

BALTIMORE RESEARCH

A graphic of a city skyline with various building silhouettes is positioned above the main title. The title "BALTIMORE RESEARCH" is written in a large, bold, black, sans-serif font and is underlined with a thick black horizontal line.

Report on STEP PARTICIPANTS' Survey

July 26th, 2013

Prepared by Jeff Henn

Background information on Baltimore Research

Founded in 1960, Baltimore Research is a 53-year old, full service marketing research firm and focus facility located in Towson, MD. We provide research consultation, research design, data collection, analysis, field management, and recruiting and focus facilities. the company offers both qualitative and quantitative research solutions.

Background information on Pinnacle Communications

Pinnacle Communications has been using award-winning strategies and creative services to develop and implement social marketing campaigns for 16 years. Our work has increased awareness about important issues and influenced positive behavior.

Report Authors

Jeff Henn is one of two in-house research consultants at Baltimore Research. He was certified at RIVA Inc. Training Institute, which is the industry gold standard for moderator education and research consultation. Jeff has been with Baltimore Research since the fall of 2002 and is an expert at conducting qualitative and quantitative field studies. He holds a Bachelor's degree in Psychology and a Master of Arts in Experimental Psychology, both from Towson University. He also is a member of the Marketing Research Association (MRA) and is a former board member of their Mid-Atlantic Chapter. Additionally, Jeff is a member of the Qualitative Research Consultants Association (QRCA).

Tracey Haldeman has extensive experience working on social marketing, branding and marketing at national, regional, state and local levels with Pinnacle Communications. With over 23 years of experience working with government agencies, retail, health care, corporate and non-profits, Tracey has a deep practical understanding of designing and implementing strategies for successful change. As President of Pinnacle Communications, she has developed and implemented programs for energy conservation, reduction of solid waste disposal, smoking cessation, reduction of teen pregnancy, reduction of drunk driving, reduction of infant mortality and low birth weight babies, increasing recycling participation, and recruitment for social service volunteering. Tracey has earned a master's degree from Georgetown University's Communication, Culture and Technology program.

Research purpose and objectives

The agency that runs Small Town Energy Program (STEP) seeks to determine the relevant knowledge attitudes, beliefs and behaviors (KABB) of program participants and non-participants, and to link these to specific elements of STEP. In so doing they can identify the specific ways in which the STEP program design is successful / not successful, and identify actionable items through which to modify the program and make the case for future funding.

STEP READY

Demographics

STEP Ready participants skewed toward the well-educated, higher earning end of the SES spectrum. Of the 135 survey takers who **finished** the STEP READY survey, over 93% have earned a 4-year college degree or higher. Looking at only graduate / professional school completion, over 64% have earned an advanced degree.

60% of the sample has household incomes of \$75,000 or more. The most plentiful income range was \$100,000 to \$149,999 at about 28%. Figures one and two detail education level and household income, respectively.

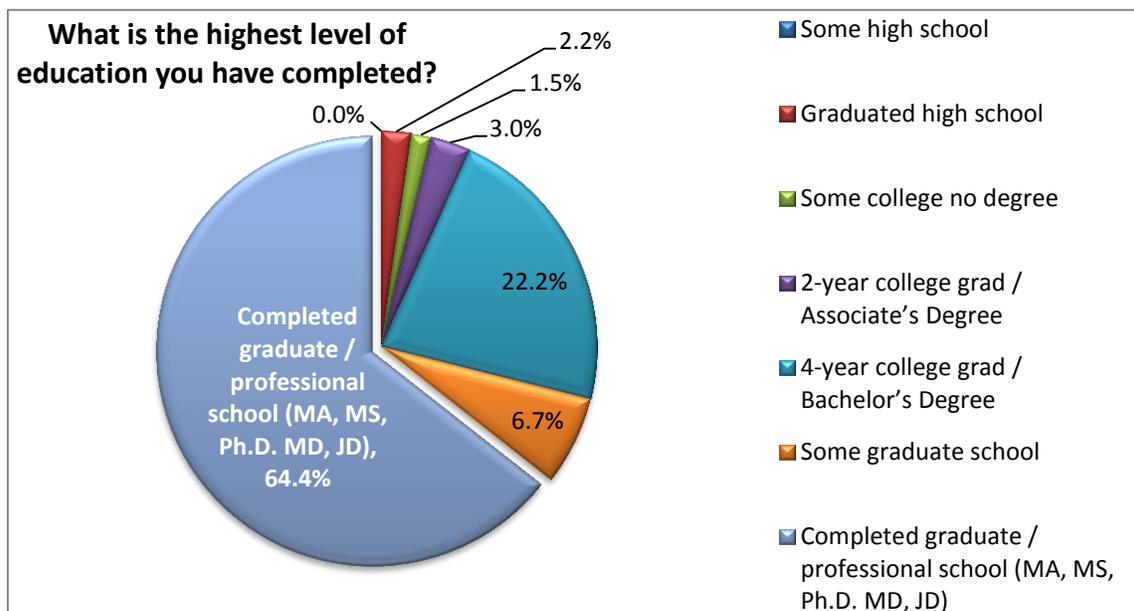


Figure 1. Educational attainment of STEP READY survey participants.

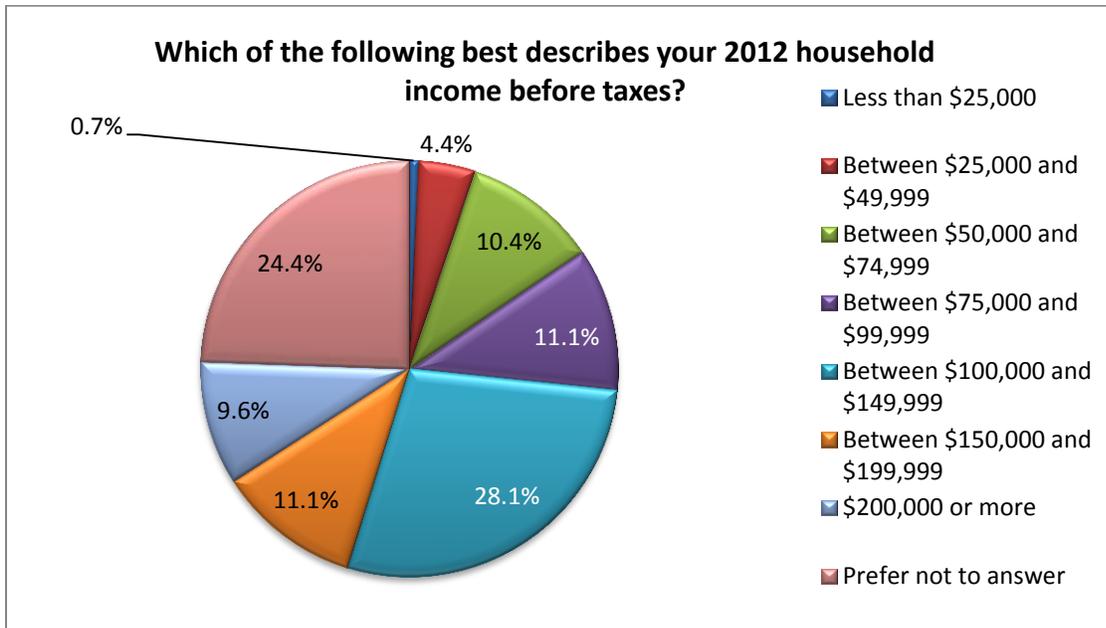


Figure 2. Household income of STEP READY participants.

Age-wise, STEP READY participants were rather evenly distributed from 30-74 years of age. As show in table one, no one under 25 years, and no one over 84 years participated. Roughly half of the sample was under 50 years (approximately 48%), and half was over 50 years (approximately 45%). Gender skewed 60:40 in the participant sample as depicted in figure three.

What is your age?	
Answer Options	Response Percent
Under 19 years	0.0%
20 to 24 years	0.0%
25 to 29 years	3.7%
30 to 34 years	12.6%
35 to 39 years	14.1%
40 to 44 years	8.1%
45 to 49 years	13.3%
50 to 54 years	9.6%
55 to 59 years	11.1%
60 to 64 years	11.9%
65 to 74 years	11.9%
75 to 84 years	3.7%
85 years and over	0.0%
answered question 135	

Table 1. Age distribution

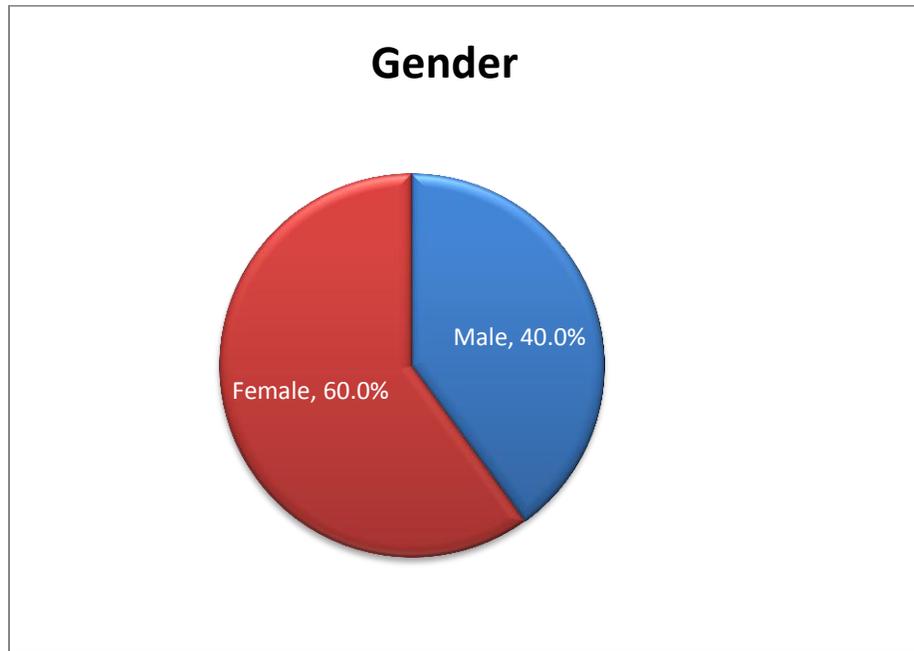


Figure 3. Gender ratio of STEP Ready participants.

As show in table 2, the average sized household included 2.9 people, while the mean and mode were both 2.

# in HH	
Mean	2.850746269
Median	2
Mode	2
Minimum	1
Maximum	13
Count	134

Table 2. Average household size.

Most STEP participants were married (approximately 72%). Figure four shows the spread of the other categories. Second most numerous to married were those who are *single, living alone* at about 12%.

