

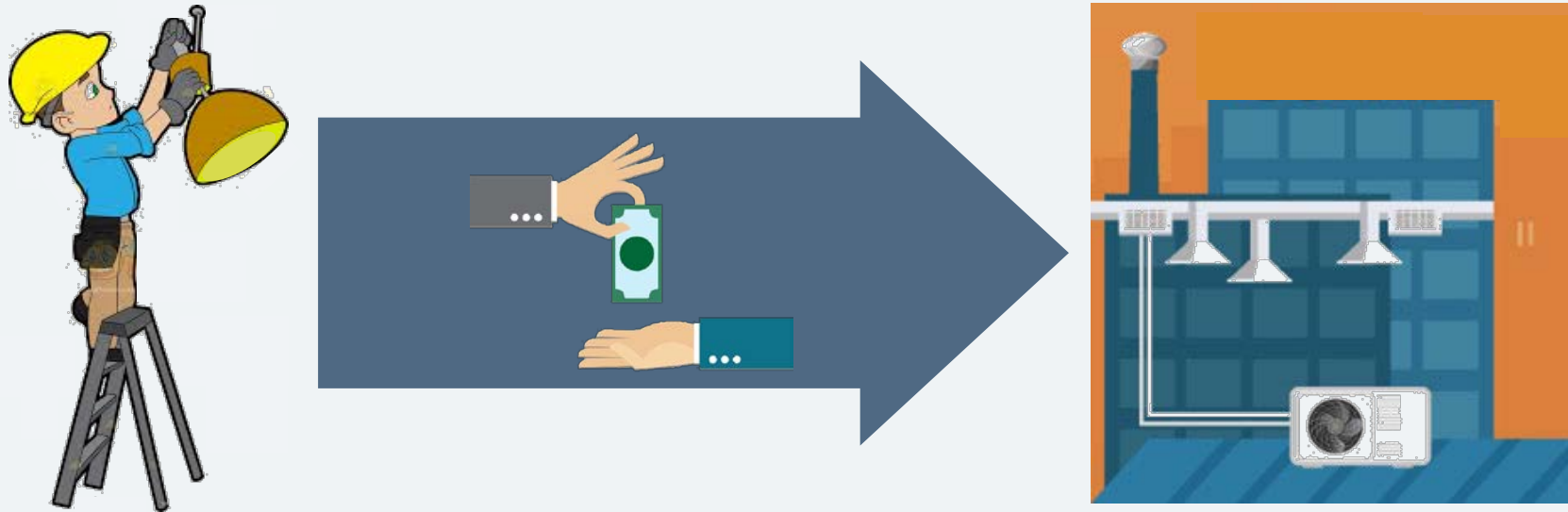
***Is the Left Hand Taking Away What the Right Hand is Giving? Or, Does an Industrial Energy Efficiency/SEM Program Teach Free-Ridership?***

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# *Repeat Participation Is Desirable*

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*Especially in an industrial program*



# *Erickson (2008): Are Repeat Participants Free-Riders?*

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I would have done that energy efficiency project anyway.

Come to think of it, the program *did* influence me.



# Does it Lead to Free-Ridership?



The program taught me the value of energy efficiency

But since they'll still give me incentives, I may as well take them.



# *Any Direct Evidence?*

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Energy Trust of Oregon, Existing Buildings, 2006-2007:

