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| Program Evaluation  New Jersey Natural Gas C&I Prescriptive & Custom Measures Subprogram Evaluation – Year 1  **Date:** February 10, 2023 |
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Abstract

DNV conducted an initial “snapshot” evaluation of New Jersey Natural Gas's (NJNG) Commercial and Industrial (C&I) Prescriptive & Custom Measures (P&C) subprogram for the period beginning July 1, 2021, and ending June 30, 2022 (Project Year 1, or PY1) to develop a more integrated view of the portfolio as a whole and to prioritize resources for more in-depth enhanced process evaluation activities in the subsequent years.

Results

**Process Evaluation Findings**

* The P&C subprogram completed 2 prescriptive projects in PY1 with 540 therms in total gas savings, compared to a goal of 981 completed projects savings of 422,080 therms. NJNG had 5 more participants committed but not completed in PY1.
* The subprogram secured participation agreements from 46 contractors allowing them to offer on-bill repayment to potential customers for completing prescriptive measures.
* NJNG-identified barriers to participation and completed projects include replacing failed equipment, the requirement for engineering studies on many custom projects, pandemic effects, and supply chain issues.
* DNV-identified barriers to participation included inaccuracies in the program application of documentation requirements (such as needing pre-approval for prescriptive measures) and some key shortfalls of the program website.

**Impact Evaluation Findings**

* Based on project documentation reviewed for each of the seven C&I prescriptive projects that were initiated in PY1, DNV determined that NJNG was collecting extensive data to perform a detailed evaluation in the future.
* Evaluators verified that the iEPM database estimated tracking savings appropriately per algorithms and assumptions provided in the NJ TRM.
* Evaluators also verified that the electric savings calculated by iEPM for installed measures (ex: furnace) where NJNG is the lead utility was reasonable and followed algorithms and assumptions provided by the recently developed Coordinated Measure List and NJ TRM.

Recommendations

* Continue and expand the program’s varied marketing and outreach channels.
* Consider amending the program application documents to clarify and better reflect actual requirements for receiving prescriptive and custom measure incentives.
* As NJNG revamps its website in 2023, consider adding a stand-alone page for the P&C program and modify program labeling away from the phrase “Multifamily Prescriptive and Custom.”
* Conduct additional research to investigate general program awareness and reasons for non-participation. This could include surveys of nonparticipating customers and/or interviews with ”onboarded” contractors.
* Consider funding a portion of engineering studies necessary to secure pre-approval for custom projects. According to program staff, the costs associated with these required engineering studies negatively impact customers’ willingness to move forward with projects.

Executive Summary

This document represents the process evaluation and impact evaluability assessment for New Jersey Natural Gas's (NJNG) Commercial and Industrial (C&I) Prescriptive & Custom Measures (P&C) subprogram for the period beginning July 1, 2021, and ending June 30, 2022 (Project Year 1, or PY1).

Process evaluation

Across select programs, including P&C, DNV conducted an initial “snapshot” evaluation in PY1 to develop a more integrated view of the portfolio as a whole and to prioritize resources for more in-depth enhanced process evaluation activities in the subsequent years.

Summary of methods

To assess C&I subprogram processes, DNV conducted both primary and secondary data collection. Primary data collection consisted of in-depth interviews (IDIs) with NJNG program staff regarding roles and responsibilities with the programs; program design and processes, including marketing and outreach; how (and if) program delivery has changed since NJNG assumed implementation from the New Jersey Board of Public Utilities (BPU) New Jersey’s Clean Energy Program (NJCEP); program metrics and performance; key program activities during and after PY1; and program challenges and opportunities. Secondary review included the SAVEGREEN Project Program Plan (Settlement 12/21/2020, approved on 3/3/2021), the program website, program application forms, and the Annual Progress Report for PY1.

