



What Does Success Look Like? Evaluating Efficiency Programs with Community Organizations

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- Why community organizations?
- Two community outreach programs
- Understanding program logic
- Measuring progress
- Successful outreach models
- Takeaways for future programs

Any opinions, are expressed, explicitly or implicitly those of the authors and do not necessarily represent those of the New York State Energy Research and Development Authority.

Why community
organizations?

Benefits of Community-Based Organizations (CBOs)

Low Income Focused Affordable Housing
Faith-Based Social and Human Services
Economic Development Small Business Services
Homeowners Association Economic Development Employment Services
Chamber of Commerce Environmental Advocacy and Policy
School

- Incorporate community benefits
- Leverage existing positions of trust
- Reach hard-to-reach

Policy Landscape

American
Recovery and
Reinvestment
Act (ARRA)

- **Better Buildings National Program (BBNP)**
- Federal stimulus funds
- Administered by U.S. Department of Energy

Green Jobs
Green New
York
(GJGNY) Act

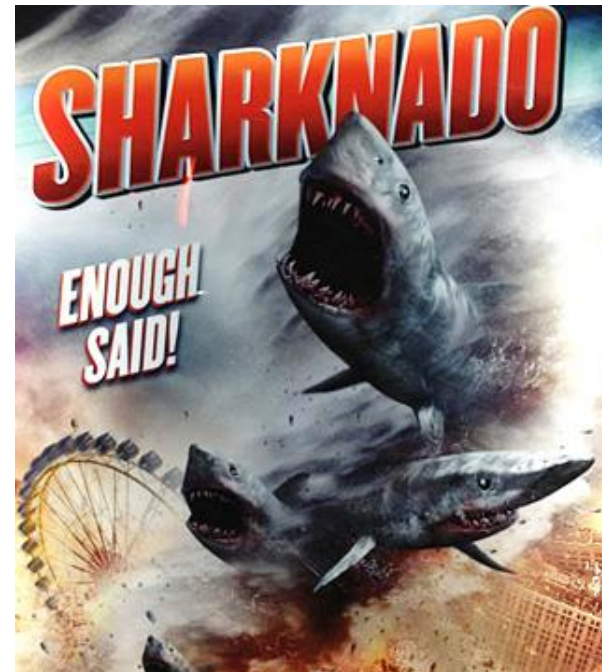
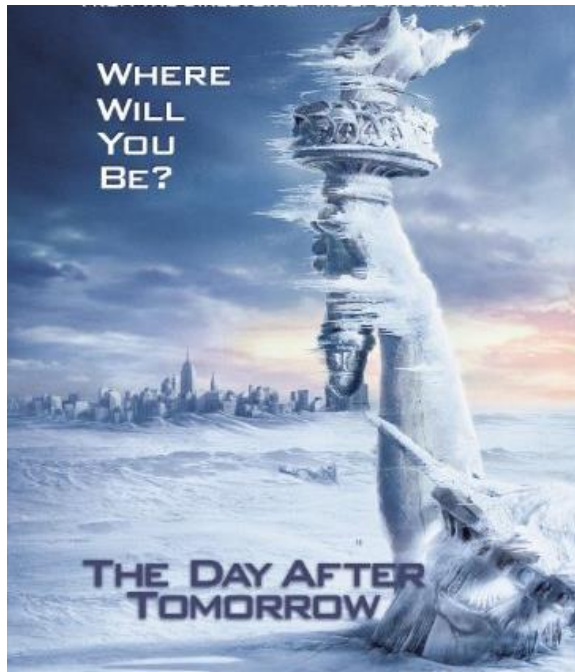
- **GJGNY Programs**
- Funded by Regional Greenhouse Gas Initiative (RGGI) funds
- Administered by New York State Energy Research & Development Authority (NYSERDA)

The programs

Two Program Process Evaluations

NYSERDA GJGNY Outreach Program

Los Angeles County Community-Based Social Marketing Energy Champions Pilot



Two Program Process Evaluations

NYSERDA GJGNY Outreach Program

Los Angeles County Community-Based Social Marketing Energy Champions Pilot

- ✓ Legislation-funded
- ✓ Recruited CBOs to conduct outreach
- ✓ Affiliated existing efficiency program
- ✓ Residential focus
- ✓ Payment

GJGNY Outreach Program Goals

Program Goal: Generate efficiency retrofits in targeted communities

- ↑ Assisted retrofits (moderate income)
- ↑ Financing uptake
- ↑ Low program volume regions