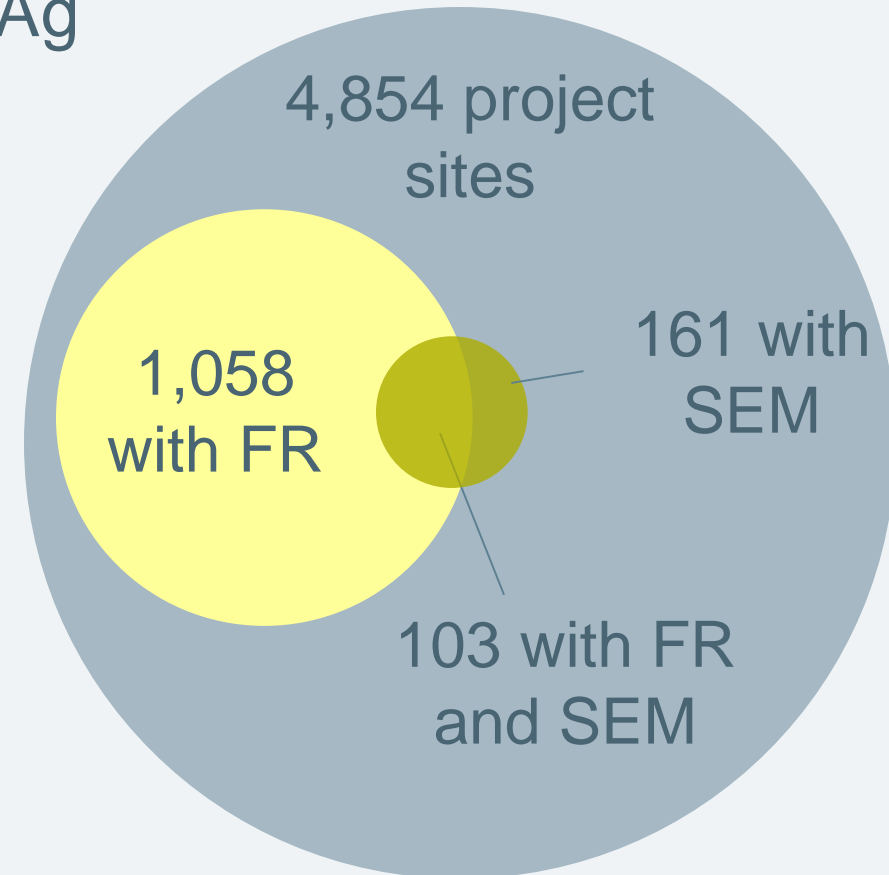
- Free-ridership higher for repeat participants (42%) than first-timers (29%).
- Cross-sectional data.
- Repeat participation was self reported.



# Can We Improve on That?

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- FR data since 2011 from Industrial / Ag program with SEM.



# *Methodological Details*

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- Program tracks differ in mean free-ridership.
- We controlled for this in the following way... read the paper.



# *Research Questions*

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Is free-ridership related to:

- Predisposition of repeat vs. one-time participants?
- Project timing (early vs. late) or sequence?
- SEM engagement?