Figure 5 shows that the vast majority of the sample was Caucasian at 79%. African Americans comprised 5.2% of the sample, Hispanic / Latino 3%, Other 3%, and Asian 1.5%. Nearly 7% chose not to answer. The only category not selected was American Indian / Alaskan Native. The participant sample skewed with a higher proportion of Caucasians than is generally found in this area. However, this may partially be accounted for by the high representation of University Park residents, which has a higher proportion of Caucasian representation relative to countywide demographics.

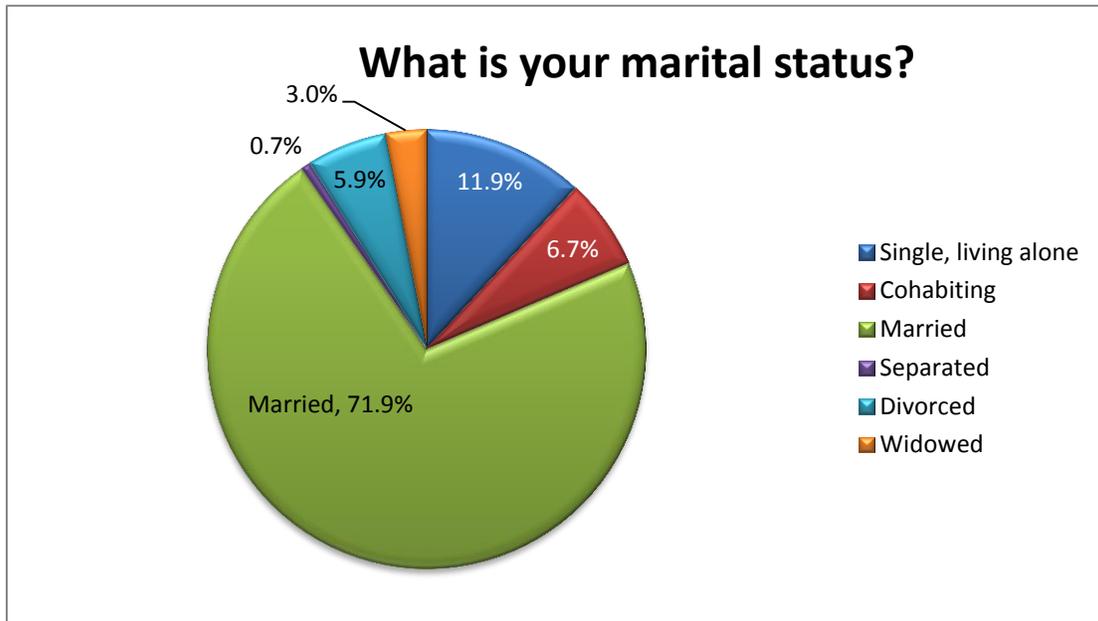


Figure 4. Marital status of participants.

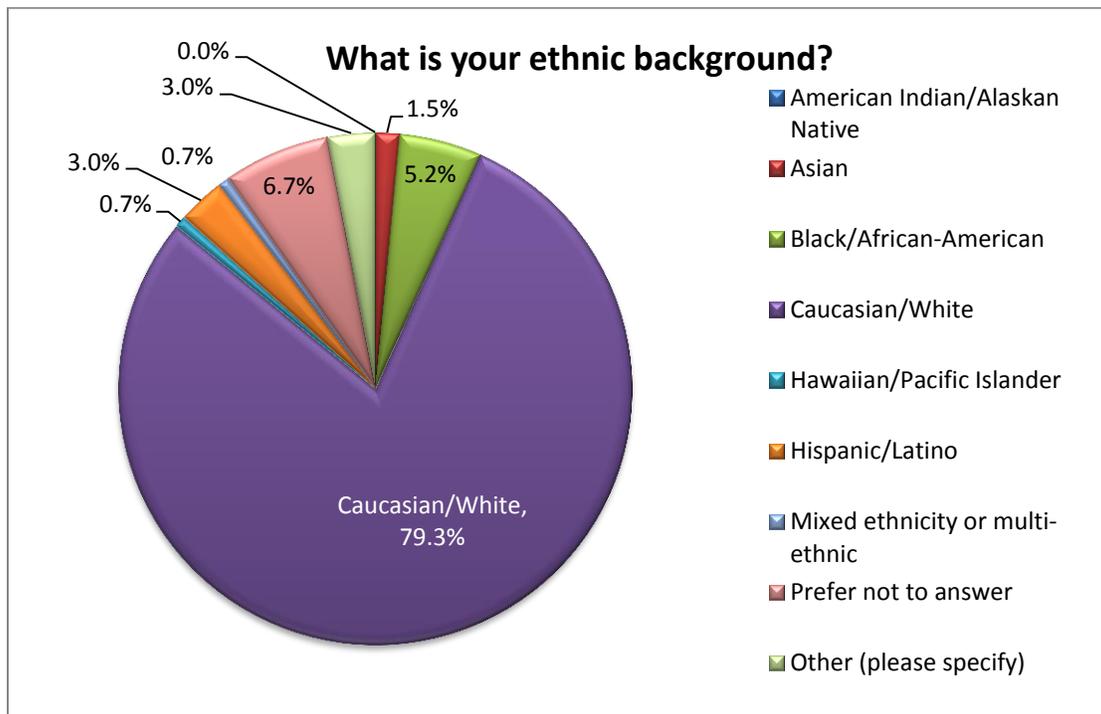


Figure 5. Ethnic composition of STEP READY participant sample.

Home Characteristics

STEP READY participants predominantly live in the Town of University Park (30% of sample), or the City of Hyattsville (50%). Figure six shows that 11.5% reside in College Heights Estates, and about 8% reside in the Town of Riverdale Park.

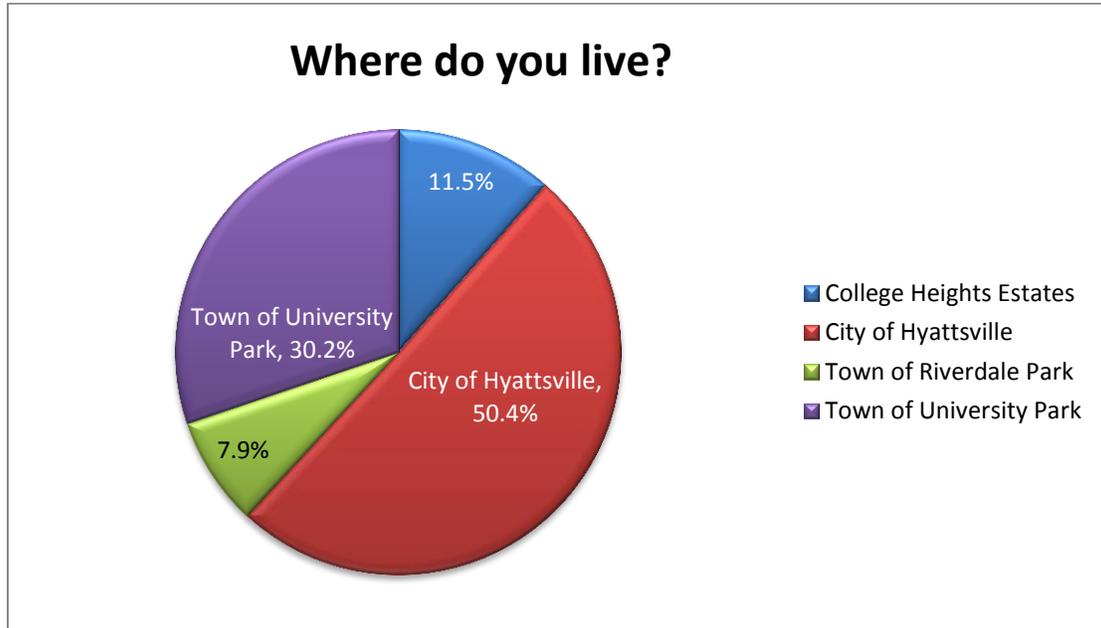


Figure 6. Towns of residence.

100% of the sample live in a single family dwelling either detached, or a townhouse / rowhouse. Figure seven shows that no one selected a residential building with two to four units or another type of dwelling. This is simply a function of the fact that STEP is designed for single family homes.

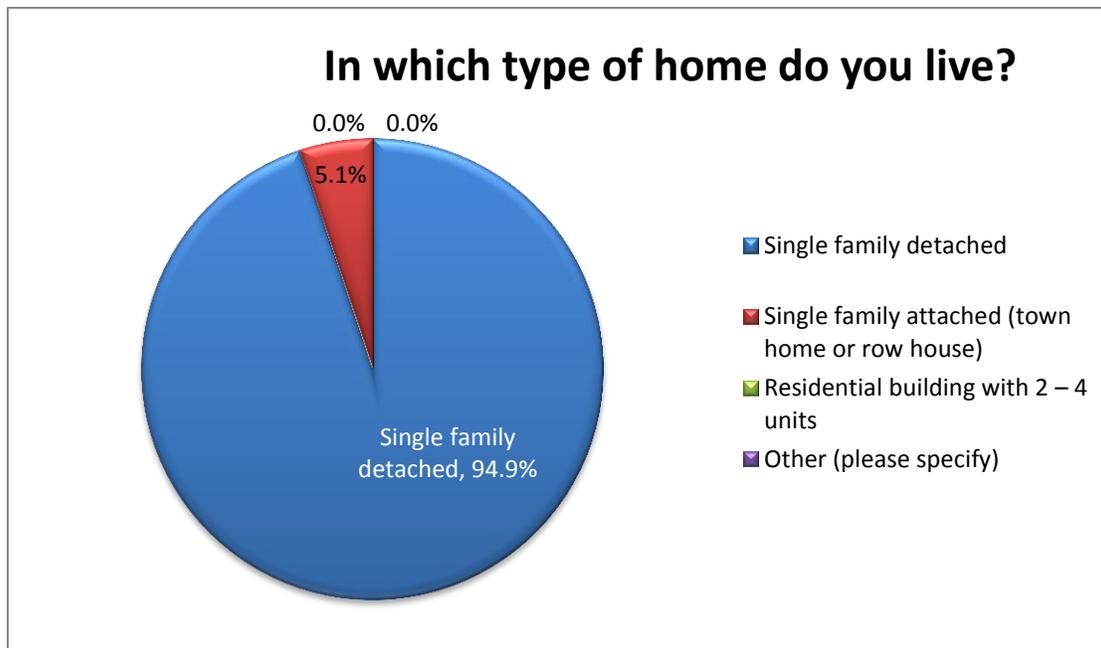


Figure 7. Type of dwelling.

Homeowners make up over 96% of the sample. As shown in figure eight, less than three percent indicated renting, and less than one percent indicated another situation. That one person wrote in *living with parents*.