25% of CBO contract paid based on retrofit goal progress

How can CBOs recruit retrofits?
Understanding program logic

Retrofit Program Stages

Retrofit Program Participation Stage

Awareness & interest

Find a contractor

Apply for assessment

Assessment

Develop work scope

Pay for the work

Complete retrofit

NYSERDA Home Performance with ENERGY STAR®

- Incentives 10% to 50%

Program Logic: Retrofit Program Barriers

Retrofit Program Participation Stage	Key Participation Barriers
	Awareness
Awareness & interest	Trust & interest in opportunity
	Eligibility (homeownership)
Find a contractor	Uncertainty about contractor choice
Apply for assessment	Capacity to fill out paperwork
Assessment	Time delay
	Understanding of work scope
Develop work scope	Interest in continuing
	Sufficient energy savings
	Awareness of financial support
Pay for the work	Capacity to fill out paperwork
	Ability to pay
Complete retrofit	Concerns with contractor

CBO Influence on Retrofit Barriers

How can CBOs help homeowners overcome these barriers to increase participation?



High CBO Influence

Awareness

Capacity to fill out paperwork

Understanding of work scope

Awareness of financial support



Low CBO Influence

Eligibility (homeownership)

Sufficient energy savings

Ability to pay

What did they do?
Measuring progress

Interim CBO Retrofit Progress

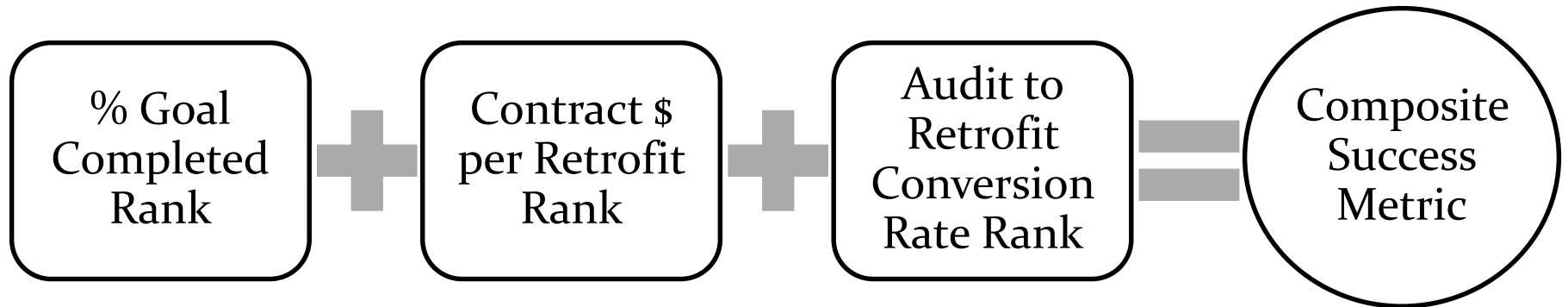
475 retrofits

17% of total program goal

82% recruited by top 5 CBOs

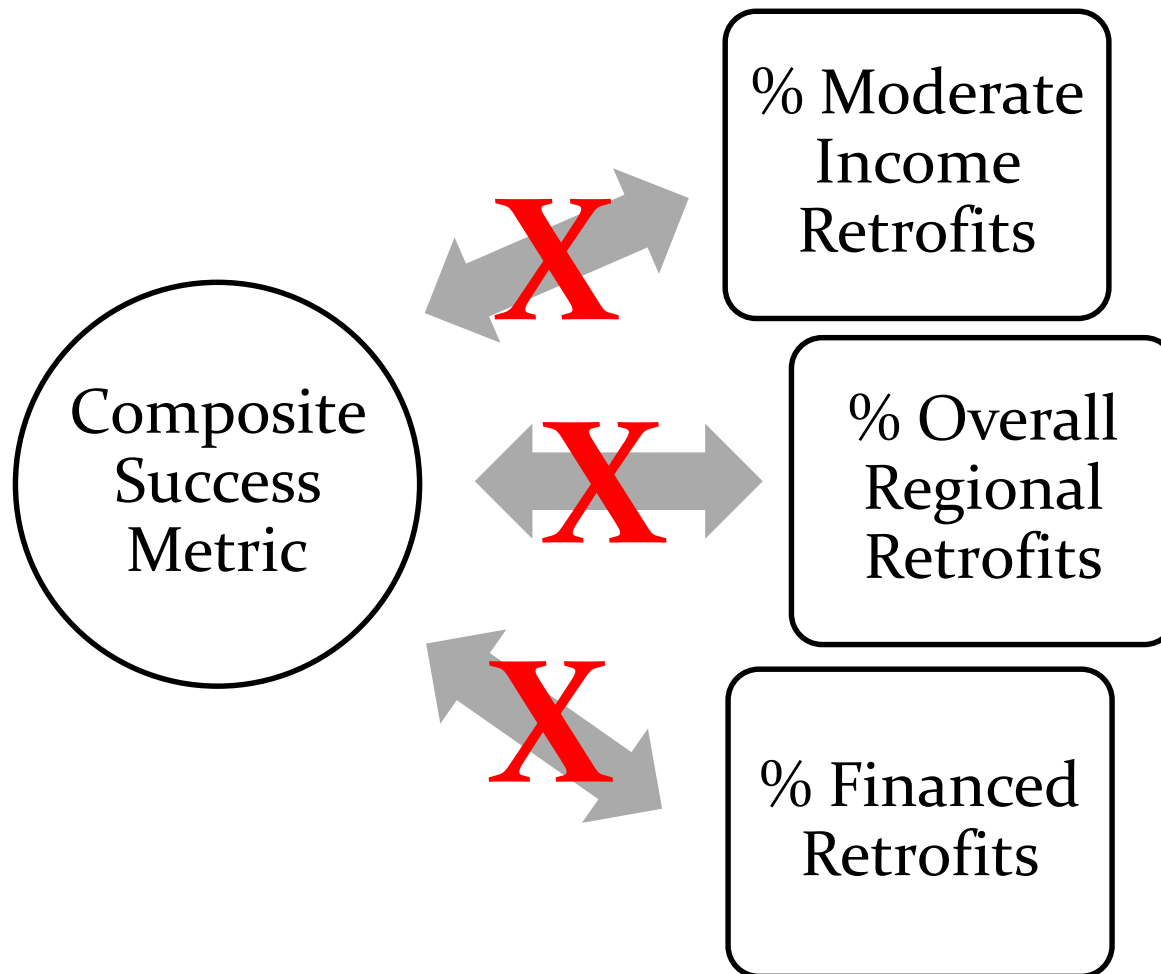
Interpreting Overall Retrofit Goal Progress

Developing a composite metric to compare CBO progress



Measuring Targeted Populations Impact

Correlation of composite metric and other program goal progress?



How did they do it?
Successful outreach models

Successful CBO Outreach Strategies

- Conduct activities to meet specific goals
 - Meet needs of constituents
