

Bonneville Power Administration

Hood River Conservation Project

The Hood River Conservation Project was an unprecedented direct installation weatherization project implemented between 1983 and 1985 in Hood River and Wasco Counties, Oregon. The Project was conceived by the Natural Resources Defense Council, which enlisted the cooperation of Pacific Power & Light Company, Bonneville Power Administration, the Hood River Electric Cooperative, the Northwest Power Planning Council, the Northwest Public Power Association, and the Pacific Northwest Utilities Conference Committee. All of these groups participated in a Regional Advisory Group, providing input and reaching consensus on decisions regarding project planning, implementation, and follow-up research.

In achieving its goals, HRCF was phenomenally successful. Although energy savings were less than predicted, the project was able to meet its objectives, particularly in regard to evaluation. The conclusions and recommendations developed by HRCF have been useful in a variety of other DSM plans.

Many facets of HRCF made it unique. A detailed evaluation plan was developed, which included a community assessment and household surveys in three communities before the project began. The project had a continuing commitment to the collection and management of high-quality data, and to reporting not only its successes, but also its failures. The project sought to remove any economic barriers from the weatherization process. On average, homeowners contributed a mere 1% of the cost to install any of 15 weatherization measures, which ranged from enhanced insulation to water heater wraps, while HRCF paid the remaining 99%.

HRCF had an ambitious time schedule, in which energy audits were to be conducted and recommended installations completed within a two year period. The Project was successful in staying within its time constraints, thanks to the flexibility of project managers to change certain conventions, such as elimination of the requirement that only local contractors be used.

The Project sought to achieve 100% participation at a time when typical participation rates in utility-sponsored conservation programs were on the order of 3% to 6%. A comprehensive marketing strategy was developed in hopes of meeting that goal, but community interest was so high that a 91% participation rate was achieved and most of the marketing budget was never used.

Data collection goals and research efforts were designed prior to project startup, and continued dialogue between evaluators and implementers insured that the research goals could be met even as the project specifics remained flexible enough to deal with unforeseen difficulties.

BONNEVILLE POWER ADMINISTRATION Hood River Conservation Project

Sector: Residential

Measures: Insulation, window and door retrofits, infiltration reduction, hot water heating improvements.

Mechanism: Energy audits performed and measures installed as part of a large research and demonstration project.

History: Measures installed between 1983 and 1985, data collected through 1989.

Program Data

1st Year Energy savings: 2,600 kWh/house

Lifecycle energy savings: 341.9 GWh

Peak capacity savings: 1.76 kW/house

Cost: \$22.5 million

Participation: 85%

The Results Center produced 126 profiles of the most successful energy efficiency and renewable energy programs in the United States and around the world in the early and mid 1990s. With the support of the John D. and Catherine T. MacArthur Foundation, Ted Flanigan directed a research team at Colorado-based IRT Environment to produce and distribute these exceptional examples. Thanks to strong demand for solid case studies, The Results Center was supported by dozens of major utilities and energy associations worldwide. Today, The Results Center is managed again by Ted Flanigan, now at California-based EcoMotion Incorporated, a firm focused on strategic consulting, information dissemination, program design, outreach services, and aggressive implementation. To nominate highly successful programs, contact: The Results Center, c/o EcoMotion, 15375 Barranca Parkway, F-104, Irvine, CA 92618, (949) 450-7155, or TFlanigan@EcoMotion.us

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