



EFFICIENT NEIGHBORHOODS + INITIATIVE EVALUATION PROJECT

Highlights from 2014 Opinion Dynamics Final Report

Full Report
<http://wp.me/a5WT9H-pV>

Highlights

Key Learnings

This evaluation report summarizes structure and outcomes of Massachusetts' EN+ Initiative, implemented in 2013-2014. Elements of the initiative include:

- Three distinct models - EN+ Core initiative, Cape Light Compact (CLC) initiative and Fall River Neighborhood Energy Contest (FRNEC) in different locations
- EN+ Core highlights:
 - 8 communities of LMI around MA were targeted, rather than individual households
 - 927 program participants
 - Removing income verification barrier for participation was effective in increasing participation
 - In the target communities, all residents were eligible to participate, regardless of income, homeownership status, or structural characteristics of their residences
 - Individual incentives were offered
- FRNEC highlights:
 - Structured as competition among neighborhoods
 - No individual incentives offered, but winning neighborhoods received \$5000 in community funds
 - Most participants were aware of free services before contest, yet contest appeared to more strongly motivate their use of services
 - Program reached more affluent homeowners
 - 212 participants out of 19,000+ eligible
- CLC highlights:
 - 251 participants
 - Offered to entire service territory and income screening to ensure eligibility and reaching target population in geographic with mixed incomes
 - Income verification to ensure only LMI participation
 - Larger uptake of program with newer homeowners - more likely to be conducting improvements
- Overall Findings:
 - Programs considered successful at reaching LMI homeowners, and less successful at reaching renters
 - Even with highly-targeted outreach, less than 22% of eligible customers polled after the program were aware of its availability.
 - Door-to-door outreach, phone and word of mouth were most effective outreach strategies as well as outreach to community leaders
 - Barriers to participation: cost to implement, lack of interest, perceived lack of need
 - Close to two-thirds of participants who made EE improvements (64%) would have been unlikely to make them without the incentives provided
 - Program expenses were largely incentives, as well as higher than average marketing costs
 - Recommendations: provide incentives for referrals and high-volume marketing to better reach target audience, ensure messaging is seasonal and speaks to audience concerns

Utility Structure

IOU

Program Funding Source

Massachusetts Joint Statewide Three-Year Electric and Gas Energy Efficiency Plan, New England Gas and National Grid

Contact

[Tami](#) Buhr, 617 492 1400