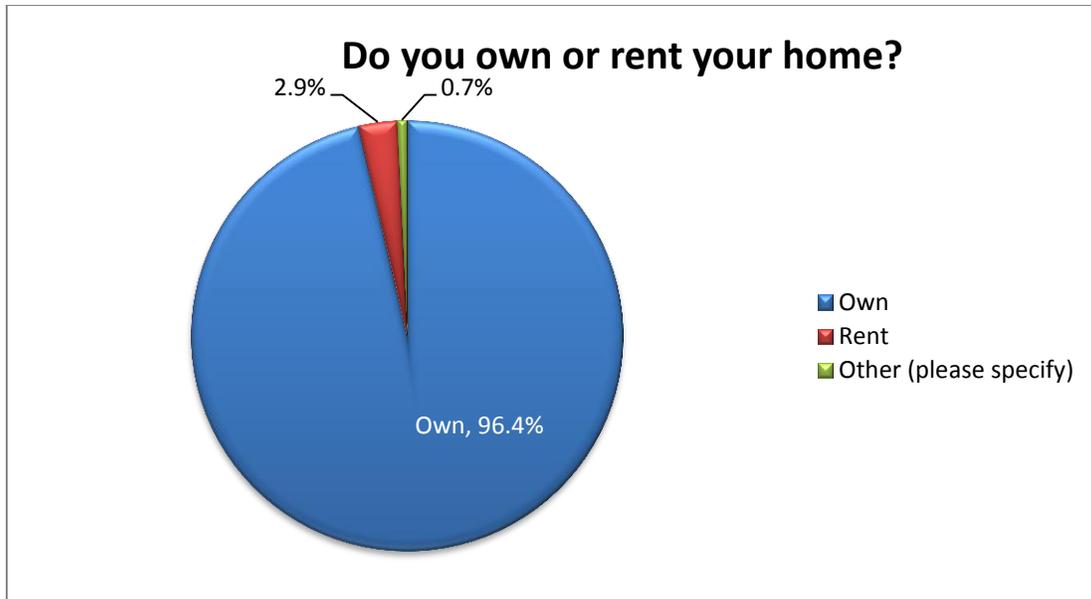


Figure 8. Ownership status.

Nearly 91% of the sample live in homes that are over 40 years of age. Figure nine shows the stark contrast between older and new homes. Those living in homes less than 10 years old comprised only 2.8% of the sample.

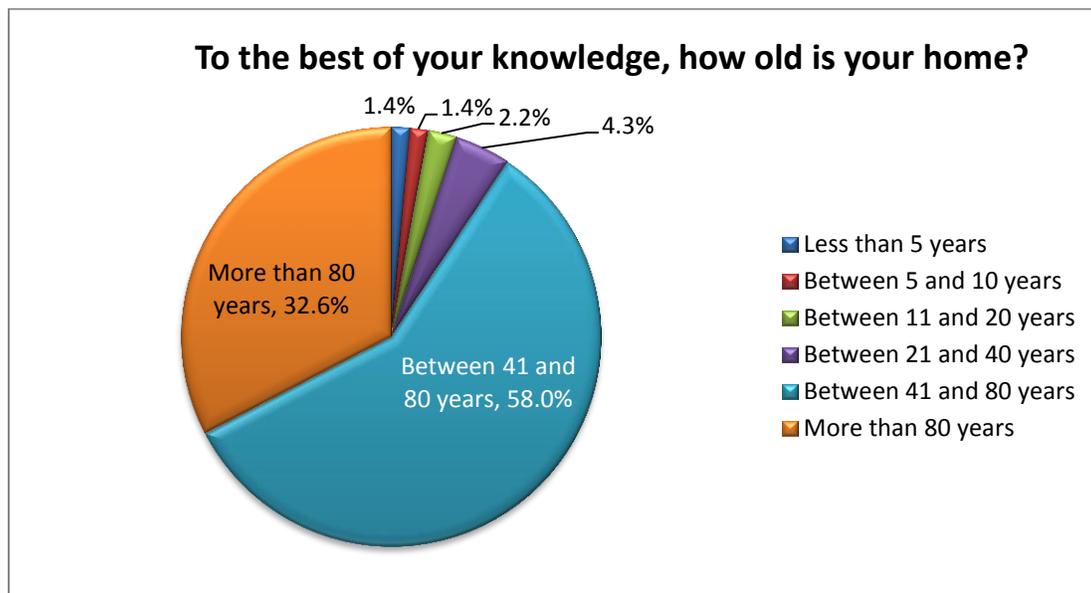


Figure 9. Age of homes

The average span of time participants have lived at their current address was approximately six years. The median number of years was close at 8.5. Table three shows a complete breakdown. The maximum or highest number of years any one resident indicated living at his / her address was 58 years.

<i>Years living at address</i>	
Mean	6.02173913
Median	8.5
Mode	2
Maximum	58
Count	138

Table 3. Average years at current address.

Energy Evaluation

Of those who indicated having a whole-house energy evaluation performed by a certified energy evaluator, most had it done more than two years ago. Collectively, within the past 12 months to over two years ago, only 8% of the sample had an energy evaluation performed. Figure ten shows that of the remaining 92%, roughly two-thirds were unaware prior to STEP that such a service existed. The other approximately one-third opted to not have it done for various reasons.

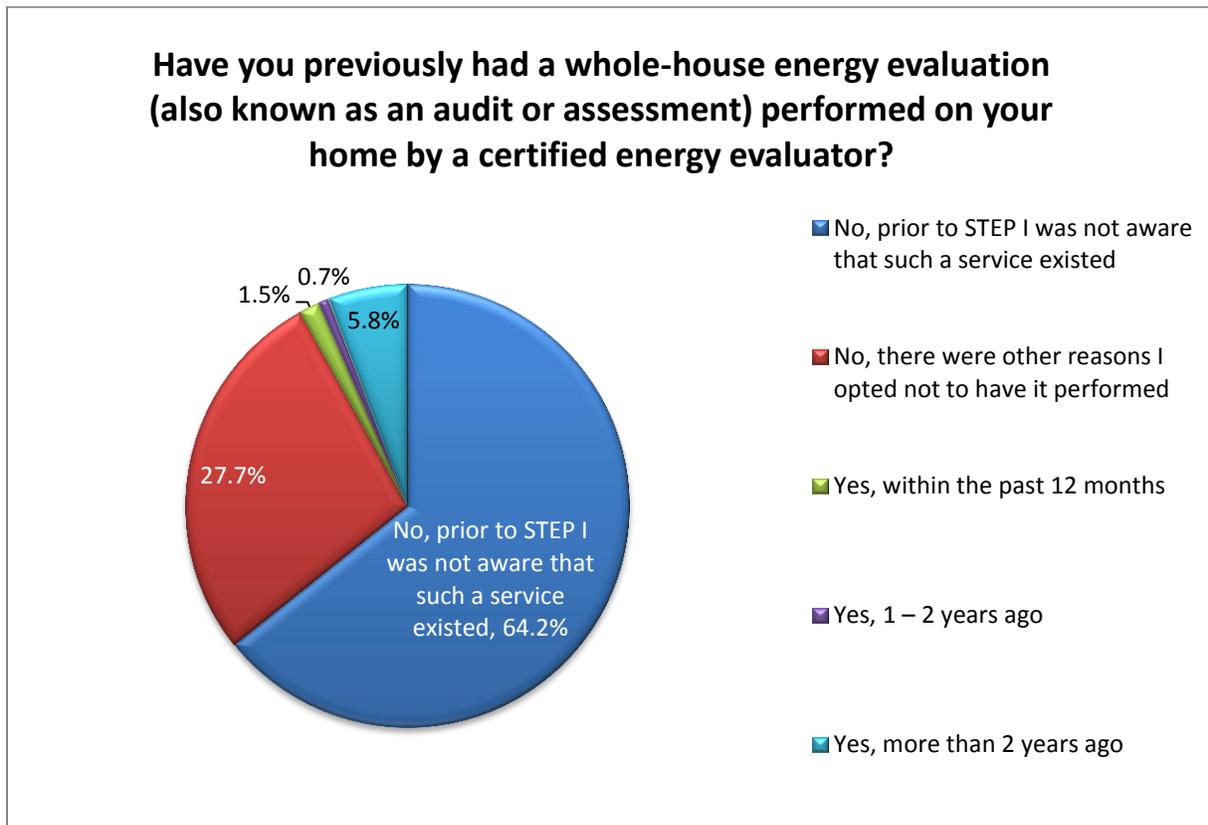


Figure 10. Previous whole-house energy evaluations.

When asked about their relative confidence in the absence of STEP to complete various tasks related to performing a whole-house energy evaluation on their own, participants leaned somewhat toward a lack of confidence without STEP. Granted some still expressed strong confidence in completing certain tasks on their own, a large percent showed that STEP basically gave them greater confidence than they would have had otherwise on their own. One of the most striking examples of this is how few rated the first and bottom five statements with **very** confident in table four. Not surprisingly the two items that participants rated as most confident in performing on their own were: *scheduling the home energy evaluation, and reviewing the home energy report*. These are arguable some of the easiest items listed. Items met with **most trepidation without STEP** were: *evaluating if the job was done correctly, and identify and obtain the applicable incentives / rebates*.

Also telling from table four is the clustering around the center for ratings of: neither confident nor unsure and somewhat confident. This suggests that for many of the participants they just don't know how they might have fared in the absence of STEP.

Please rate how confident you are in your ability to complete each of the following tasks on your own, in the absence of STEP.							
Answer Options	1 VERY UNSURE	2 Somewhat unsure	3 Neither confident nor unsure	4 Somewhat confident	5 VERY CONFIDENT	N/A Not applicable	Response Count
Find a qualified energy evaluator	16%	21%	26%	22%	15%	1%	137
Schedule the home energy evaluation	7%	11%	20%	28%	34%	0%	137
Review the home energy report	7%	15%	22%	34%	20%	1%	137
Select the appropriate upgrade measures based on the report	12%	20%	26%	26%	14%		137
Obtain proposals to get the improvements done	11%	18%	23%	31%	15%	1%	137
Review the proposals and select a qualified improvement contractor	13%	18%	28%	31%	9%	1%	137
Evaluate if the job was done correctly	22%	27%	24%	20%	6%	1%	137
Identify and obtain the applicable incentives / rebates	25%	27%	21%	20%	5%	1%	137

Table 4. Ratings of ability to complete tasks without STEP.