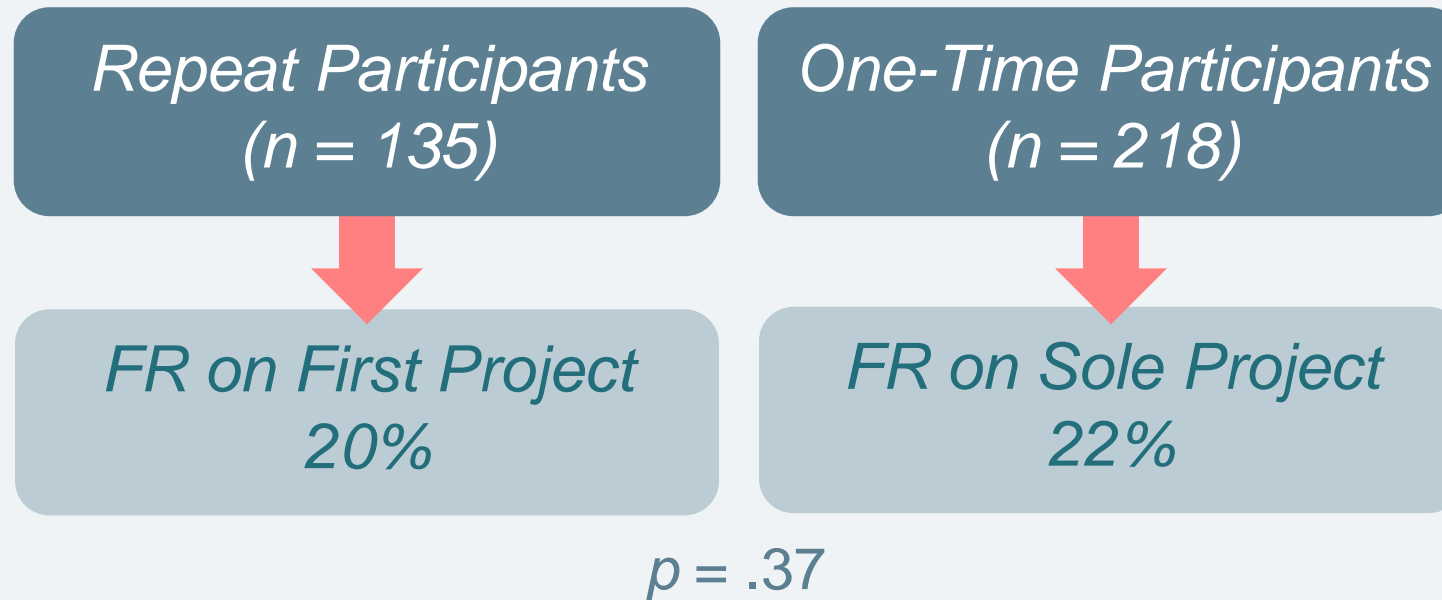




# Repeat vs. One-time Participants: First Project

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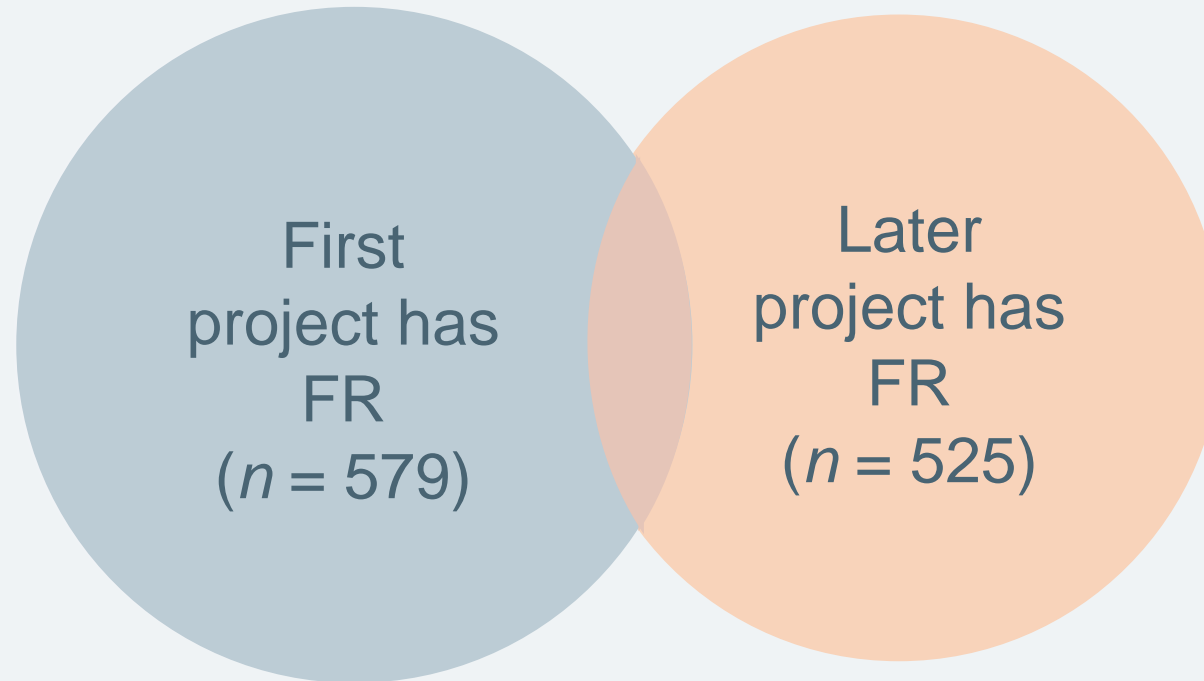
- Limited to those with first project by 2014.
- ANCOVA to control for date of first project.



