TO: Sustainability Advisory Commission

FROM: Scott R. Tess, Environmental Sustainability Manager

DATE: July 2, 2013

SUBJECT: **Residential Energy Survey Results**

The Urbana Climate Action Plan calls for investigating barriers to energy efficiency behaviors. By identifying barriers that stand in the way of folks choosing activities that improve energy efficiency and reduce greenhouse gas pollution, the City is able to plan for more effective energy efficiency programs. The following goals are listed in the Climate Action Plan:

Goal 1
Action 2 Reduce emissions from residential sector building electricity consumption.
> • Identify specific barriers through focus groups and surveys in the local community.
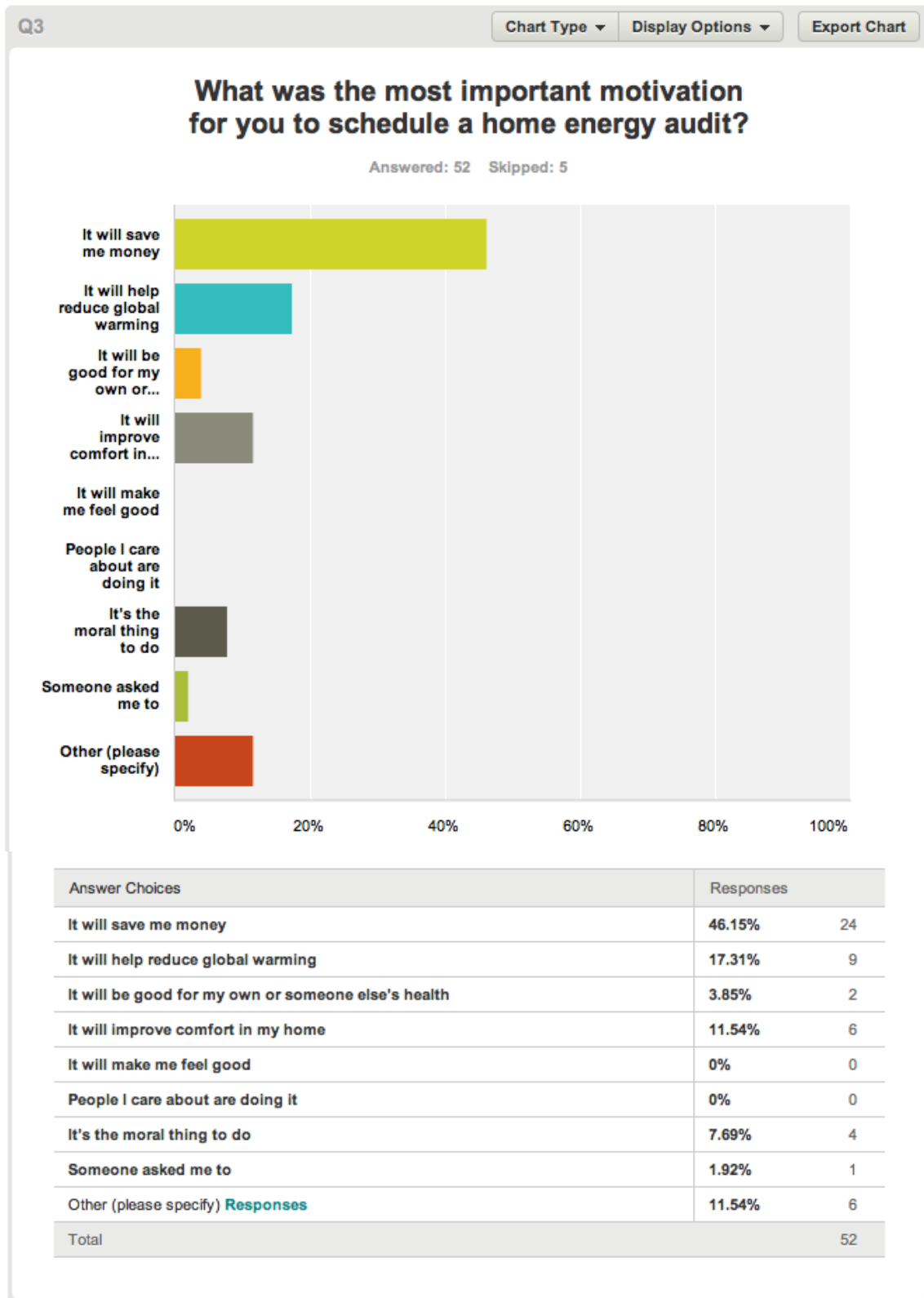
Goal 1
Action 3 Reduce emissions from residential sector building natural gas consumption.
> • Identify specific barriers through focus groups and surveys in the local community.