Similar to table four, table five illustrates a moderate degree of neutrality by participants toward several of the statements regarding completing a whole-house energy evaluation. Some potential roadblocks for STEP to consider in the future are: consumer perceptions regarding the time consumptions for finding a qualified evaluator and scheduling the performance of the service. Participants also expressed some concerns with trusting contractors, affordability of improvements (or lack thereof), and the cost of the evaluation fee. Statements that were met with the strongest **disagreement** were those that suggested not needing the evaluation because one already knows how to make a home more energy efficient, and because one's home is already as efficient as it needs to be. **What this says is that consumers recognize the value of having a whole-house energy evaluation completed.**

When asked specifically about other concerns with completing an energy evaluation, approximately 9% of the sample did have something else to say. By analyzing the specifics, one can boil down their other concerns to one of two things: cost or time. One person did express concern over lack of individualization from the test and report. (Refer to figure eleven and table six).

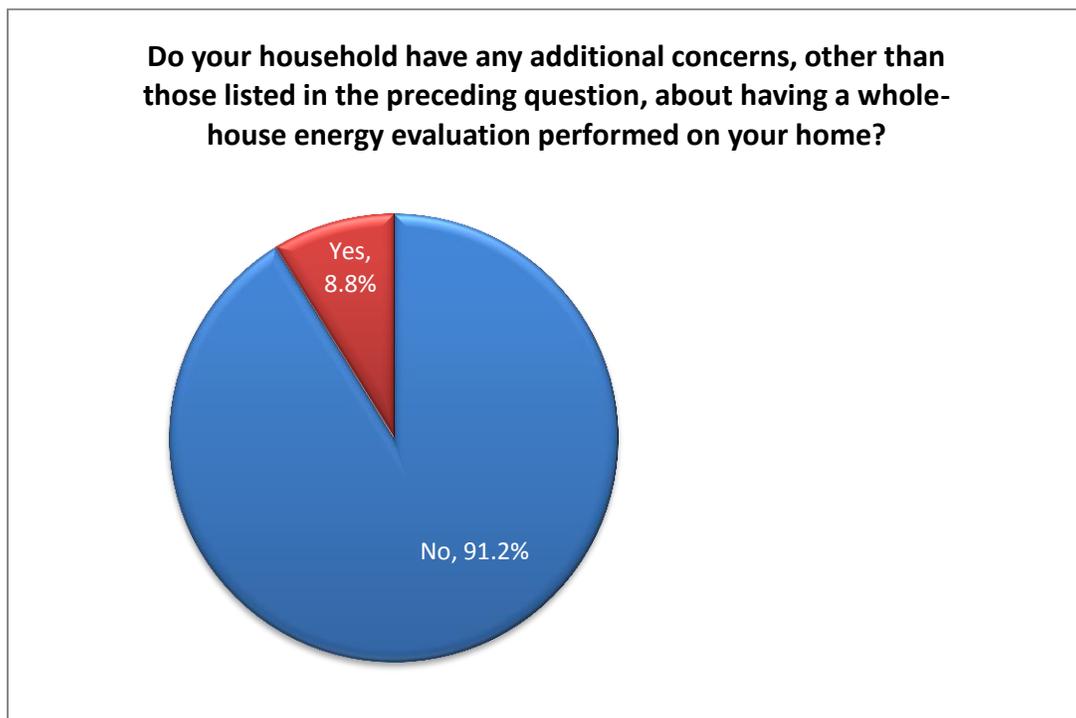


Figure 11. Other concerns with performing energy evaluation.

How much do you agree or disagree with each of the following statements about having a whole-house energy evaluation performed on your home?							
Answer Options	1 STRONGLY DISAGREE	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 STRONGLY AGREE	N/A Not applicable	Response Count
It will be time-consuming to find a qualified evaluator	6%	7%	26%	41%	20%	1%	137
It is difficult to schedule the time to have the service performed	8%	22%	19%	39%	11%	1%	137
Having to straighten up the house is a barrier to having the evaluation performed	28%	28%	20%	16%	7%	1%	137
Concern about security / safety from strangers in our home is a barrier to having the evaluation performed	28%	35%	13%	17%	7%	1%	137
We don't trust the contractors involved will be unbiased in their recommendations	12%	25%	30%	25%	7%	1%	137
It will tell us we need to make improvements we cannot afford.	8%	13%	27%	38%	12%	1%	137
Cost is a barrier to having the evaluation performed – because it has a fee, or the fee is too high	16%	25%	27%	25%	6%	1%	137
We rent so do not believe that having the evaluation will help us.	11%	0%	7%	1%	1%	80%	137
The overall process is too complicated	9%	25%	32%	27%	5%	2%	137
We don't need the evaluation because we already know how to make our home more energy efficient	42%	31%	15%	7%	2%	3%	137
We don't need the evaluation because our house is already as energy efficient as it needs to be	71%	17%	9%	1%	1%	2%	137

Table 5. Agreement with statements regarding whole-house energy evaluations.

Specific Other Concerns:
Time for the evaluation
Can we do it in time ?
How much time will I have to take off work to have the improvements done?
We are concerned that we will not be able to afford the improvements needed.
We take off shoes in the house
Need advice on a chimney issue
That our landlord might not be willing to make suggested changes if they're really expensive .
Scheduling the work when we are available & in town
That I will need some costly improvements or that we will not get things done in time to get the rebates/credits
The fee for the evaluation is a concern
The tests and the report may not be sufficiently individualized.
Will feel pressured to get recommended work done, even if we can't afford it .

Table 6. Specific "other" concerns for performing an energy evaluation.

Information about STEP

The sources of information regarding STEP that were cited most often were: **Community Newsletter, Community Listserv, and From another STEP participant / Neighbor / Word of Mouth**. Figure 12 shows the complete breakdown for all sources. Almost 20% indicated another source that was not listed. Analysis of those specific mentions reveals that **yard signs** had a significant influence. See table seven for all other write-ins. Appendix A shows their first and second sources given most consideration.

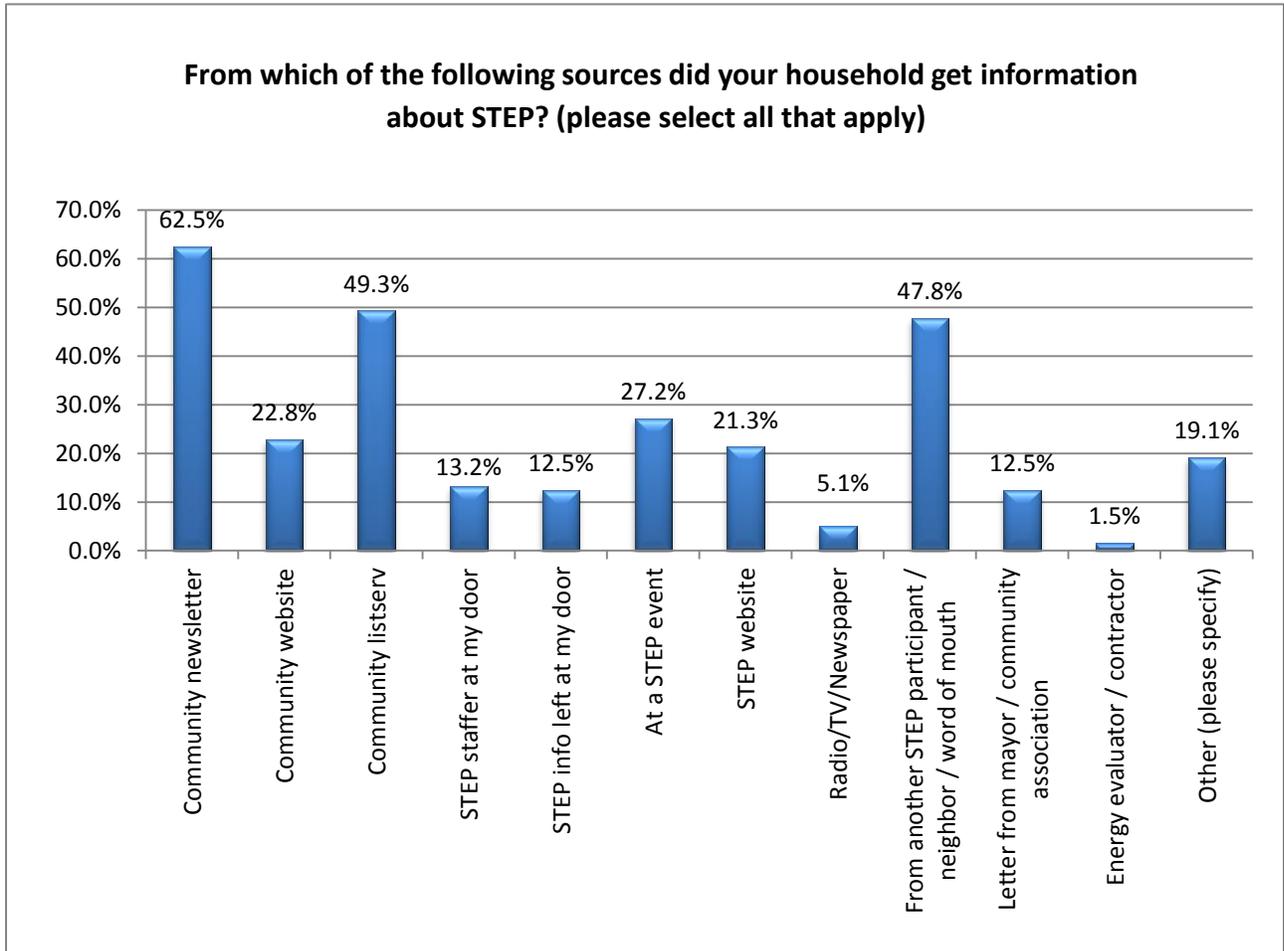


Figure 12. Sources of information about STEP.

Other sources of information
Yard signs made us curious.
Yard signs at homes of participants
Signs in my neighborhood & flyer
Ads on other people's yards
Lawn signs at existing participant's homes
From UP City Council
STEP Yard sign in nearby neighborhood
participate in the composting program
Yard signs, booth at farmers' market
Suzanne and Chuck
Riverdale Park Farmers' Market
Town fair
STEP yard signs
Landlord
STEP signs in yards
UP women's club meeting
STEP signs in other yards
Landlord
friend
Yard signs
Signs in yards
Our builder for our new kitchen
CHEA meeting
STEP yard sign
Signs in yards
STEP signs in neighbor's yards

Table 7. Other specific sources for learning about STEP.

With the exception of a low interest rate loan, all reasons presented to participants for getting involved with STEP were deemed somewhat to very important. As show in table eight, the top three most important reasons to participate in STEP were: **having an energy coach provide unbiased advice and assist through the process, help with getting PEPCO and State incentives / rebates**, and **help with additional incentives / rebates**. In fact, 70%+ of the participants rated those three attributes as **very important**. The one attribute that the sample was most divided on was the low interest loan. That is very important for some, yet very unimportant for others.