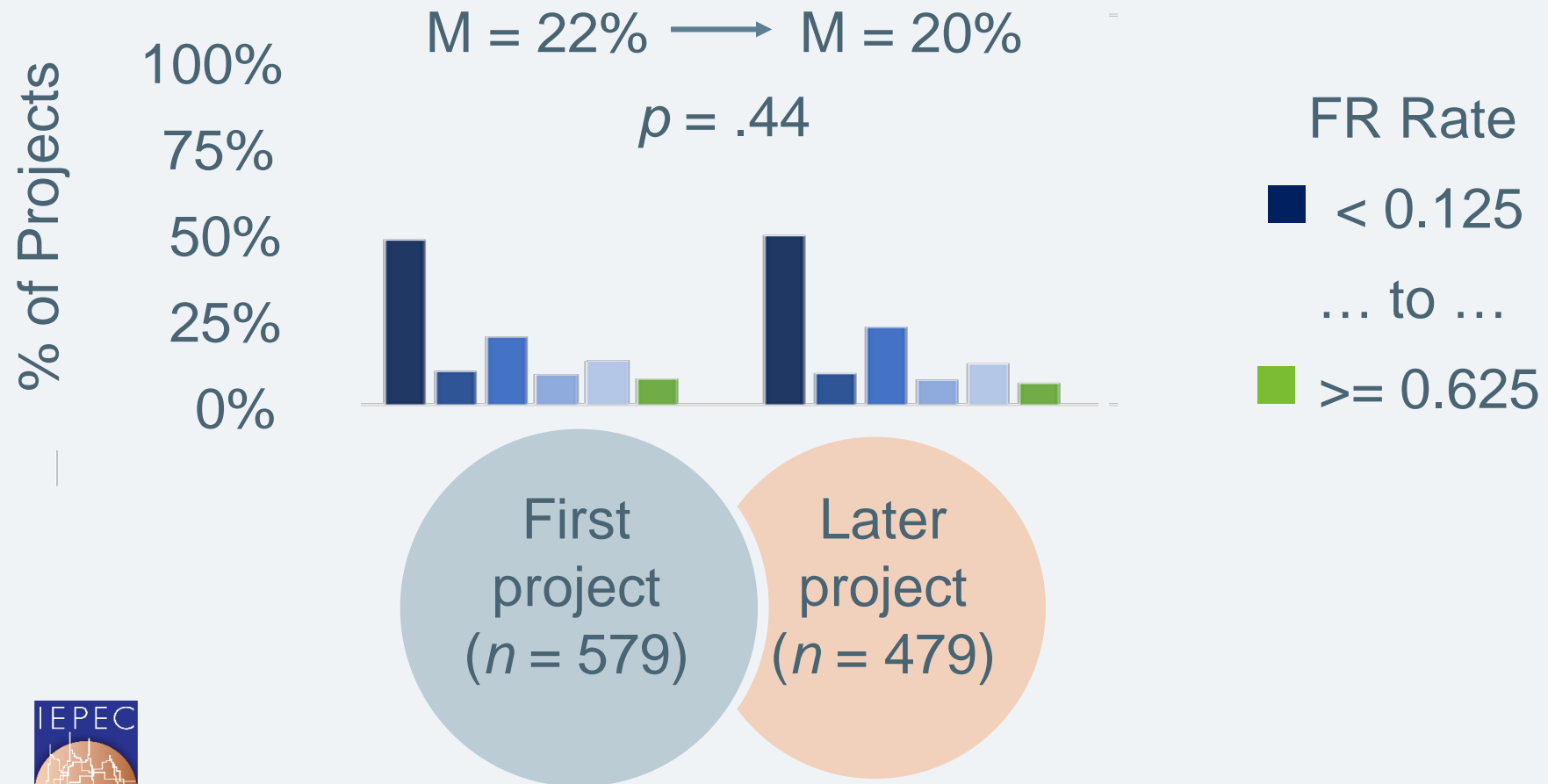
# First vs. Later Projects

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Between-Sites Analysis free-ridership rate ( $n = 1,058$ )



