CRES Initiative Market Assessment

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RETA CRES Initiative Theory:

**Goal:** Accelerate adoption of energy efficiency O&M practices in industrial refrigeration

- CRES develops EE O&M skills & capabilities
- CRES certified staff optimizes operation, capturing energy & cost savings
- Business owners come to value CRES

**Study Objective**

- Determine the Certified Refrigeration Energy Specialist (CRES) certification appeal among refrigeration professionals in the Northwest
Optimize CRES Marketing for Executives

To increase awareness

- CRES Awareness Lowest Among Executives

Data: Non-CRES Certificant Survey, n=53
Non-CRES certificants: refrigeration professionals who are not pursuing CRES
To Include effective “value proposition” messages around CRES

- Minority (2 of 7) of executives, vs. more than half (17 of 28) of middle managers, stated CRES would influence hiring decisions

- Executive and middle manager perceptions not aligned:

  % highly agreeing (rating of “4” or “5”) with:

<table>
<thead>
<tr>
<th>Perception</th>
<th>Middle manager (n=28)</th>
<th>Executive (n=7)</th>
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<tbody>
<tr>
<td>Our company values training more than refrigeration-related certifications</td>
<td>18%</td>
<td>29%</td>
</tr>
<tr>
<td>Our company values training individuals to operate our refrigeration systems efficiently</td>
<td>68%</td>
<td>43%</td>
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Data: Non-CRES Certificant Survey, n=53
Optimize CRES Marketing for Managers

To emphasize the immediate efficiency benefits from operators’ certification activities

- Managers less open to supporting elements of CRES that require employees to be away from their jobs during work time

% saying their firm is likely (rating of "4" or "5") to provide the following support for CRES:

- Allow paid time off for training (n=32) 44%
- Pay associated travel expenses to take the exam (n=34) 50%
- Allow staff to document & complete activities required for certification during work hours (n=34) 53%
- Pay for continuing education credits (n=35) 57%
- Pay for CRES certification training materials from RETA (n=34) 62%
- Pay exam certification fee (n=35) 66%

Data: Non-CRES Certificant Survey, n=53
Employer Support Needed to Pursue CRES

Refrigeration professionals will not pursue CRES without employer-provided support

% of CRES certificants reporting they are likely to pursue CRES (rating of "4" or "5") if employer had not...

| Allowed you to pursue CRES certification during work time? (n=13) | 46% |
| Paid the costs associated with CRES certification? (n=12) | 25% |

% of non-CRES certificants who were not managers reporting they are likely to pursue CRES (rating of "4" or "5") if employer...

| Paid the associated costs AND allowed you to pursue CRES certification during work time? (n=14) | 64% |
| Paid the costs associated with CRES certification? (n=14) | 57% |
| Did not support you in any way? (n=13) | |

CRES certificants: refrigeration professionals who are CRES certified or pursuing CRES
Expand CRES Educational Efforts for RPs

Refrigeration Professionals (RPs) would benefit from additional support in preparing for the exam

- 8 of 14 CRES certificants/candidates said some aspect of CRES did not go smoothly
- 3 of 10 CRES candidates no longer pursuing CRES
  - Concerned about passing the exam without additional training
- RETA staff reported there are no materials to prepare for the exam outside of information from the prep classes

Data: CRES Certificant/Candidate Survey (n=14) & RETA staff interviews (n=3)
Read our paper published at BECC eScholarship.org site

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