- Leverage existing relationships with constituents
- Provide support throughout the retrofit process
 - Build retrofit contractor relationships
- Leverage organizational capacities

Case Study: Leveraging Organizational Capacities



The screenshot shows a news article from Time Warner Cable News. The header includes the logo, the time "12:21 pm", and the temperature "72°". The article is dated "Saturday, September 06, 2014". The title is "Helping homeowners think green" by "Web Staff" from "01/30/2012 05:25 PM". Below the title is a video player showing a group of people holding a banner that reads "GREEN JOBS GREEN NEW YORK" and "UpgradeUpstate.org/SouthernTier". The video player includes a play button and the text "CNY/NNY/S. Tier: Helping homeowners think green Play now".

What did we learn?
Takeaways

Considerations for Future Program Success

Carefully define program goals and success metrics



Align organization recruitment with program goals



Ensure organizations have access and credibility with target population



Allow program flexibility to accommodate creativity



Deploy evaluation tools to inform and refine program design

















































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Measuring Targeted Populations Impact

Correlation of composite metric and other program goal progress

	Composite Metric	% of Regional Retrofits Rank 1= ↑ % of regional program activity	Proportion of Assisted Retrofits Rank 1= ↑ % of assisted retrofits	Proportion of Retrofits with Financing Rank 1= ↑ % of financed retrofits
CBO 1	9 	10 	5 	9 
CBO 2	11 	4 	9 	3 
CBO 3	12 	8 	2 	7 
CBO 4	14 	9 	8 	6 
CBO 5	14 	7 	12 	4 
CBO 6	16 	6 	11 	2 
CBO 7	17 	5 	3 	11 
CBO 8	20 	11 	10 	8 
CBO 9	28 	3 	6 	1 
CBO 10	29 	2 	7 	11 
CBO 11	31 	12 	1 	10 
CBO 12	33 	1 	3 	4 

Energy Champions Case Study: Individual Experience and Connections