The following are attributes of STEP. Please rate the importance of each to your decision to participate in STEP.						
Answer Options	1 VERY UNIMPOR TANT	2 Somewhat unimporta nt	3 Neither important nor unimportant	4 Somewhat important	5 VERY IMPORTANT	Response Count
The Energy Coach is available to provide unbiased advice and assistance throughout the process	4%	1%	2%	21%	71%	135
STEP helps us get Pepco and State incentives / rebates for making improvements	5%	1%	0%	19%	76%	135
STEP provides additional financial incentives / rebates for making improvements	5%	1%	3%	20%	70%	135
Our community supports STEP	4%	4%	13%	34%	44%	134
A low interest rate loan is available to participants	13%	10%	29%	25%	23%	135
Other (please specify)						10

Table 8. Importance of reasons to participate in STEP.

Other (please specify)
Reduce carbon footprint; support "green" measures
Environmental and economic benefit of an energy efficient home.
Saving time and feeling confident that you are eligible for the improvements on the house
Environmental benefits of reducing energy use
Not looking for additional debt.
Landlord offered to pay
Low cost of initial test
Curiosity what the audit will find
That it's the right thing to do to conserve energy in our homes.
I like the idea of a COACH!

Table 9. Other important write-ins for participating in STEP.

All of the reasons presented to participants for improving the energy efficiency of one's home were deemed somewhat or very important. Table ten clearly shows that only a very small percentage of participants deemed any reason to improve the energy efficiency of one's home as very unimportant or somewhat unimportant. It is interesting however that 21% (one-fifth of the sample) deemed the statement *To increase the value of our home* as neither important nor unimportant.

Why are you interested in finding out about and/or improving the energy efficiency of your home? Please rate the importance of each of the following statements.						
Answer Options	1 VERY UNIMPORTANT	2 Somewhat unimportant	3 Neither important nor unimportant	4 Somewhat important	5 VERY IMPORTANT	Response Count
To find out how much energy we use in our home and for what purposes	4%	3%	6%	49%	39%	135
To find out if there are any health or safety issues in our home (e.g. moisture, gas leaks)	3%	3%	5%	34%	55%	134
To increase the value of our home	3%	4%	21%	41%	30%	135
To save money on our energy bills	4%	0%	1%	25%	69%	134
To make our home less drafty/temperatures more consistent between rooms	3%	4%	1%	26%	65%	135
To reduce our household's carbon footprint	4%	2%	9%	29%	56%	133
Other: (please specify)						0

Table 10. Importance of reasons for improving energy efficiency.

STEP Participants showed a definitive concern for protecting the environment. Overall they expressed strong agreement with statements that prioritized the environment over the economy, making a positive difference for future generations, and using efficiency actions as a means to control household energy costs. Furthermore, they expressed strong disagreement with the statement that there is little they can do to decrease the amount of energy used in their home. Lastly, they ranged from slight disagreement to being neutral on convenience being more important than saving money. Table 11 shows agreement percentages seven belief / attitudinal statements.

Please indicate the extent to which you agree or disagree with each of the following statements.						
Answer Options	1 STRONGLY DISAGREE	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 STRONGLY AGREE	Response Count
There is not much I can do to decrease the amount of energy used in my home.	53%	30%	9%	5%	2%	135
Conserving energy makes a positive difference to future generations or the environment.	0%	1%	3%	17%	79%	135
Efficiency actions can provide an easy way for me to control energy costs in our household.	1%	1%	7%	37%	54%	134
Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs	2%	7%	20%	42%	30%	132
Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent	23%	41%	27%	8%	1%	132
Convenience is more important to me than saving money	13%	41%	34%	10%	2%	133
My efforts to save energy and help the environment only make a difference if others do it too	18%	34%	13%	25%	9%	134

Table 11. Agreement to statements about improving a home's energy efficiency (STEP READY).

When queried on their frequency of performing various energy saving behaviors, participants most often cited: **turning off lights when not in use, washing clothes in cold water, and turning down the thermostat in the winter.** Rarely performed behaviors were unplugging the appliances when not in use, and drying clothes on the line instead of a dryer. Table 12 details frequency percentages across all energy reduction behaviors.

How often do you do each of the following?						
Answer Options	1 VERY RARELY	2 Somewhat rarely	3 Sometimes	4 Somewhat often	5 VERY OFTEN	Response Count
Turn off lights when not in use	0%	0%	4%	32%	64%	135
Wash clothes in cold water	2%	5%	19%	21%	52%	134
Turn down thermostat in the winter	0%	5%	17%	29%	49%	135
Unplug appliances when not in use	24%	23%	26%	16%	11%	135
Dry clothes on the line instead of a dryer	53%	19%	13%	6%	9%	135

Table 12. Frequency of energy-reducing behaviors (STEP READY).

STEP SET

Analysis of firms

The two most frequently cited firms used for completing the whole-house energy evaluation were **EcoBeco** and **Efficient Homes LLC**. Table 13 shows all mentions in this study. It is important to note that the number of survey participants at this point has dropped precipitously from 135 down to 50.

Name of firme	# of mentions
Doman Custom Carpentry	7
EcoBeco	15
Edge Energy	6
Efficient Homes LLC	17
Green Step	4
Home Energy Loss Prevention	1
Total responses	50

Table 13. Firms used for whole-house energy evaluations.

Reasons for selecting firms varied a bit, however the overwhelming majority selected: **They were on a STEP list of Participating or Preferred Contractors**. Figure 13 demonstrates that 82% of the sample selected this as one of their reasons. Other frequent mentions include: *They were available on the date / time that we wanted (32%), they were recommended by a neighbor / friend (26%), and They provide both energy evaluation and improvements (26%)*. Table 14 details the specific other write-ins.

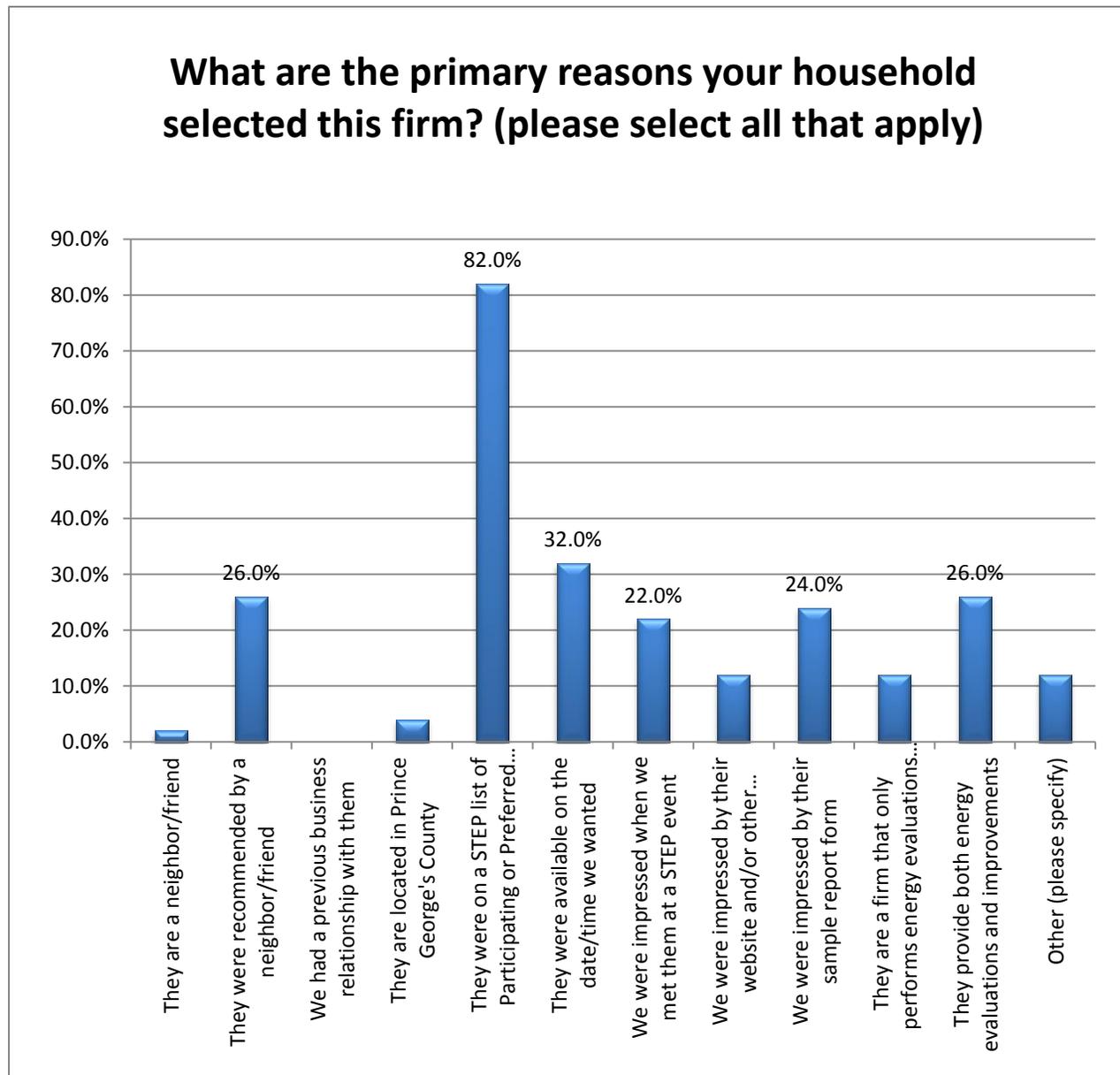


Figure 13. Primary reason(s) for selecting a given firm.

Other (please specify)
Recommended highly via Hyattsville Hopelistserv
They advertised 100% financing for 0% over 12 months
Small family owned firm
Based close by, in Beltsville
On a list sent by the energy coach
They were the only ones to call me back

Table 14. Other reasons mentioned for selecting a particular firm.

Agreement with statements about firms

Participants generally had very favorable impressions of the evaluation firms with which they dealt. As displayed in table 16, agreement was somewhat to strong for all affective statements. Participants were asked to rate each statement on a scale from 1 to 5 with 1 being strongly disagree and 5 being strongly agree. With the exception of *The report, the evaluator and/or the firm explained the status of other incentives available at the time, if any (such as the Be SMART Program, MD Home Performance Rebate Program, federal tax credits, all statements had an average rating of 4.3 or higher.* Tables 15, 17 and 18 show all other write-ins for comments about evaluation firms, evaluators, and evaluation reports.