Key findings and recommendations

**Findings**

* The P&C subprogram completed 2 prescriptive projects in PY1 with 540 therms in total gas savings, compared to a goal of 981 completed projects savings of 422,080 therms. NJNG had 5 more participants committed but not completed in PY1.
* The subprogram secured participation agreements from 46 contractors allowing them to offer on-bill repayment to potential customers for completing prescriptive measures.
* NJNG-identified barriers to participation and completed projects include replacing failed equipment, the requirement for engineering studies on many custom projects, pandemic effects, and supply chain issues.
* DNV-identified barriers to participation included inaccuracies in the program application of documentation requirements (such as needing pre-approval for prescriptive measures) and some key shortfalls of the program website.

**Recommendations**

* Continue and expand the program’s varied marketing and outreach channels.
* Consider amending the program application documents to clarify and better reflect actual requirements for receiving prescriptive and custom measure incentives.
* As NJNG revamps its website in 2023, consider adding a stand-alone page for the P&C program and modify program labeling away from the phrase “Multifamily Prescriptive and Custom.”
* Conduct additional research to investigate general program awareness and reasons for non-participation. This could include surveys of nonparticipating customers and/or interviews with ”onboarded” contractors.
* Consider funding a portion of engineering studies necessary to secure pre-approval for custom projects. According to program staff, the costs associated with these required engineering studies negatively impact customers’ willingness to move forward with projects.

Evaluability assessment

Since the overall participation in the subprogram for PY1 was insufficient to perform an in-depth impact evaluation, DNV performed an evaluability assessment of the subprogram from an impact evaluation perspective in PY1.

Summary of methods

DNV identified and collected project documentation for seven C&I prescriptive projects that were initiated in PY1 to perform the evaluability assessment. This documentation allowed DNV to assess the following:

* Data that are collected by the program to estimate tracking savings
* Completeness of program data collection by reviewing the inventory of project documentation available
* Tracking savings estimation methodologies
* Electric savings estimation for shared measures where NJNG is the lead utility to ensure they are reasonable and follow industry best practices

Key findings

* Based on project documentation reviewed for each of the seven C&I prescriptive projects that were initiated in PY1, DNV determined that NJNG was collecting extensive data to perform a detailed evaluation in the future.
* Evaluators verified that the iEPM database estimated tracking savings appropriately per algorithms and assumptions provided in the recently developed Coordinated Measure List and NJ TRM.
* Evaluators also verified that the electric savings calculated by iEPM for installed measures (ex: furnace) where NJNG is the lead utility was reasonable and followed algorithms and assumptions provided by the recently developed Coordinated Measure List and NJ TRM.

# Introduction

This document represents the combined impact and process evaluation for New Jersey Natural Gas's (NJNG) Energy Solutions for Business, Commercial and Industrial (C&I) Prescriptive & Custom Measures (P&C) subprogram for the period beginning July 1, 2021, and ending on June 30, 2022 (Project Year 1, or PY1).

The C&I P&C subprogram promotes the installation of high-efficiency natural gas equipment by NJNG’s C&I customers (and electric measures when paired with the installation of qualifying natural gas equipment), either via the installation of prescriptive measures, single/multiple pieces of equipment with incentives based on savings calculated using defined savings calculations or custom engineering analysis.

The prescriptive measures include high-efficiency natural gas-fired equipment and their approved related controls. The incentives are based on the pre-determined size and efficiency of the new equipment. The Custom incentives are available for non-standard equipment and specialized technologies not included in the prescriptive offering.

## Program Design and Implementation

**Prescriptive:** Prescriptive-based incentives are provided to C&I customers to purchase and install energy-efficient products, including energy-efficient lighting, appliances, heating and cooling, and food service equipment, among other efficiency measures. According to the approved program plan, prescriptive measures are designed to:

* Provide easy and cost-effective access to energy efficiency measures through customers' preferred channels.
* Provide incentives to facility owners and operators for installing high-efficiency equipment and controls.
* Promote the marketing of high-efficiency measures by trade allies such as electrical contractors, mechanical contractors, and their distributors to increase market demand; and
* Ensure the participation process is clear and simple.