# Results: First vs. Later



# Correlates of Most Recent Free-ridership Assessment

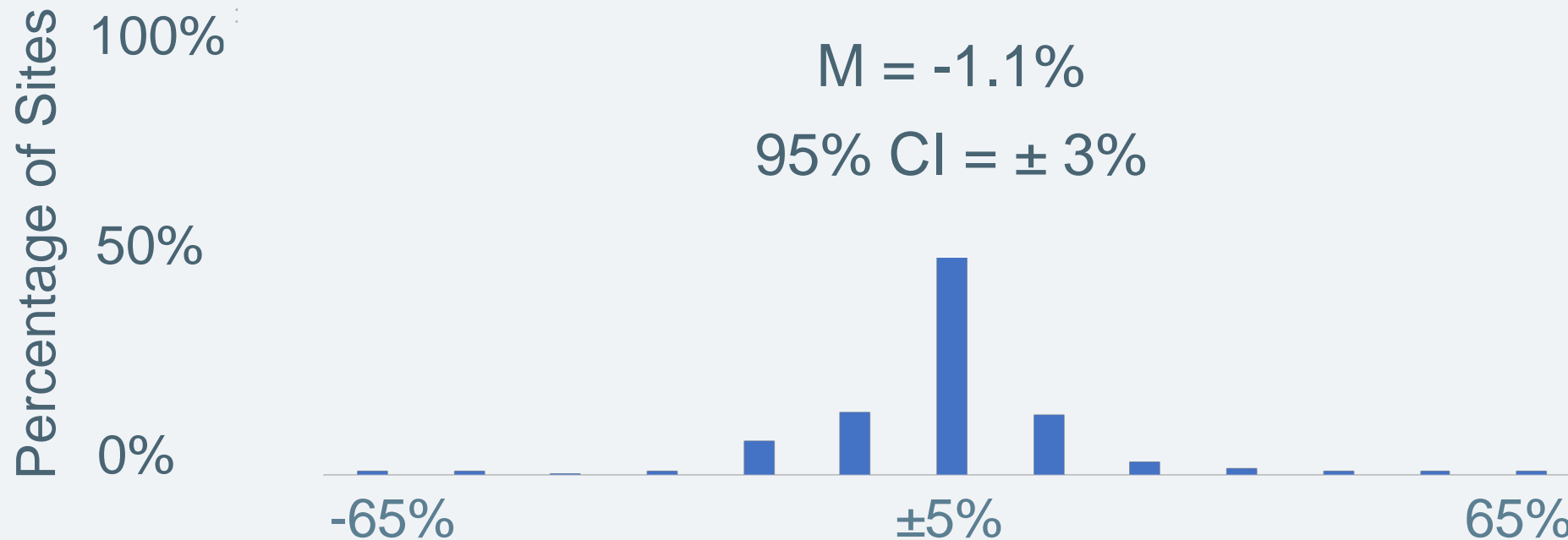
Index	Bivariate Corr.		Multiple Regression	
	$r$	$p$	$\beta$	$p$
Number of projects	-0.01	.694	WTN*	
# Days from first project	-0.05	.121	WTN*	
# of projects w FR assessment	-0.06	.051	-0.026	.059

\*WTN = Wee, tiny numbers.