Additional comments about the evaluation firms.
Slow to deliver final report; actually, still haven't gotten it over a month later
Very professional and easy to work with
All members of Efficient Home were very professional and helpful
Overburdened by the rush of evals, but then they shouldn't have taken our business.
would highly recommend them to others
All communications were quick and helpful
They could use a little more finesse in people's homes with respecting & being careful with personal space
Fully satisfied, excellent job.
Excellent

Table 15. Specific write-ins for additional comments on evaluation firms.

Please rate how much your household agrees or disagrees with each of the following statements with respect to the evaluation firm, the evaluator(s), and/or the evaluation report. (please select only one choice per statement)							
Answer Options	STRONGLY DISAGREE	Somewhat disagree	Neither agree nor disagree	Somewhat agree	STRONGLY AGREE	Rating Average	Response Count
The firm was easy to work with.	2%	2%	0%	26%	70%	4.60	50
The firm was responsive to our inquiries.	2%	4%	0%	24%	70%	4.56	50
The firm prepared us for the evaluation - either on the phone or in writing (e.g. described the process, explained how to prepare our house, told us the information they would need from us).	2%	0%	8%	34%	56%	4.42	50
The evaluator was professional, courteous and considerate with respect to our home/time.	2%	2%	2%	16%	78%	4.66	50
The evaluator was experienced, skilled and knowledgeable with respect to the tests performed and home performance issues generally.	2%	0%	2%	20%	76%	4.68	50
The evaluator explained what he/she was doing and answered our questions during/after the evaluation.	2%	0%	0%	16%	82%	4.76	50
The evaluation was a thorough investigation of our home's energy systems and related issues.	2%	2%	4%	22%	70%	4.56	50
The report was delivered within the timeframe we'd been told (or, if no timeframe was given, within a reasonable period).	6%	4%	8%	14%	68%	4.34	50
The report was easy to read and understand.	0%	6%	8%	24%	61%	4.41	49
The report, the evaluator and/or the firm explained the Pepco Home Performance with ENERGY STAR Program (including eligibility requirements and incentives available).	2%	2%	10%	37%	49%	4.29	49
The report, the evaluator and/or the firm explained the status of other incentives available at the time, if any (such as the Be SMART Program, MD Home Performance Rebate Program, federal tax credits).	2%	8%	14%	42%	34%	3.98	50
Overall, working with this firm was a positive experience; we would recommend this firm to a friend.	2%	6%	10%	18%	63%	4.35	49
Overall, working with the evaluator(s) was a positive experience; we would recommend the evaluator(s) to a friend.	4%	2%	8%	18%	68%	4.44	50

Table 16. Agreement to statements regarding the evaluation process.

Other additional comments

Additional comments about the evaluators
He didn't notice that our bedroom walls and ceiling are plaster not drywall.
very pleasant
Very thorough and willing to explain
professional, but the walk thru after blower door was hurried
Andrew was very responsive to additional questions.
Paul is very knowledgeable. My concern is with the length of time it took to complete the test, provide the report, get answers.
Friendly and helpful.
would highly recommend him to others
Andrew pointed out several items outside the scope of the energy audit.
Fully satisfied, excellent job.
My wife was very concerned that there would be alarmist element in the audit and report. But Andrew framed his observations and recommendations in a frank, practical manner that made her very comfortable. It was obvious that he respected us and our ability to process the information provided.
Excellent

Table 17. Specific write-ins for additional comments on evaluators.

Additional comments about the evaluation reports
Hard to read because reporting sections mixed with general information not necessarily relevant.
Very thorough; wish they had listed improvements in some form of priority order.
comprehensive and easy to understand
I didn't realize that it had to be redone if we didn't complete the work in 12 months
It's bonkers that we got this AFTER getting all the work done. Defeated the whole purpose of doing the report. Ended up a waste of everyone's time.
clear and well done
Fully satisfied, excellent job.
Infra-red pictures were helpful.
Was rather general. Not very specific to our house. Too few, undefined numbers. For example, what are units and errors of "Test results" and BAS? What is present attic insulation's R-value, how much will 9" more change, will that qualify for incentive, to what % of BAS will recommended (and cost) improvements bring the building
Excellent

Table 18. Specific write-ins for additional comments on evaluation reports.

As indicated in figure 14, 78% of the STEP SET sample made an improvement to their household building envelope or upgraded equipment based on their evaluation reports. The other 22% (11 participants) indicated they were somewhat or very likely to make the recommended changes. Tables 19 through 22 detail their concerns with carrying out recommendations and the likelihood of various factors influencing their completion.

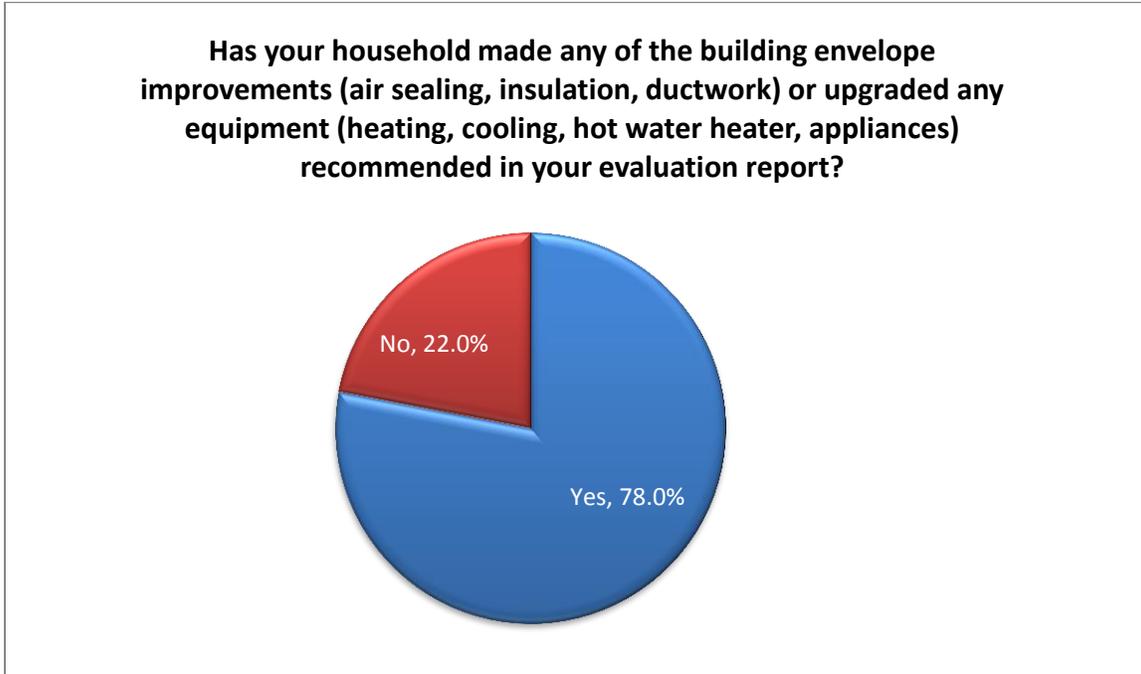


Figure 14. Percentage of STEP SET participants that have made improvements / upgrades.

How likely is your household to implement some or all of the energy efficiency improvements recommended in your evaluation report at some point in the future? (please select only one)							
Answer Options	VERY UNLIKELY to make improvements	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	VERY LIKELY to make improvements	Rating Average	Response Count
Likelihood	0	0	0	2	9	4.82	11

Table 19. Likelihood of implementing recommendations.

Does your household have any concerns about implementing the recommended home energy efficiency improvements?		
Answer Options	Response Percent	Response Count
No	54.5%	6
Yes	45.5%	5

Table 20. Concerns over implementation.

Concern #1	Concern #2
Cost	Return on investment
Need to understand benefit of replacing functioning appliances w/more efficient ones - seems wasteful	
Cost	Time
Use of loose fill insulation	Are there more important issues to spend money on than those listed?

Table 21. Specific write-ins by those who expressed concerns w/implementation.

How likely are each of the following to influence your household's decision to proceed with making improvements? (please select only one choice per statement)							
Answer Options	VERY UNLIKELY to influence decision	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	VERY LIKELY to influence decision	Rating Average	Response Count
The Energy Coach is available to assist us with the process.	0	0	1	5	5	4.36	11
STEP has staff available to answer technical questions and review the proposed work scope.	0	0	1	5	5	4.36	11
STEP has staff available to check that the work has been properly completed.	0	0	1	5	5	4.36	11
There are incentives available, ranging from \$400 - \$4,500, for eligible improvements.	0	0	0	2	9	4.82	11
There is an option to pay only the net cost upfront (because a third party would "front" the incentive amount, which otherwise is received by the homeowner 1 to 2 months after the work has been completed and paid for).	3	0	4	2	2	3.00	11
There is an option to borrow the cost of making the recommended improvements at a low interest rate.	5	1	2	2	1	2.36	11

Table 22. Ratings of influences on decisions to proceed or not w/improvement recommendations

For all those that participated in STEP SET, **all** indicated having at least one point of contact with Suzanne Parmet. As shown in figure 15, 45% communicated with her more than five times, and 53% communicated with her two to five times.

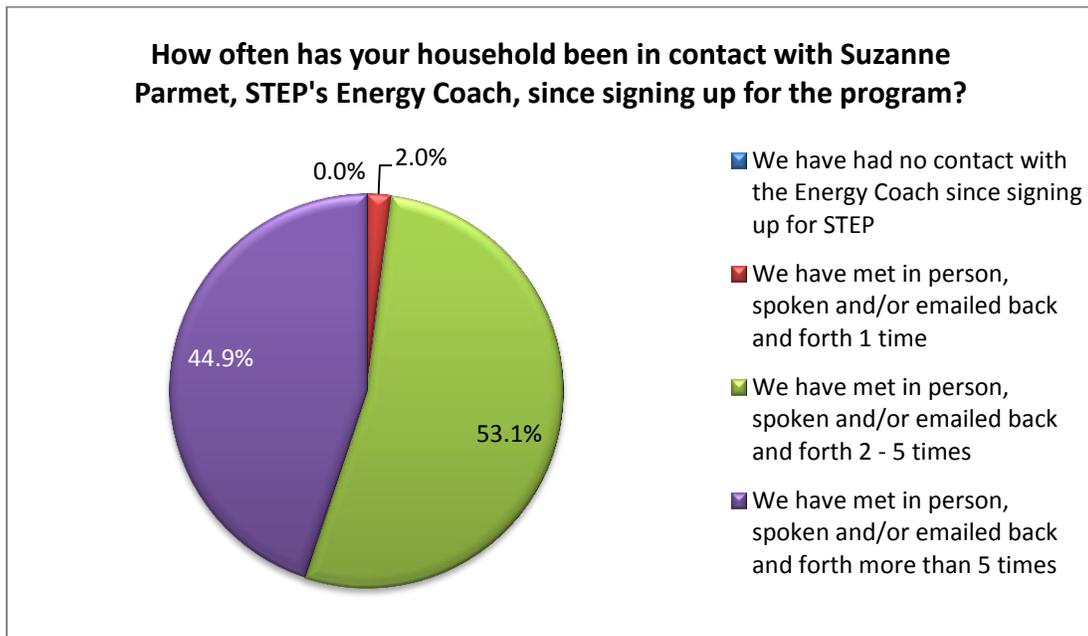


Figure 15. Frequency of contact with Suzanne Parmet.

