

SESSION 5D

NON-ENERGY BENEFITS – WHAT IS THEIR VALUE TO THE CUSTOMER?

Moderator: Faith Lambert, U.S. Department of Energy

PAPERS:

Custom NEBs: Are They Worth It? - Experiences, Challenges, and Directions in Massachusetts

Jeremy Newberger, National Grid
Nick Hall, TecMarket Works
Johna Roth, TecMarket Works
Paul Horowitz, PAH Associates
David Weber, NSTAR Electric and Gas Corporation

Exploring the Application of Conjoint Analysis for Estimating the Value of Non-Energy Impacts

Nicole Wobus, Summit Blue Consulting
Jennifer Meissner, New York State Energy Research and Development Authority
Brent Barkett, Summit Blue Consulting,
Don Waldman, University of Colorado
Kenneth Train, University of California, Berkeley, CA
Jennifer Thacher, University of New Mexico
Daniel Violette, Summit Blue Consulting, Boulder, CO

Using NEBs to Attract “Ordinary” Homeowners to Energy Efficiency:

The New Zealand Case

Lisa A. Skumatz, Ph.D., Principal, Skumatz Economic Research Associates, Inc. (SERA)
Albrecht Stoecklein, BRANZ, Porirua, New Zealand

SESSION SUMMARY:

In many cases over the years it seems that the non-energy benefits (NEBs) associated with various energy efficiency and renewable energy programs have been as important to program participants as the energy and cost savings achieved, and sometimes even more so. Some customers place significant value on improved comfort levels, noise abatement, health improvements, environmental benefits, and the like. The papers in this session describe different methods of measuring the importance of NEBs to program participants in Massachusetts, New York, and New Zealand.

The first paper, “Custom NEBs: Are They Worth It?” describes several years of effort in Massachusetts to estimate the NEBs realized from commercial and industrial custom energy efficiency projects. It reviews the challenges experienced in applying an initial approach, the study and decision to move to a different approach, the details of that prospective/retrospective approach, and the early experiences with the new two-part approach, including preliminary findings.

The second paper, “Exploring the Application of Conjoint Analysis for Estimating the Value of Non-Energy Impacts,” explores a range of methods for valuing non-energy impacts, discussing the benefits and constraints of each approach. The paper then describes the use over several years of two methods, direct query and conjoint analysis, in analyzing a set of energy efficiency programs carried out by the New York Energy Research and Development Administration. This paper concludes with recommendations on how best to apply these methods to future programs.

The third paper in the session, “Using NEBs to Attract “Ordinary” Homeowners to Energy Efficiency: The New Zealand Case,” presents the results of an analysis of NEBs associated with three

energy efficiency building and retrofit programs in New Zealand. An island country with limited usable resources, New Zealand is also a developed country facing strong population and natural consumption growth. As such, it is critical for New Zealand that energy, water and other natural resources be used wisely and conserved as much as possible. This paper explores the value homeowners placed on a range of NEBs and presents quantitative results which are being used to target and market residential programs, and in barrier and benefit-cost analysis.