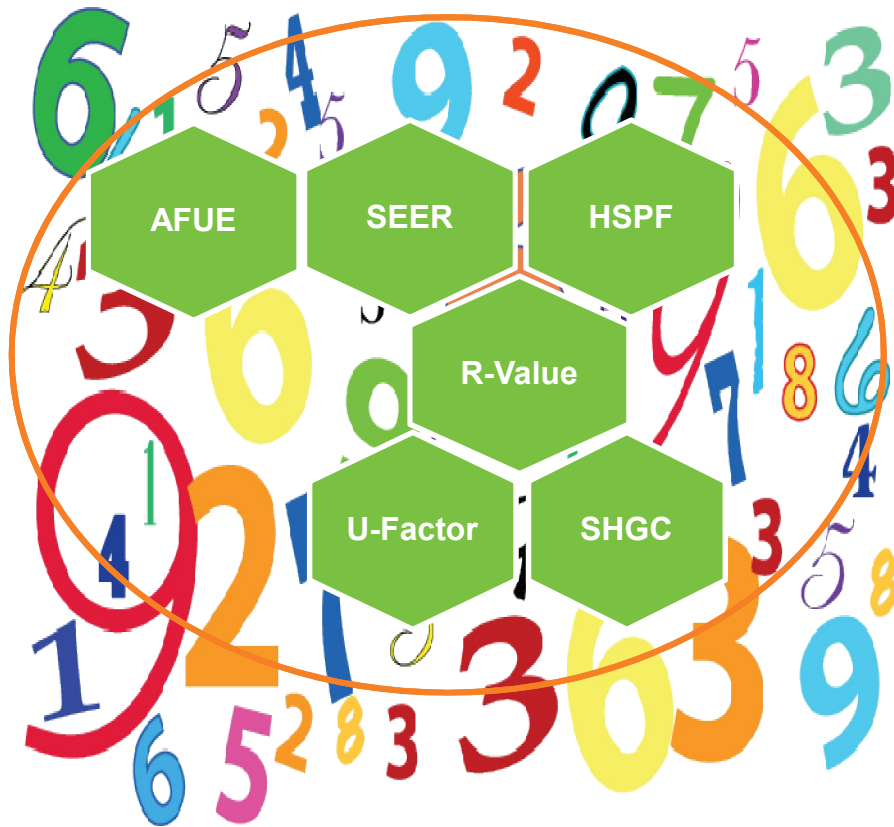


Home Energy Score Impact on Program Participation Rates

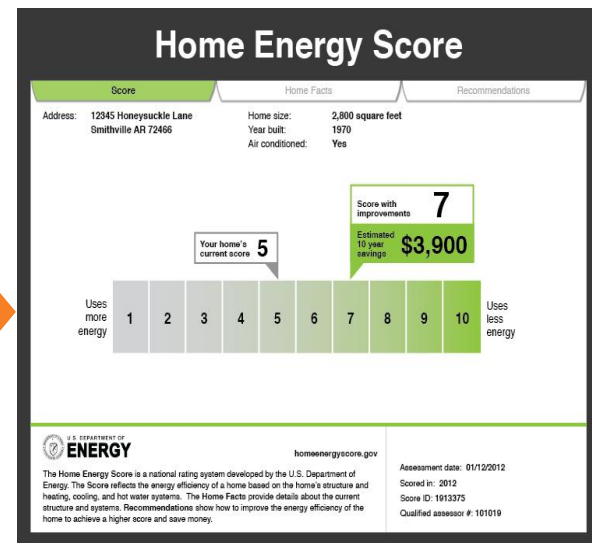
Joan Glickman, Program Manager
December 9th, 2014

homeenergyscore@ee.doe.gov

Numbers...Here, There, Everywhere



Making Them Meaningful



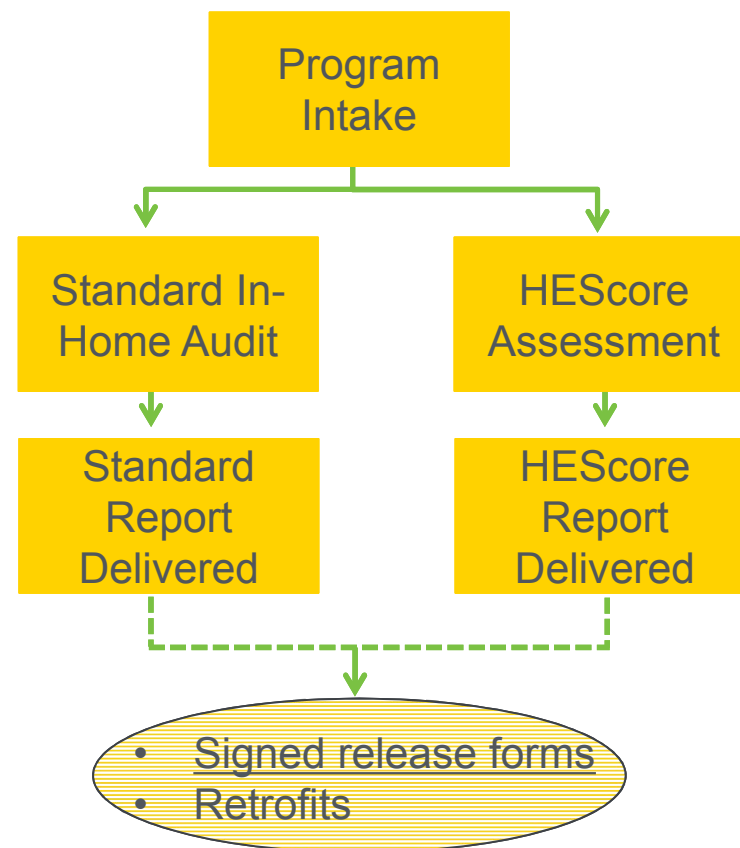
- ✓ Intended to **motivate homeowners** to invest in residential energy efficiency
 - ✓ Simple and action-oriented
 - ✓ Ability to document investment in energy efficiency using the post-improvement score

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**

NJNG: Home Energy Score Study Design

- 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

	Received Home Energy Score	No Home Energy Score (control group)
501 homeowners signed release allowing contractors to follow-up	25%	23%
Time to “convert”	40 days	48 days
Percent of homeowners in “proactive” group who moved forward with HPwES	18.5%	17.0%

- 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)

- 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 --
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