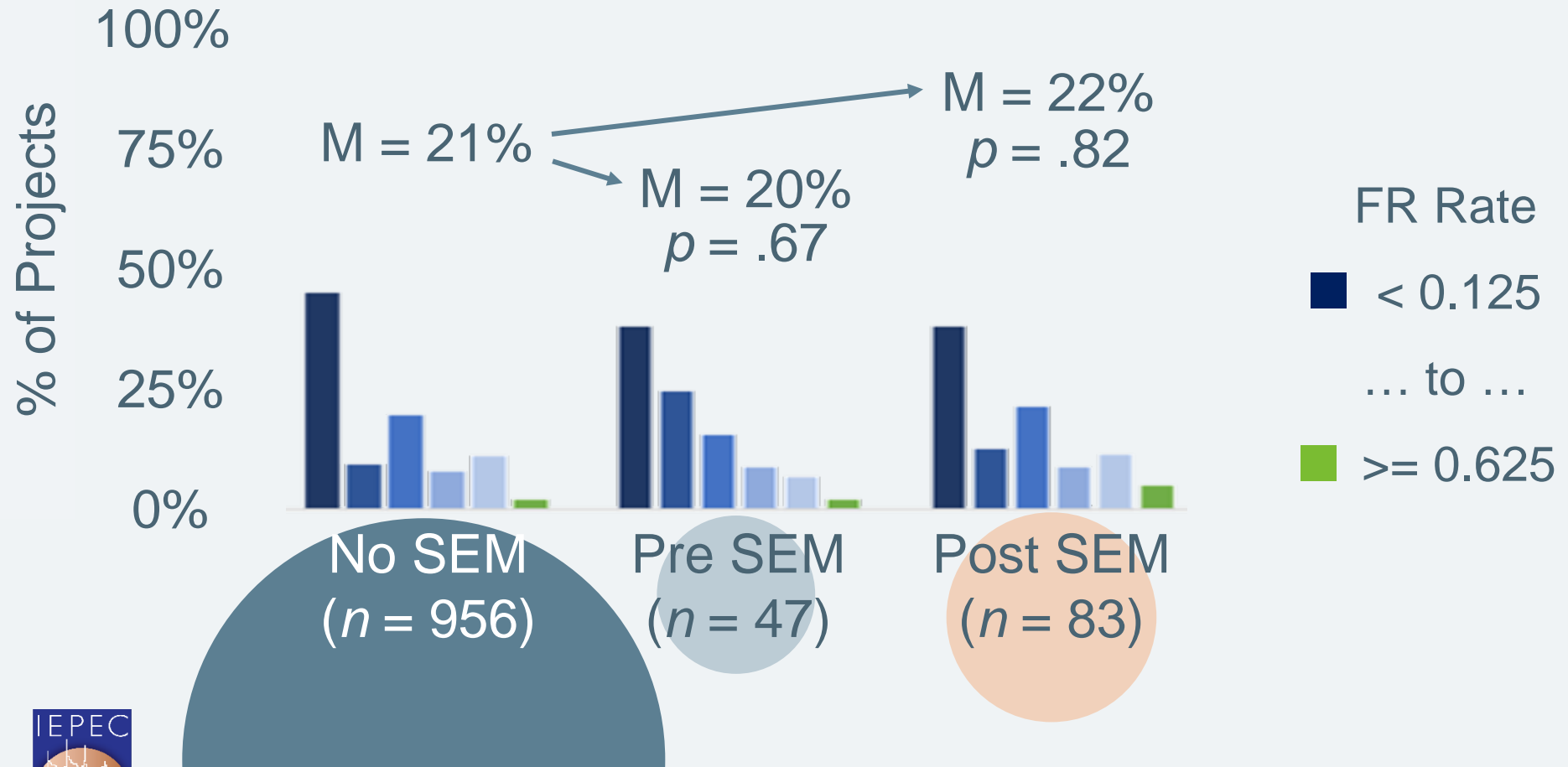


# FR Change over Time: Sites with Multiple Assessments

Slope of FR over time for each site ( $n = 175$ ).



# FR and SEM, Between Sites



# Summary and Conclusions

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- FR not related to either repeat participation or SEM
  - Good news for long-term engagement
- Limitations: Small SEM sample, control issues
- These findings don't speak to validity of self-report FR
- They don't say that FR can't be related to project timing:
  - Recall effects could affect reported FR of more and less recent projects.



# Questions?

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**Thank you!**