**Custom:** Themeasures that provide calculated or performance-based incentives for electric and/or natural gas efficiency opportunities for commercial, industrial, and other non-residential customers that are non-standard and not captured by prescriptive equipment will be part of this pathway. Typical custom measures eligible for incentives are either less common measures or efficiency opportunities in specialized applications, including manufacturing or industry-specific processes or non-traditional use cases. In many cases, custom efficiency projects are more complex than prescriptive equipment replacement. Potential participants are required to submit an application for pre-approval to confirm project eligibility and reserve funding. Large projects, or subsets of projects, may be required to undergo pre-and post-inspection to validate project energy savings.

NJNG administers and promotes this program. Large projects may require pre- and post-inspection to validate project energy savings. Approved projects may also be eligible for no-cost On-Bill Repayment Program (OBRP) to further reduce first-cost barriers.

## Program goals

Per the NJNG’s approved program plan[[1]](#footnote-2), the P&C subprogram’s gas savings and participant goals from PY1 through PY3 are listed in Table 1‑1. For the first triennium, NJNG has projected 1.38 million therms saved from 3,196 projects in the P&C subprogram.

Table 1‑1: C&I Prescriptive/Custom subprogram triennial goals (natural gas only)

|  |  |  |  |
| --- | --- | --- | --- |
| Metric | PY1 | PY2 | PY3 |
| Estimated Participants[[2]](#footnote-3) | 981 | 1,080 | 1,135 |
| Projected Net Annual Natural Gas Savings (therms) | 422,080 | 464,521 | 489,546 |
| Avg. therms/participant | 432 | 430 | 431 |

Table 1‑2 presents the actual participation at the end of PY1 based on the Annual Progress Report filing[[3]](#footnote-4). NJNG had 2 completions with a net savings of 540 therms, which is about 0.2% of the participant and 0.1% of the annual therms savings goal. Both the completed projects were part of the Prescriptive pathway. However, 5 other prescriptive projects were in the tracking system but not completed in PY1.

Table 1‑2. PY1 actual participation

|  |  |  |  |
| --- | --- | --- | --- |
| PY1 metrics | Target | Achieved | % Achieved |
| Estimated Participants | 981 | 2 | 0.2% |
| Projected Net Annual Natural Gas Savings (therms) | 422,080 | 540 | 0.1% |
| Avg. therms/participant | 432 | 270 | 63% |

# Process Evaluation

DNV conducted an initial “snapshot” evaluation of the P&C subprogram in PY1 to develop a more integrated view of the portfolio as a whole and to prioritize resources for more in-depth enhanced process evaluation activities in the subsequent years of the triennium.

## Research conducted

To assess P&C subprogram processes, DNV conducted both primary and secondary data collection. Primary data collection included in-depth interviews (IDIs) with NJNG program staff in June and December 2022. We used these interviews to both learn about and document staff perceptions of the following:

* Roles and responsibilities with the programs
* Program design and processes, including marketing and outreach
* How, if at all, has program delivery changed since NJNG assumed implementation from the New Jersey Board of Public (BPU) Utilities’ New Jersey’s Clean Energy Program (NJCEP)
* Program metrics and performance against goals
* Key program activities during and after PY1
* Challenges and opportunities

The DNV evaluation team also conducted a secondary review of the following documents:

* The SAVEGREEN Project Program Plan (Settlement 12/21/2020, approved on 3/3/2021)
* Program application forms
* The program website[[4]](#footnote-5)
* NJNG’s Quarterly Reports
* NJNG’s Annual Progress Report for PY1[[5]](#footnote-6)

### Program theory and design

The P&C subprogram is available to all non-residential customers within NJNG’s service territory. It focuses on promoting sales and installations of efficient natural gas and/or electric equipment across all major end-use categories through financial incentives (both up-front rebates and no-interest financing through on-bill repayment).

The program aims to address several market barriers, including:

* *Initial cost of efficient equipment:* Specifically, the up-front financial incentives and access to no-interest financing through on-bill repayment (up to 5 years and $130,000) are intended to mitigate this customer barrier.
* *Customer awareness and engagement:* To mitigate these barriers, NJNG pursues customer education on the benefits of installing efficient equipment as well as outreach to trade allies to ensure awareness of incentives and preparation to serve customers.
* *Landlord/tenant arrangements:* The program aims to market to both landlords and tenants to help deal with the challenge of split incentives (meaning, who pays for energy use and will thus reap the benefits of participating versus who owns the energy-using equipment).