Agreement with attitudinal statements toward Suzanne Parmet was **extremely positive**. Table 23 shows that participants really had not a single bad thing to report on their experience with her. Even for the column *somewhat agree*, **percentages were single digit**. Putting aside “Not applicable” she scored 90%+ for strongly agree on all statements.

Sentiment to STEP overall was very similar. As displayed in table 24, 82% of participants were very satisfied, and 18% were somewhat satisfied. **No one rated STEP with a rating less than somewhat satisfied.**

Generally speaking, **additional comments** regarding STEP and the energy coach Suzanne Parmet were positive and encouraging. See appendix B for a complete list of verbatim comments collected from the survey.

Please rate how much your household agrees or disagrees with each of the following statements with respect to Suzanne Parmet, STEP's Energy Coach, based on your interaction with her to date. (please select only one rating per statement)							
Answer Options	STRONGLY DISAGREE	Somewhat disagree	Neither agree nor disagree	Somewhat agree	STRONGLY AGREE	N/A	Response Count
The Energy Coach is easy to work with.	0%	0%	0%	8%	90%	2%	50
The Energy Coach is responsive to our inquiries.	0%	0%	0%	2%	96%	2%	50
The Energy Coach is professional, courteous and considerate with respect to our home/time.	0%	0%	0%	0%	98%	2%	48
The Energy Coach was helpful in selecting an evaluation firm. (Please select N/A is such assistance was not requested)	0%	0%	2%	8%	62%	28%	50
The Energy Coach was helpful in explaining the findings & recommendations in our report. (Please select N/A is such assistance was not requested)	0%	0%	0%	6%	54%	40%	50
The Energy Coach was helpful in explaining available incentives. (Please select N/A is such assistance was not requested)	0%	0%	2%	8%	76%	14%	50

Table 23. Sentiment toward Energy Coach: Suzanne Parmet.

Please rate your household's overall satisfaction with STEP, based on your participation to date. (please select only one)						
Answer Options	Very unsatisfied	Somewhat unsatisfied	Neither satisfied or unsatisfied	Somewhat satisfied	Very satisfied	Response Count
Level of satisfaction	0%	0%	0%	18%	82%	50

Table 24. Satisfaction with STEP overall.

STEP SAVE

The most frequently used firms for the building envelope improvements and equipment upgrades were DeVere Insulation Home Performance, Efficient Home, LLC, and Green Step. Table 25 shows the list and frequency of all firms used for the STEP SAVE phase.

It is noteworthy that of the 50 who indicated going through the evaluation process, 41 carried through on specific recommendations. Table

Name of Firm	Response Count
Argent	1
Atlas Home Energy Solutions	1
DeVere Insulation Home Performance	8
Edge Energy	4
Efficient Home, LLC	14
Green Step	10
Griffith	1
HELP	1
TerraLogos	1
Total	41

Table 25. Firms used for completing recommendations.

Reasons for selecting a contractor / firm to complete the work were very similar to the frequently cited reasons for selecting a firm to conduct the energy evaluation. The front-runner again was *They were on a STEP list of Participating or Preferred Contractors (71% of sample mentioned this as a primary reason)*. Table 26 details the other reasons percent of selections.

What are the primary reasons you selected this firm? (please select all that apply)		
Answer Options	Response Percent	Response Count
They are a neighbor/friend of ours.	2.4%	1
They were recommended by a neighbor/friend.	22.0%	9
We had a previous business relationship with them (other than the energy evaluation).	0.0%	0
They were the firm that did our energy evaluation.	26.8%	11
They are located in Prince George's County.	7.3%	3
They were on a STEP list of Participating or Preferred Contractors.	70.7%	29
Their proposal was less expensive than others we received.	9.8%	4
Their proposal was the best (e.g. clearest, most comprehensive) we received.	22.0%	9
Their proposal was the only one we received.	22.0%	9
Other (please specify)	29.3%	12
answered question		41

Table 26. Reasons for selecting a contractor / firm to carry out the work.

Please rate how much your household agrees or disagrees with each of the following statements with respect to the contractor, the installers and/or the improvements. (please select only one rating per statement)							
Answer Options	STRONGLY DISAGREE	Somewhat disagree	Neither agree nor disagree	Somewhat agree	STRONGLY AGREE	Rating Average	Response Count
The firm was easy to work with.	3%	0%	3%	28%	68%	4.58	40
The firm was responsive to our inquiries.	3%	0%	5%	20%	73%	4.60	40
The firm provided a proposal that was sufficiently detailed and clear enough for us to understand.	3%	3%	5%	20%	70%	4.53	40
The firm prepared us for the installation - either on the phone or in writing (e.g described the process, explained how to prepare our house).	3%	5%	5%	20%	68%	4.45	40
The firm was professional, courteous and considerate with respect to our home/time.	3%	3%	3%	15%	78%	4.63	40
The installers were professional, courteous and considerate with respect to our home (e.g took measures to protect our belongings, cleaned up after work was completed).	3%	5%	0%	28%	65%	4.48	40
The installers were experienced, skilled and knowledgeable with respect to the work undertaken.	3%	0%	8%	10%	80%	4.65	40
The installers explained what they were doing and answered our questions during the installation.	3%	5%	15%	18%	60%	4.28	40
The installers did a thorough job.	3%	3%	8%	15%	73%	4.53	40
The work was completed within the timeframe we were told (or, if no timeframe was given, within a reasonable period).	3%	5%	3%	20%	70%	4.50	40
The firm explained the Pepco Home Performance with ENERGY STAR Program (including the process for obtaining incentives).	5%	8%	8%	25%	55%	4.18	40
The firm explained the status of other potential incentives & (if applicable) assisted with the paperwork.	8%	5%	5%	23%	60%	4.23	40
Overall, working with this firm was a positive experience; we would recommend this firm to a friend.	3%	0%	5%	20%	73%	4.60	40

Table 27. Agreement to statements about contractor firms, installers and improvements.

With minimal exceptions, participants regarded the contracting firms, installers, and actual improvements quite positively. While all statements received some negative ratings (i.e. participants disagreed with the statements) they were all single digit percentages. The key take-away from Table 27 is clear: all statements had an average rating of 4.2 to 4.6 on a scale from 1 to 5. This means that participants had strong agreement with things like **the firm was easy to work with, the installers did a thorough job, and overall, working with this firm was a positive experience; we would recommend this firm to a friend.**

Additional verbatim comments the contractors, installers and the actual improvements are provided in tables 28, 29 & 30.

The Contractors
Pleasant, straightforward.
Excellent all around
professional and capable, their proposal was least invasive of those provided
The company was great and everyone was very responsive and quick to reply to calls and emails.
The contractor was a different person than our auditor. It did not seem like the contractor had spoken to the auditor about the job as he asked me multiple times what improvements the auditor recommended. He had to call the auditor multiple times during the installation. The auditor did not do a thorough job in explaining how I could prepare my home for the job, which resulted in us noting having two pieces of the job done because did not have time to prepare certain rooms in the middle of the day while I was trying to work from home. Both the auditor and the contractor were friendly and explained what they were doing, but I think they could have been better coordinated and more thorough in their explanation of the prep work required.
Jim was very helpful. The initial estimate did not have all of the work but Jim came to the house and updated the estimate.
Very professional and easy to work with
Very prompt, friendly, reliable, and was able to fit us into their schedule ASAP. We had a great experience with them.
Pleased with contractor.
Terra Logos provided a lot of support in terms answering my questions, follow up and patience with the long time it took between the quote and the actual date for work.
very professional and responsive
Had some minor issues with communication gaps, but satisfied overall

Table 28. Verbatim comments about the contractors / firms.

The Installers
Hardworking and pleasant; cleaned up well.
They did a phenomenal job of repairing the drywall where they had to cut through to install the installation
helpful, capable, worked with me as much as possible
They were all so nice and professional. And took a keen interest in the blower door results
I do not feel that the installers did a thorough job. I felt like I had to follow them around the house and make sure they did everything that they were supposed to. They did not do a good job of taking care to not damage our belongings and did not do a thorough job cleaning up.
They knew what they were doing, but left a few things undone.
Great job cleaning up
Pleased with installers.
On time, professional and did a very nice job.
Answered all my questions
Did not protect house as well as I would have liked

Table 29. Verbatim comments about the installers.

The actual improvements
Neat. Seem to be making some difference.
Some issue that they did not do exactly what the Ecobeco person recommended. They explained why, but this was not fully understood.
Very well done, already seems to be providing a better seal, keeping heat out
I could tell a difference in the heat upstairs the first day. My house is significantly cooler.
We knew that adding replacement windows in our basement was going to be a big part of making our home more energy efficient. Due to cost (and lack of rebates for windows) we were unable to get this work done in conjunction with the other energy improvements. I think we were oversold on how much difference the energy improvements would make without windows being done.
It is too early to tell how effective they will be.
The improvements significantly exceeded our hopes in terms of the % air leakage reduction. cellulose insulation in attic, crawl spaces
We could not have sections of our basement insulated, but the attic work was completed w/o issue.
The improvements have made a difference.
I'm in the second day, so far, so good.
Very much needed and very well done
Left some foam insulation debris in basement, not a neat job

Table 30. Verbatim comments about the improvements

All participants in STEP SAVE had two or more communications with Suzanne Parmet, as detailed by Table 31. Consistent with STEP SET, all regarded Suzanne very positively (Table 32).

How often has your household been in contact with Suzanne Parmet, STEP's Energy Coach, since signing up for the program?		
Answer Options	Response Percent	Response Count
We have had no contact with the Energy Coach since signing up.	0.0%	0
We have met in person, spoken and/or emailed back and forth 1 time.	0.0%	0
We have met in person, spoken and/or emailed back and forth 2 – 5 times.	42.5%	17
We have met in person, spoken and/or emailed back and forth more than 5 times.	57.5%	23
answered question		40

Table 31. Frequency of contact with Energy Coach.