Methodology
The Urbana Home Energy Performance Program used ARRA stimulus funding in 2010 and 2011 to pay for home energy audits and increase energy efficiency rebates in partnership with Ameren Act on Energy. 695 households received an energy audit through this program. 169 households that received an energy audit applied for an energy efficiency improvement rebate, or 24%. Rebates paid down the cost of improvements such as insulation and air sealing. This survey seeks to determine what barriers prevented households that received an energy audit from applying for an energy efficiency improvement rebate.
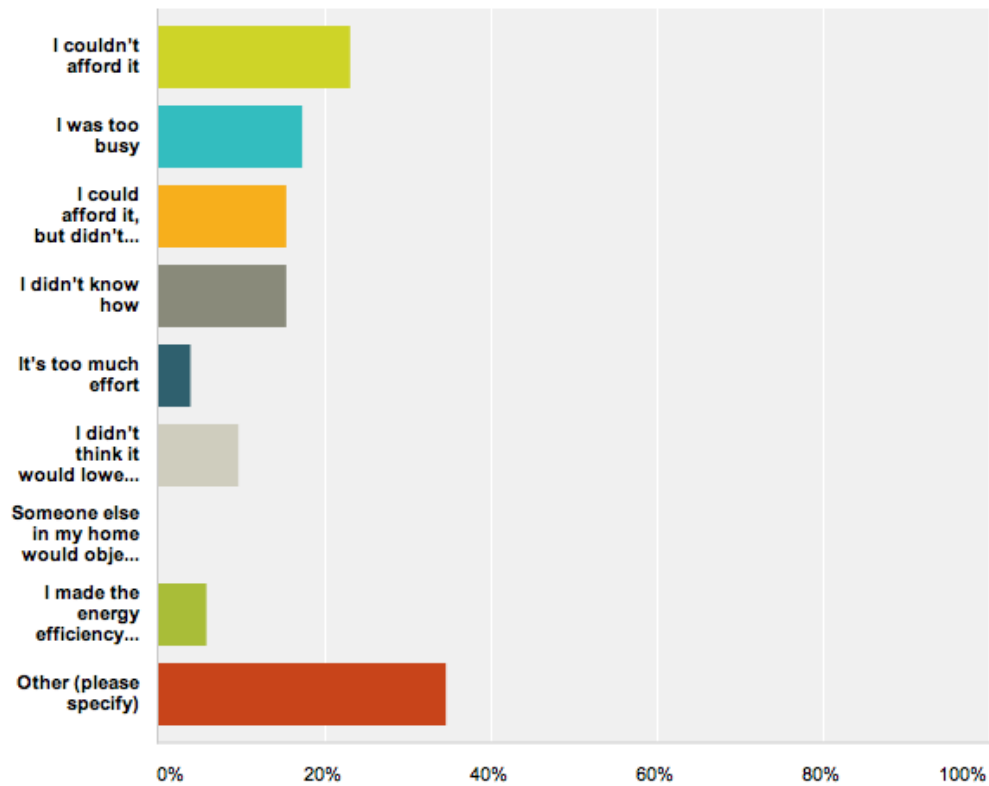
Findings

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What was the most important motivation for you to schedule a home energy audit?