### Program delivery and changes

NJNG does not utilize third-party implementers for the P&C subprogram, instead implementing it in-house primarily with a team of six staff members (who are involved in all C&I programs). NJNG’s Director of Energy Efficiency expressed a preference for this internal delivery approach, stating that it fosters an ability to cultivate closer customer relationships as well as provide information and address any complaints directly with the customer.

While the NJNG staff administers and implements the P&C subprogram, any licensed contractor can offer customers rebates for qualifying Prescriptive equipment (without direct NJNG involvement), and any approved contractor can offer the on-bill repayment.

The previous NJCEP program portfolio did not include a specific “Prescriptive and Custom Measures” program; rather, a few separate programs, including SmartStart Existing Buildings (SSB), Custom Tailored Energy Efficiency Program (CTEEP), and Pay for Performance Existing Buildings (P4PEB), contained custom and prescriptive measures. According to NJNG staff, the prescriptive measures offered by the P&C subprogram in PY1 are extremely similar to the offerings across those previous programs. Compared to the previous custom measures, NJNG staff said the P&C subprogram has more flexibility in addition to covering larger projects with larger financial thresholds.

Because it is a “core” program, NJNG implements the P&C subprogram in a similar fashion as other investor-owned utilities in the State (the “joint utilities”). As such, NJNG cannot unilaterally make changes to the program without approval by the joint utilities. Additionally, while NJNG does not work directly on P&C projects with customers’ electric utilities, those utilities are responsible for covering the costs of any electric savings achieved through NJNG projects through the statewide coordinator system, and NJNG can offer financing (via on-bill repayment) for the entirety of the project, including measures with electric savings.

### Marketing and outreach

NJNG program staff reported utilizing various methods to market the P&C subprogram (both to customers and contractors), in large part through two program liaisons “pounding the pavement.” The liaisons engage with local and regional chambers of commerce and appear at sustainability events and other town events or fairs. Further, the program’s marketing manager performs outreach through multiple channels, including social media.

The program website (currently being revamped) includes P&C-specific content. Additionally, a C&I portfolio “one sheet” marketing material includes P&C program information. A quarterly bill insert for commercial customers also includes program information.

Finally, according to program staff, a major focus in PY1 involved building relationships with contractors, as any licensed contractor can also market the subprogram directly to customers without direct NJNG involvement.

### Tracking metrics and performance

Program staff explained that NJNG is bound by the June 10, 2020, BPU order to report program metrics within 75 days[[6]](#footnote-7) of each program year's close, which runs from July 1 through June 30. The C&I subprogram tracks metrics related to gas savings, customer participation, invested dollars, administrative costs, and other qualitative performance indicators. NJNG is also required to track the relative participation of overburdened communities. NJNG files quarterly reports to the BPU and the annual evaluation report.

The SAVEGREEN Project Program Plan forecasted 981 participants in PY1, with an estimated net annual gas savings of 422,080 therms. The subprogram completed 2 projects in PY1. Per the Annual filing5, NJNG claimed 540 therms of natural gas savings from 2 participants in PY1. It is worth noting that five other participants had committed but completed before the PY1 filing.

### Key program activities

In PY1, the P&C subprogram secured participation agreements from 46 contractors allowing them to offer on-bill repayment to customers for completing prescriptive measures. Contractors who have not executed a participation agreement can still offer rebates to customers.

### Barriers to participation

NJNG staff mentioned a few different barriers to customers participating in the P&C subprogram. These included:

1. *The nature of replacing failed equipment:* According to program staff, prescriptive measure installations, in general, are dominated by replacing failed equipment with an associated sense of urgency from the customer. In this common situation, customers tend to select bids based on price and ability to install quickly, which means winning contractors often do not quote high-efficiency equipment that would qualify for program incentives.
2. *Engineering studies:* Custom projects require an application for pre-approval to confirm project eligibility and reserve funding. This pre-approval often necessitates costly and time-consuming engineering studies to verify the potential energy savings, negatively impacting some customers’ willingness to move forward with projects.
3. *Impacts of the pandemic:* NJNG staff explained that the COVID-19 pandemic had multiple impacts. These included changing the way people work, resulting in fewer people working from their employer’s physical workspace and less of a benefit to improving the energy efficiency of that space. Office buildings, in particular, saw a steep decrease in participation, but C&I programs across the board declined during the pandemic. Another pandemic impact was supply chain disruptions that delayed projects.

