

2011 Rental Strategy Program

September 14, 2010





Activity in the Rental Market To-Date

- BSG: 25% additional incentive for renters since 2006
 - Benefit provided but never advertised
 - Promotion could lead to bill impacts/budget issues
- CLC: Offering 100% incentive for renters
 - Rental population on the Cape & Vineyard is different than cities
 - Handful (approximately 6) of participants to-date
- Other PAs have conducted some promotion through landlord associations

Objectives

- Bring more rental properties into the program and increase the major measure adoption rate subject to budget constraints and rate impacts.
 - Increase awareness by broadening outreach efforts.
 - Promote an accurate understanding of the program eligibility requirements, offerings and benefits.
 - Evaluate alternative incentive options.



Tactical Solutions for Implementation

- Use of recently developed Landlord brochure. (Hand-out)
- Enhance work with MRHA and explore potential to work with additional trade associations.
- Use communication vehicles such as FAQs to ensure that the market has an accurate understanding of the program.



Tactical Solutions for Implementation

- Clarify eligibility requirements and program benefits on the statewide web-site.
- Provide refresher training for vendor staff to ensure that program communications emphasize the “customer care” components of the program.
 - Assure owners of multiple properties that the program staff will work with tenants and landlords to develop convenient energy assessment and construction schedules.
- Incorporate tenant benefits in all appropriate program communications.



Tactical Solutions to be Further Assessed

- Checklist for renters
 - Has the building had an energy assessment?
 - Has air sealing been performed? Insulation installed?
 - What is the age of the heating system?
- Identification and referral of customers with pre-weatherization barriers to government programs and other funding sources as available.



Tactical Solutions to be Further Assessed

- Enhanced reporting to include data pertaining to:
 - Prevalence of pre-weatherization barriers
 - Motivation for participation
- Alternative incentive design options

Summary of Two-Phase Strategy

• Phase I

- Enhance outreach effort
 - Educate tenants on what questions to ask prospective landlords.
- Report on prevalence of pre-weatherization barriers in the marketplace.
- Refer customers to government-sponsored and other programs to address pre-weatherization barriers.
- Assess economic feasibility of alternative incentive structures.

• Phase II

- Based on results of Phase I, implement enhanced incentive design, if warranted.