



Thermalize Juneau

Participant Exit Survey

The Campaign Helped Advance Community Goals, And Participants Would Recommend It To Others

The City and Borough of Juneau, Alaska, set an official goal of 80% renewable energy for heating and transportation by 2045 to lower household costs and increase community resiliency by reducing the reliance on fuel oil. To assist in meeting that goal, several organizations joined together to run Thermalize Juneau 2021, the first thermalize campaign in Alaska, to provide education about efficiency and heat pumps, bulk discounts, and a streamlined installation process. The campaign offered participants free heat pump assessments administered by the local nonprofit Alaska Heat Smart and free residential energy audits. Participants could use the information and customized quotes from a heat pump installer and building contractor to decide if heat pumps and energy efficiency retrofits were right for them.

The Campaign in Numbers:

- ❁ 164 Registrants
- ❁ 142 Completed Heat Pump Assessments
- ❁ 80 Completed Energy Audits
- ❁ 75 Heat Pump Installations
 - 49 Direct Installs
 - 26 Indirect (DIY or another installer)
- ❁ 12 Energy Efficiency Improvement Quotes
- ❁ 4 Energy Efficiency Retrofits
- ❁ 30 Indirect Energy Efficiency Retrofits
 - (DIY or with another contractor)

Want to Learn More?

See the full Thermalize Juneau Guidebook at:

<https://arcg.is/1Cvu981>



The Survey & Results

After the campaign ended in 2022, all registrants were given the opportunity to provide feedback to organizers to inform future energy programs and provide lessons learned to other communities. Participants could take the feedback survey regardless of their campaign outcome—whether they installed a heat pump, enacted efficiency retrofits, or both, or none—and received a gift card to a local business. A total of 62% of registrants responded to the exit survey, which asked about topics ranging from campaign communication to site visit satisfaction to how well participants liked their efficiency upgrades. Each respondent answered questions tailored to their experience with Thermalize Juneau: for instance, only respondents that installed a heat pump answered questions about heat pump installation. A majority of respondents, **84%**, agreed that the campaign provided valuable information about retrofits, and **77%** were able to come to a decision based on this information.

The campaign communications were helpful but there were several suggestions to improve.

During the campaign, staff sent biweekly emails and called participants to keep them informed. A majority (78%) of those who received emails found them helpful. Of the 85 respondents who answered Yes to receiving phone calls, 78% considered them valuable.

Participants visited the Alaska Heat Smart website for information more than social media.

Of the 102 responses, 71% did not follow Alaska Heat Smart on social media. In contrast, 69% of this group reported visiting the Alaska Heat Smart website.

The heat pump assessment was helpful and the heat pump installation process smooth.

Of the 82 respondents, 84% indicated they were very or somewhat satisfied with the ease, timeliness, and thoroughness of the assessment and the information about their options for heat pump installation. Of the 36 people who had installed a heat pump before they took the survey, all but one agreed that the installation went smoothly, and all but two agreed that their heat pump had been performing as expected. All are satisfied with their decision to install a heat pump and would recommend one to someone else.

“I valued the ability to ask questions about the heat pump assessment and get a solid understanding - that groundwork helped me as the process went forward.

—Thermalize Participant



High prices were a top reason for not installing a heat pump.

For those who did not install a heat pump, eight mentioned the installation and/or electrical work cost as a barrier. While Thermalize Juneau offered discounts on heat pumps and electrical upgrades and worked with a local bank to offer a financing option, it was not sufficient for all participants.



Everyone was polite and knowledgeable, and wanted to help us with making sure we could benefit from a heat pump and all the opportunities available.

—Thermalize Participant



While respondents were very satisfied with energy audits, they may not be able to pay for them out of pocket in other programs.

Approximately 56 participants that took the survey elected to receive a free energy audit through Thermalize Juneau. A majority (88%) reported being satisfied overall with the energy audit. When

presented with information about the typical cost of an energy audit, around \$400, a majority (53%) indicated they would not have gone through with it had they needed to cover the cost themselves. This is a strong indication that financial support at this phase can influence future actions. For instance, 53% of those who received energy audits decided to work for themselves on at least some of the retrofits recommended by the auditor.



The process took a little longer than expected, but that wasn't a bad thing for us. We'd bought the house recently, so it was nice to have a little more time to save up for the installation and we had a functioning existing heat source.

—Thermalize Participant