Additionally, evaluators identified some inaccuracies in the program application[[7]](#footnote-8) , which may serve as a barrier to customer participation. For example, while program staff indicated that application pre-approval is not required for prescriptive rebates, the application instructions state, "Application pre-approval is required prior to purchase and installation of any prescriptive and custom measures.” Further, although the Application Final Approval and Payment Checklist states that both a W9 form and a “Tax Clearance Certificate obtained from NJ Division of Taxation” must be completed or obtained, program staff indicated that these documents are not required. These listed requirements (in particular, application pre-approval for prescriptive measures) may give prospective customers or contractors a false perception of inordinate participation requirements and decrease their likelihood of participating.

Finally, evaluators also identified that some key shortfalls of the program website might also be a barrier to participation. These included:

1. Websites for other utilities in the State generally have their own stand-alone informational web pages about the P&C program, which include links to additional information, such as program brochures. By comparison, the SAVEGREEN website does not have a dedicated webpage for the P&C program, and customers need to directly contact specific NJNG staff via email or phone to learn more about the program. These factors represent marginal impediments for customers to learning more about the program.
2. The SAVEGREEN webpages that do contain P&C program information often label the program as “Multifamily Prescriptive & Custom,” which may give customers the false impression that the program is only intended for multifamily housing properties.
3. A feature on the website for customers to enter their address to “search for a qualified contractor in your area” does identify nearby contractors, but relevant energy efficiency programs listed under each contractor are out-of-date and do not include P&C program, potentially giving the impression that no nearby contractors can assist with P&C program participation.

It is worth noting that the SAVEGREEN website is currently being revamped. However, through PY1 and half of PY2, these factors regarding the website may have served as barriers to participation.

### Challenges and opportunities

Participation in the P&C subprogram in PY1 was low and, according to NJNG staff, remains low in PY2. NJNG staff ascribed a number of factors, including each of the barriers noted above. Additionally, staff noted the importance and challenge of successfully educating contractors to “buy into the notion of high efficiency and marketing their services in a new manner,” particularly emphasizing the potential value of program-provided financing.

Responding to these barriers and challenges, program staff noted outreach attempts to specific types of companies in the energy efficiency ecosystem. These include contractors with expertise in custom engineering studies, residential contractors who might also work with small commercial customers, and equipment suppliers (potentially distributing subprogram marketing collateral). However, success in these efforts has been limited to date.

Finally, an emphasis by NJNG on other energy efficiency programs presents a challenge to the P&C subprogram in achieving its targets. According to program staff, NJNG actively attempts to funnel customers initially coming to the program with prescriptive measure opportunities into the C&I Direct Install (DI) program. This makes sense from the perspective of the entire C&I energy efficiency program portfolio, as DI program participation involves a whole-facility energy assessment that may result in additional energy efficiency opportunities (in addition to higher financial incentives for customers). However, from the perspective of the P&C subprogram, this approach limits the participation and energy savings the program can achieve. The evaluators plan to investigate this topic in the PY2 evaluation through Contractor and Program Staff interviews.

## Process findings and recommendations

Based on the results of this evaluation, our key process findings and recommendations for the P&C subprogram are as follows:

**Findings**

* The P&C subprogram completed 2 prescriptive projects in PY1 with 540 therms in total gas savings, compared to a goal of 981 completed projects savings of 422,080 therms. NJNG had 5 more participants committed but not completed in PY1.
* The subprogram secured participation agreements from 46 contractors allowing them to offer on-bill repayment to potential customers for completing prescriptive measures.
* NJNG-identified barriers to participation and completed projects include replacing failed equipment, the requirement for engineering studies on many custom projects, pandemic effects, and supply chain issues.
* DNV-identified barriers to participation included inaccuracies in the program application of documentation requirements (such as needing pre-approval for prescriptive measures) and some key shortfalls of the program website.

