

3.2.2 Non-utility Program Administrator Market

The residential energy efficiency market as a whole was estimated at \$38.3 billion in 2009,³³ which indicates that a clear market exists. However, it is difficult to obtain reliable data on the current building stock in the United States, or on overall future demand trends for energy-efficient products at the regional and local levels—a barrier to fully understanding the market’s future. Energy efficiency program administrators are organizations that were created to evaluate and grow the market, so they could benefit from further information regarding the baseline building stock, customer demographics and demand, and specific regional considerations. The Better Buildings Neighborhood Program has invested in this niche of the market in an attempt to help fill in some of the information gaps and identify best practices that can be replicated to help the overall efficiency market evolve into one that can sustain itself over time.

Non-utility Program Administrator Insights		
	Observations	Impact on Potential Expansion into Residential Energy Efficiency Market
Market	<ul style="list-style-type: none"> While the home energy efficiency market was \$38.3 billion in 2009, there is still much that is not fully understood at the regional and local level about the dynamics of the market.³⁴ Program administrators typically have grant funding ranging from approximately \$500,000 to \$100 million. 	<ul style="list-style-type: none"> Program administrators may lack sufficient data on markets, including the baseline building stock, customer demographics and demand, and other regional considerations. Residential energy efficiency program administrators were created to help lower many of the barriers that have slowed the development of the market to date, such as lack of information, high up-front costs, and lack of consumer demand for energy upgrade services.

³³ Pike Research. “Residential Energy Efficiency Market Poised for Strong Growth During the Economic Recovery.” (2010). <http://www.pikeresearch.com/newsroom/residential-energy-efficiency-market-poised-for-strong-growth-during-the-economic-recovery>.

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