



Pecan Street Project Inc.



What we do

- Smart.Clean.Energy R&D
- Industry standards – *testing and evaluation*
- Home Energy Analysis
- Economic analysis
- Pricing model development and testing



Values and focus

- Customer benefit
- Replicable, scalable – *across market types*
- Environmental progress
- Promote innovation and opportunity
- Data and fact-driven



Major programs

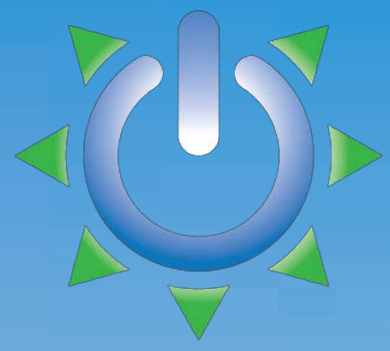
- Smart grid demonstration project (*DOE*)
- Home energy research (*Doris Duke Charitable Foundation*)
- Economic sector analysis (*EDA*)



Major programs

- Home Research Lab
- Industry Standards Consortium
- Smart Grid Education





City of Austin



- University of Texas
- Tech Industry
- Environmental Focus
- Home to Austin Energy
- Consortium Tradition
- Texas Interconnect

Austin's Mueller Community



- 711 acre mixed use
- 2 miles from Capitol
- All green-built
- world's first LEED platinum hospital
- reclaimed water system
- native landscaping
- 25% affordable housing
- senior housing
- CHP gas microturbine
- Chilled water loop



Energy Conservation & Disclosure Ordinance

- Creates a market for energy efficiency
- Educates homeowners on retrofit needs
- Establishes robust energy industry
- Several thousand audits performed



Home Energy Research



- Two-year study
- Funding from Doris Duke Charitable Foundation
- Leveraging DOE funding
- Goal: Increase effectiveness of the ECAD Ordinance and energy audit process



Ensuring
Effectiveness:
Clear Goals &
Deliverables

- Increase energy retrofit participation through:
 - Education
 - Communication
 - Value
- Recommend standards
- Compare performance of older vs. new green homes



Ensuring Effectiveness: Partnerships





Ensuring
Effectiveness:
Valid Data

- “Data Team:” University researchers, AE staff, Pecan St staff
- Consensus- based Research Methodology & Data Analysis Plan
- Periodic review of findings
- Adjust & Adapt



Ensuring
Effectiveness:
Implementable
Recommendations

- Translate data into clear recommendations and implementable solutions
- Agency ownership of findings
- Frequent check-Ins (no surprises)
- Avoid political rhetoric



Home Energy
Research:
Data

- Analysis of over 5,000 ECAD audit results
- Original research:
 - Enhanced Energy Audits
 - Appliance-level monitoring of energy and water usage in 15' increments



Home Energy
Research:
Preliminary
Findings

- General need for education:
 - home performance
 - home maintenance
 - energy retrofits
- Lack of industry standards on testing and terminology
- Confusion about audit results



Using Data to Impact the Program Summary

- Clear project goals & deliverables
- Strong team
- Review, analyze and revise
- Establish a valid data set
- Emphasize positive communication
- Go the extra mile