**Recommendations**

* Continue and expand the program’s varied marketing and outreach channels.
* Consider amending the program application documents to clarify and better reflect actual requirements for receiving prescriptive and custom measure incentives.
* As NJNG revamps its website in 2023, consider adding a stand-alone page for the P&C program and modify program labeling away from the phrase “Multifamily Prescriptive and Custom.”
* Conduct additional research to investigate general program awareness and reasons for non-participation. This could include surveys of nonparticipating customers and/or interviews with ”onboarded” contractors.
* Consider funding a portion of engineering studies necessary to secure pre-approval for custom projects. According to program staff, the costs associated with these required engineering studies negatively impact customers’ willingness to move forward with projects.

# Evaluability Assessment

In PY1, NJNG finalized and claimed impacts from two completed prescriptive projects under the C&I Prescriptive and Custom Measures subprogram. No custom projects were completed in PY1. Since the overall participation in the subprogram for PY1 was insufficient to perform an in-depth impact evaluation, DNV performed an evaluability assessment of the subprogram from an impact evaluation perspective in PY1. DNV identified and collected project documentation for two of the completed projects and five other prescriptive projects that were initiated in PY1 to perform the evaluability assessment. The evaluation assessed:

* Data that are collected by the program to estimate tracking savings
* Completeness of program data collection by reviewing the inventory of project documentation available
* Tracking savings estimation methodologies
* Electric savings estimation for shared measures where NJNG is the lead utility to ensure they are reasonable and follow industry best practices

According to the Program Application7, the following types of measures are offered within C&I Prescriptive and Custom subprogram:

* Gas-fired boilers, furnaces, unit heaters, boiler controls, boiler tune-up, and furnace tune-up
* Integrated gas-fired condensing boiler/water heaters
* Gas-fired low-intensity infrared heating
* Gas-fired cooling equipment
* Kitchen/food service equipment
* Water heaters, pipe wrap, low-flow devices, and clothes washers/dryers
* Custom measures

C&I Prescriptive and Custom subprogram data that are needed for the evaluation are summarized in Table 3‑1.

Table 3‑1. C&I Prescriptive Program data assessment

|  |  |  |
| --- | --- | --- |
| Type | Use | Availability |
| Participant | Participant surveys | Customer application  iEPM |
| Partial Participant | Partial participant interviews | iEPM |
| Contractor Data | Trade ally interviews | iEPM |
| Program Dates | Process Analysis  Impact Analysis | iEPM project folder |
| Facility Type & Baseline Equipment | TRM Update | Customer application  iEPM |
| Partner Utility Data | Match to the electric usage data for the consumption analysis, if necessary. | Project Documentation (*Bills* folder) |
| Installed Measures | Impact evaluation analysis | iEPM |
| Installed Measure Characteristics | TRM Update | iEPM  Project Documentation |
| Measure/Project Cost | Cost-effectiveness | iEPM  Project Documentation |
| Monthly Energy Usage | Consumption analysis | Project Documentation (*Bills* folder) |
| Energy Savings | Realization Rate  TRM Updates | iEPM |

Based on project documentation reviewed for each of the seven C&I prescriptive projects that were initiated in PY1, DNV determined that NJNG was collecting extensive data to perform a detailed evaluation in the future.

**Savings Calculation:**

Currently, NJNG estimates energy savings resulting from the installation of prescriptive measures within iEPM. The iEPM database utilizes key measure input parameters and assumptions provided by the applicant for individual measures to estimate savings per guidance and algorithms from Coordinated Measure List[[8]](#footnote-9) and the 2020 New Jersey Technical Reference Manual (NJ TRM). Evaluators verified that the iEPM database estimated tracking savings appropriately per algorithms and assumptions provided in the NJ TRM. For example, furnace capacity, facility type (to estimate equivalent full-load heating hours per NJ TRM), baseline AFUE and installed unit AFUE for a gas-fired furnace replacement measure savings estimation was utilized from the customer application and actual installed furnace specification sheets provided in the project documentation.