Please rate how much your household agrees or disagrees with each of the following statements with respect to Suzanne Parmet, STEP's Energy Coach, based on your interaction with her to date.							
Answer Options	STRONGLY DISAGREE	Somewhat disagree	Neither agree nor disagree	Somewhat agree	STRONGLY AGREE	N/A	Response Count
The Energy Coach is easy to work with.	0%	0%	0%	3%	98%	0%	40
The Energy Coach is responsive to our inquiries.	0%	0%	0%	5%	95%	0%	40
The Energy Coach is professional, courteous and considerate with respect to our home/time.	0%	0%	0%	0%	100%	0%	40
The Energy Coach helped us decide on the work scope for our home. (Please select N/A if such assistance was not requested.)	0%	0%	0%	8%	60%	33%	40
The Energy Coach was helpful in reviewing our work proposal(s). (Please select N/A if such assistance was not requested.)	0%	3%	0%	8%	50%	40%	40
The Energy Coach was helpful in explaining the incentives available for this work. (Please select N/A if such assistance was not requested.)	0%	0%	0%	10%	75%	15%	40

Table 32. Sentiment toward Energy Coach: Suzanne Parmet.

With the exception of **one person**, **all participants** were **somewhat satisfied or very satisfied** with STEP (see table 33). For unknown reasons, one individual expressed being very unsatisfied with STEP overall. Additional comments are provided in table 34, however no specific negative feedback was offered.

Please rate your overall satisfaction with STEP, based on your participation to date.						
Answer Options	VERY UNSATISFIED	Somewhat unsatisfied	Neither satisfied nor unsatisfied	Somewhat satisfied	VERY SATISFIED	Response Count
Level of satisfaction	2.50%	0%	0%	10.0%	87.5%	40

Table 33. Overall satisfaction with STEP as indicated in STEP SAVE.

Additional comments regarding STEP and / or energy coach
FABULOUS PROGRAM!
Suzanne was terrific, patient, capable, and very helpful
Great program, superb coach
Wonderful to have so much assistance with the process
Probably would not have done the work without STEP

Table 34. Additional verbatim comments about STEP.

Agreement to environmental and economic statements followed a very similar trend to the findings for the STEP READY survey. Comparatively, the figures below in table 35 are quite consistent with those in table 11 (see page 19). This is not surprising considering the same participants took the surveys over a relatively short period of time between the STEP READY survey and the STEP SAVE survey. Furthermore, going through the evaluation phase and the implementation phase would likely stand to solidify one’s views to avoid cognitive dissonance after paying the fees for an evaluation and investing capital in building envelope improvements and equipment upgrades.

Please indicate the extent to which your household agrees or disagrees with each of the following statements.						
Answer Options	1 STRONGLY DISAGREE	2 Somewhat disagree	3 Neither agree nor disagree	4 Somewhat agree	5 STRONGLY AGREE	Response Count
There is not much we can do to decrease the amount of energy used in our home.	53%	35%	3%	5%	5%	40
Conserving energy makes a positive difference to future generations or the environment.	3%	0%	3%	15%	80%	40
Efficiency actions can provide an easy way for us to control energy costs in our household.	3%	0%	10%	20%	68%	40
Protecting the environment should be given priority, even if it causes slower economic growth and some loss of jobs.	3%	5%	20%	28%	45%	40
Economic growth and creating jobs should be the top priority, even if the environment suffers to some extent.	25%	38%	23%	10%	5%	40
Convenience is more important to us than saving money.	20%	35%	25%	15%	5%	40
My efforts to save energy and help the environment only make a difference if others do it too.	15%	18%	20%	25%	23%	40

Table 35. Agreement to statements about improving a home’s energy efficiency (STEP SAVE)

Again, consistent with the findings in STEP READY, an analysis of behaviors in STEP SAVE reveals strong consistency over a short span. By comparing the percentages in table 36 below with those found in table 12 (see page 20), one finds a stark resemblance.

How often does your household do each of the following?						
Answer Options	1 VERY RARELY	2 Somewhat rarely	3 Sometimes	4 Somewhat often	5 VERY OFTEN	Response Count
Turn off lights when not in use	0%	3%	0%	35%	63%	40
Wash clothes in cold water	3%	3%	23%	33%	40%	40
Turn down thermostat in the winter	0%	5%	10%	38%	48%	40
Unplug appliances when not in use	25%	20%	33%	13%	10%	40
Dry clothes on the line instead of a dryer	55%	15%	15%	8%	8%	40

Table 36. Frequency of energy-reducing behaviors (STEP SAVE).

Appendix A – Sources of information given most consideration

a. Source 1 (most consideration)
STEP energy coach
STEP Staffer at event
Another STEP Participant
listserv
Community newsletter
mayor is participant
Community newsletter
website
community newsletter
Univ Park listserv
website
Neighbor
website
Website
Flyer
STEP website
energy coach
Neighbors
neighbor recommendation
engery saving and cost
Another STEP Participant
another STEP participant
cost efficiency of home
neighbor
newsletter
Hyattsville Newspaper
speaking to step coordinator
word of mouth
another STEP participant
event
STEP event
Listerv
Chuck Wilson and Suzanne and Step Up Committee
website/listserv
Neighbor
TownCrier newsletter article
Newsletter
Help with the process
Step website
Community Listserve
Community Newsletter
My mother (fellow UP neighbor)

Community Newsletter
community newsletter
friends who participated in STEP
step event
listserv
save energy
STEP staffer at door
RP Farmers' Market
brochure received at town fair
STEP staffer at my door
listserv & neighbors' recommendations
neighbors/word of mouth
Testimonials from neighbors
My neighbor
STEP event
From another STEP participant
neighbor
another step participant
neighbor recommendations
Community newsletter
Landlord
Step event
neighbor, STEP participant
community association
Hyattsville Energy Fair (homeowner volunteers)
From another STEP participant / neighbor / word of mouth
Attended session at town hall
Listserv recommendation by those I respect
Testimonials from STEP participants on listservs
Community listserv
Community Newsletter
communtiy show
Neighbors recommendations
neighbors
The first.
Listserv
Listserv
list serve
STEP's strong reputation
From another STEP participant
listserv
neighbors
neighbor
STEP participant
neighbor
STEP event
Step participant
Hyattsville Gazette
at a STEP event

unsure
A resident at the STEP event told me about her experience.
neighbor
house party' info
Community newsletter
step event
not sure what question is asking, STEP website
Referral from another participant
Hyattsville listserv
saving energy
neighbor
article in the Gazette
STEP website
accurate information
Hyattsville Patch Newsletter
listserv
Community newsletter
Meeting STEP people in person
neighbor
experience of neighbors
website
Newsletter
STEP brochure
Community listserv
Neighbor
Shani Warner and Jim Groves postings to the HOPE listserv
number of signs in yards
neighbors
Our builder
Neighbor review- very positive experience so far
newsletter
to save money in the long run on fuel bills
website
CHEA
cost
Local community website
newsletter
community newsletter
Request from Mayor Tabori
Friend/neighbor recommendation
step participant
Community newsletter
discussion with neighbors

b. Source 2 (2nd most consideration)
STEP meeting
Community Newsletter
Community Newsletter
neighbor
community listserv
community newsletter
STEP event
radio
STEP event
Neighbor
friend's recommendation
STEP staffer at my door.
neighbor
Newsletter
signs
Community signs
neighbor
STEP info
STEP Website
STEP event
recommendation of contractors
lawn signs
newsletter
STEP event
Community newsletter
Newsletter
Town Newsletter
neighborhood signage
Newsletter
Yard signs of contentious neighbors
Cost
Letter from Mayor
Signs in town
UP listserv
STEP staffer at door (S. Goldberg)
word of mouth
community newspaper
farmers' market
neighbor recs
house in a good condition
Talking to Suzanne and Chuck
STEP Event
seeing form yard signs that many neighbors had participated
another STEP participant

our high heat bills
community newsletter
landlord's suggestion
Listserv
neighbors talking
STEP EVENT
STEP event
community listserv
website
Listserv
neighbor
Community Newsletter
STEP House Party
Community listserv
Neighbor recommendation
STEP website
Another STEP participant
Community listserv
source of funding
listserv
signs in the yards
Neighbor
Event
community fair
utility bills are too high
Community listserv
website
community list serve
community listserv
listserv
website
HOPE listserv
Community newsletter
unsure
Talking to Suzanne at the STEP event.
lots of signs in the neighborhood
community listserv encouragement
Community listserv
energy coach
STEP participant
lower energy costs
step event
reading a testimonial on listserv
possible savings in energy consumption
Community listserv
Website
neighbor
personal interest in being environmentally responsible
listserv

friend
listserv
community website
website
UP newsletter
volunteer at the door
to keep house warmer in winter/cooler in summer
quality
neighbor
another STEP participant
Discussion with Chuck Wilson
step event
yard signs
newsletter

Appendix B – Verbatim Additional Comments on STEP & Energy Coach

Additional comments regarding STEP
great incentives that I would not have been as likely to consider were it not for STEP
excellent program, already seeing positive results from work done
Great program
Continue it into next year!
Great; except the ready survey doesn't allow me to skip personal questions I don't want to answer and is too long.
It is a great program and our community has benefited significantly
Great program. Wish it was continuing.
What a great program!
Very happy with program.
I am thrilled with this program. I was very eager to take advantage of the programs I knew were out there, but this program removes the transactional complexity that had been a barrier to participation.
Excellent program
Thanks for giving us this opportunity!
made me interested in energy savings in my home
To persuade people to make improvements you must show what is wrong with their house. General phrases like "improve comfort, reduce drafts ..." don't cut it. You have to say where and why there is draft now, e.g. via more IR images -- my report had exactly one such image-- etc.
Excellent
Great program - we would not have had time to organize/explore all the incentives (and thus get the work done) otherwise.

Additional comments regarding energy coach
very responsive, helped us meet deadlines
Very responsive!
Suzanne was great, very helpful
Suzanne and her husband came to our house to help us track down a mysterious duct problem and were such a huge help. I really appreciated them!
Amazing knowledge; very professional; tailors help and suggestions to customer's needs and goals. Excellent!
outstanding, patient and knowledgeable
Very positive experience working with her
The service provided by Suzanne was exceptional.
keep her available for longer term projects

great
Suzanne was very helpful in explaining things and in helping me get the information I needed from the evaluator.
She was great.
There are some improvements I'm making myself. I wish I knew that they were doing the new blow test, so I could have updated numbers AFTER my repairs. (No big deal.)
Suzanne has been a great asset to UP; we'll miss her.
Excellent job moving the process along without being pushy.
She has my full respect and appreciation.
Excellent service provided
great
always available when needed
excellent