Answered: 52   Skipped: 5

Answer Choices	Responses	
It will save me money	46.15%	24
It will help reduce global warming	17.31%	9
It will be good for my own or someone else's health	3.85%	2
It will improve comfort in my home	11.54%	6
It will make me feel good	0%	0
People I care about are doing it	0%	0
It's the moral thing to do	7.69%	4
Someone asked me to	1.92%	1
Other (please specify) Responses	11.54%	6
Total		52

Please check all the reasons that you did not apply for an energy efficiency rebate after receiving an energy audit.

Answered: 52   Skipped: 5

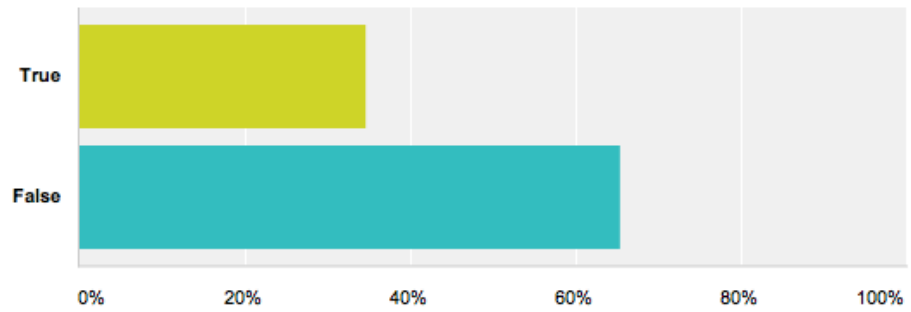| Answer Choices	Responses	
I couldn't afford it	23.08%	12
I was too busy	17.31%	9
I could afford it, but didn't want to spend the money	15.38%	8
I didn't know how	15.38%	8
It's too much effort	3.85%	2
I didn't think it would lower my power bill	9.62%	5
Someone else in my home would object to the change	0%	0
I made the energy efficiency improvement, but didn't apply for the rebate	5.77%	3
Other (please specify) Responses	34.62%	18
Total Respondents: 52		

True or False: I received reminders from the energy auditor, Ameren, or advertisements to apply for the energy efficiency rebates.

Answered: 52   Skipped: 5

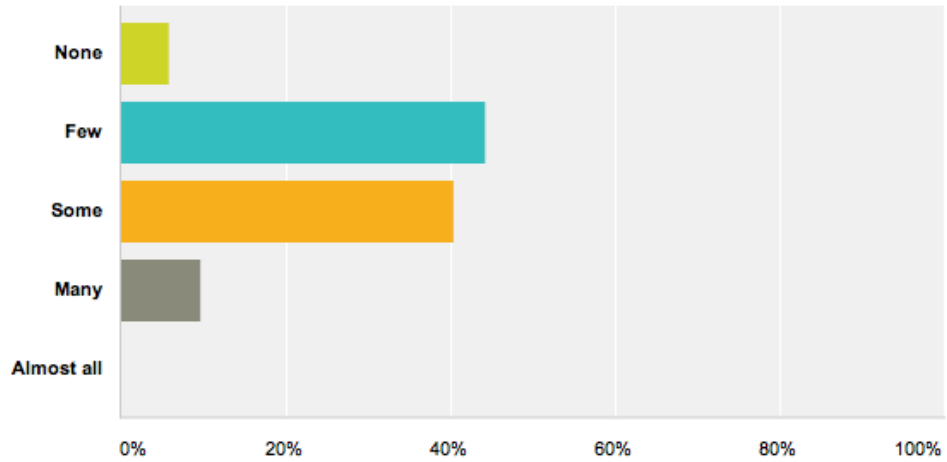| Answer Choices	Responses	
True	34.62%	18
False	65.38%	34
Total		52

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What proportion of your friends and neighbors do you think are improving home energy efficiency?

Answered: 52   Skipped: 5

Answer Choices	Responses	
None	5.77%	3
Few	44.23%	23
Some	40.38%	21
Many	9.62%	5
Almost all	0%	0
Total		52