Evaluators also verified that the electric savings calculated by iEPM for installed measures (ex: furnace) where NJNG is the lead utility was reasonable and followed algorithms and assumptions provided by Coordinated Measure List and the 2020 NJ TRM.

# Program Comparisons

This section reviews process and impact evaluation findings from a sampling of other prescriptive and custom programs around the country. Table 4‑1 and Table 4‑2 display process and impact evaluation findings from a sampling of other programs similar to Prescriptive & Custom around the country and compare them to NJNG.

Table 4‑1. Prescriptive/custom and similar programs from other states, process findings

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| State/Region | IL | PA | MD | IN# | IN## | NJNG |
| PY | 2021 | 2021-2022 | 2020 | 2019 | 2019 | 2021/2022 |
| FR | NR | 31% | NR | 15% | 11% | NR |
| SP | NR | 0% | NR | 0% | 0% | NR |
| NTG | 51%-72%\* | 69% | Prescriptive: 88%  Custom: 90% | Prescriptive: 85% | Custom: 89% | NR |
| Customers in Sector | NR | NR | NR | NR | NR | NR |
| Participant Count | 138 | 2972 | NR | 382 | 144 | 2 |
| Participant Satisfaction | NR | 70% (Satisfied) | NR | 89% (Satisfied) | 78% (Satisfied) | NR |
| Program Awareness | Website, Word of mouth | Previous experience in EE programs | NR | Trade ally (57%), Past Program Participation (15%), Word of mouth (15%), Other (12%) | Trade ally (34%), Word of mouth (21%), website (21%), lockhead staff (14%), Other (10%) | Sustainability events, Town events or fairs, Social Media, Website, Contractors |
| Implementation Strategy/Program Design | Downstream | Downstream, Midstream, Direct Install | Downstream | Downstream | Downstream | Downstream |

\* varies as per measure. Provided a range of NTG

# Prescriptive Program

## Custom Program

Table 4‑2. Prescriptive/custom and similar programs from other states, impact findings

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| State/Region | IL | PA | MD | IN# | IN## | NJNG |
| PY | 2021 | 2021-2022 | 2020 | 2019 | 2019 | 2021/2022 |
| Total Savings Reported | 29,764,062 (kWh/year) | 155,915,000 (kWh/year) | Prescriptive-171,542,000 (kWh/year)  Custom-63,717,000 (kWh/year) | Electric- 34,696,737 (kWh/year) Gas- 98,887 (therms/year) | Electric- 25,844,752 (kWh/year) Gas- 520,193 (therms/year) | 54 dekatherms/year |
| Energy Realization Rate (RR) | 90% | 107% | Prescriptive: 103%  Custom: 97% | Electric: 99%  Gas: 68% | Electric: 85%  Gas: 94% | NR |
| Demand Realization Rate (RR) | 57% | 99% | Prescriptive: 100%  Custom: 99% | 109% | 127% | NR |
| Measure Mix | Lighting, VSD, Fan/Pumps, HVAC, Data center, Others etc. | Lighting&controls, HVAC,VSD, Refrigeration, BAS etc. | Lighting, Building Simulation models, Others | Lighting, Pumps and drives, HVAC, Refrigeration | Lighting, HVAC, Controls, Compressed air, Other | Gas-fired boilers, furnaces, unit heaters, boiler controls, boiler tune-up, furnace tune-up, pipe wrap etc. |
| Savings Methodology | Engineering Analysis & TRM Algorithm | Engineering Analysis & TRM Algorithm | Engineering Analysis & TRM Algorithm | TRM Algorithm | Engineering Analysis & TRM Algorithm | Engineering Analysis & Coordinated Measure List. |

# Prescriptive Program

## Custom Program

###### Program staff FEEDBACK

General information

1. Can you explain what your role and responsibilities are for this program and also for your company?
2. Is there anything, in particular, you are interested in having the evaluators study?
3. What has changed in program delivery – and what has stayed the same – comparing PY1 with previous implementation?

Communication and structure

1. [If not already mentioned] What are the goals of the program? How are they set? [PROBE: segment targets, measure targets, EE savings, geographic targets, customer satisfaction, etc.]
2. What metrics do you use to measure the success of the program?
   1. Are there any metrics you would like to see incorporated into measuring and reporting on this program?
3. How is the program currently progressing against its goals? How have they performed historically?
   1. Are you considering any revisions to program goals?
4. How are program tracking metrics shared? What is the frequency and format of this reporting?
5. What data tracking systems are used for tracking program outreach? Participation? Savings? Project status? How are those integrated, if at all?
6. How, if at all, has the COVID-19 pandemic affected participation in the program? (PROBE: Effects on participation, marketing, deployment of program specifics, events/engagement)

Program process

1. [FOR REBATES] Can you describe the participation process for the program from the customer’s perspective, from first contact through rebate payment (or program completion)? At what stage of participation/customer decision-making do you typically get involved?
2. Have you received any feedback on the participation process from customers?
3. How do you decide what energy savings measures are included in the program?
4. Does NJNG coordinate with electric utilities on claiming savings on electric measures (or coordinate in broader ways)?
5. What other measures, if any, have you thought about including in the program?

Marketing and outreach

1. How is the program currently marketed? What types of outreach activities does your team do?
2. Does the program target particular customer types or market segments with its outreach?
3. Do you conduct any community outreach or engagement? What do you do? [PROBES: how do they elicit input, WHO do they elicit it from, and do they make any special efforts to engage LI or minorities (certain programs target LI customers)?]
4. How do you measure/judge the effectiveness of program marketing? What metrics does the team capture, and how are they used? Do you have specific goals?
5. Is there any cross-marketing between other programs?
6. What do you believe are the most persuasive marketing messages/themes for your program? How is this different for different customers and measures?
7. Is there a particular time/event that is the most effective moment to market your program? How is this different for different customers and measures?

Barriers to participation

1. What do you see as some of the main barriers to getting a customer to participate in the program?
   1. Do you have any plans on how to address these barriers?

Opportunities

1. Are there any interesting trends you’ve encountered in implementing the program, or what kinds of feedback do customers provide about their experience?
2. Do you see other opportunities for program growth? If there were one thing you would add or change about the program, what would it be?

DNV

DNV is a global quality assurance and risk management company. Driven by our purpose of safeguarding life, property and the environment, we enable our customers to advance the safety and sustainability of their business. We provide classification, technical assurance, software and independent expert advisory services to the maritime, oil & gas, power and renewables industries. We also provide certification, supply chain and data management services to customers across a wide range of industries. Operating in more than 100 countries, our experts are dedicated to helping customers make the world safer, smarter and greener.

1. The SAVEGREEN Project Program Plan (NJNG) -12/21/2020 (approved in 3/22). [↑](#footnote-ref-2)
2. Count based on number of applications/projects completed, not account number [↑](#footnote-ref-3)
3. <https://www.njcleanenergy.com/files/file/UTILITY%20REPORTING/4Q%20FY22/NJNG%20-%20NJ%20Annual%20Report-Executive%20Summary%20-%2010_17_22.pdf> [↑](#footnote-ref-4)
4. https://savegreenproject.com/businesses [↑](#footnote-ref-5)
5. https://www.njcleanenergy.com/files/file/UTILITY%20REPORTING/4Q%20FY22/NJNG%20-%20NJ%20Annual%20Report-Executive%20Summary%20-%2010\_17\_22.pdf [↑](#footnote-ref-6)
6. For PY1 filing, the utilities have been given an extension of 30 days and the annual progress report was filed on October 17, 2022. [↑](#footnote-ref-7)
7. <https://www.savegreenproject.com/static/uploads/files/MFPrescriptiveandCustom_Application_FORM_2.2022.pdf> [↑](#footnote-ref-8)
8. <https://www.njcleanenergy.com/files/file/BPU/2022/10.14/NJ%20Coordinated%20Measures%20List%20-%20EMV%207_22_22.xlsx> [↑](#footnote-ref-9)