



# ***2025 CBSA Webinar #5***

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**Mike Psaris**

Manager, Energy Use Studies, NEEA

**Ben Spearing**

Program Manager, NEEA

03/24/2025

**Michelle Ruddick**

Vice President, Westat



# *Agenda*

1. Background
2. Westat Updates
3. Ways to engage
4. Q&A





# *Background*

# *NEEA's Business Plan*



***Commercial***



***Multi-family***



# CBSA Workgroup

**Purpose:** The Commercial Building Stock Assessment (CBSA) Work Group will provide NEEA with decision support and coordination on key components of the study's design and implementation.

- Avista
- Bonneville Power Administration
- Cascade Natural Gas
- Clark PUD
- Energy Trust of Oregon
- Idaho Power
- Northwest Natural Gas
- Northwest Power and Conservation Council
- Portland General Electric
- Puget Sound Energy
- Regional Technical Forum
- Seattle City Light
- Snohomish County PUD



# *Vision Statement*

## **Vision Statement:**

“Support the region's energy efficiency, resource planning, and utility objectives through a regionally representative, statistically rigorous, and comprehensive assessment of commercial and multi-family buildings.”



# ***Westat Updates***



# Study Planning

	2023	2024				2025				2026			
	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Study planning													
Building characteristic data collection (site visits)													
Billing data collection													
Data preparation, weighting, analysis, and reports													
Data and reports published on neea.org													

- Continued recruitment activities
- Continued data collection activities



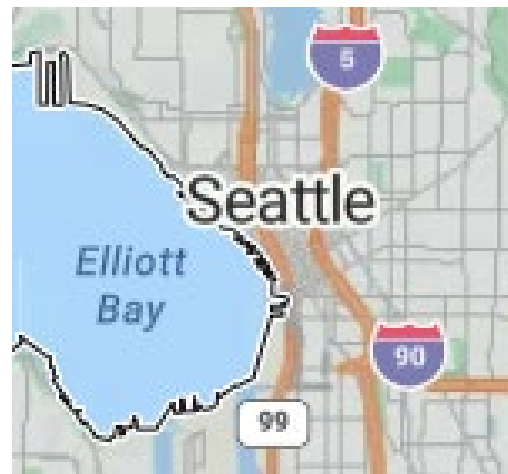


# ***Looking Back***



## *Where we were in October...*

- Wave 1 cases
- 23% of sample
  - Seattle
  - Portland





# *Wave 1 Recruitment*

- Remote recruiting
  - Initial mailings
  - Call guides for telephone outreach
  - Email templates for email outreach
- In-person recruiting
  - Locating & building eligibility
  - Recruiting & in-person follow-up



## *By the numbers...*

- Goal: 950 site visits
- Production very slow
  - Building recruitment – 45 surveys completed
  - Site visit data collection – 21 site visits done



## *How to pick up the pace?*

- Released subsequent waves of cases
- Evaluated Wave 1 as a pilot test
  - Lessons learned
- Developed plans to improve recruitment and data collection going forward





## *New goals and new ways to get there*

- New targets = 950 SVs → 450 SVs
- More in-person recruiters (recruit, hire, train)
- Revised approach to recruiting





# ***Rolling Out the Changes***



## *Reason for Change*

- Why change?
  - Low response rates
  - Not hitting SV study goals
  - Too many Rs not completing study tasks after being recruited
    - Send credentials, but never complete web survey
    - Complete web survey, never schedule SV
  - Are “recruited Rs” not really committed to study? Are they just trying to get us to stop bothering them?







## New Approach

it's time for a

NEW CHALLENGE!

- Reframing the Ask”
  - Prioritize the SITE VISIT – get R to commit to SV at time of recruitment. Attempt to schedule SV, if possible
  - Rather than 3 equal parts, CBSA participation is now 1 SV + 2 smaller admin pieces
  - Offer more flexibility on completing web survey & billing data consent



# ***Changes to Web Survey and Materials***



## *Why change the web survey?*

- Shorter, easier questionnaire = less respondent burden
- Easier for you to sell when explaining what participation entails





## *What changed?*

- Heating section: Removed 14 items
- Cooling section: Removed 10 items
- Removed collection of site visit contact information





- Brochure
- FAQs
- NEEA website
- Site Visit Infographic
- Web Survey Summary
- Call guides/email templates





# Brochure

OLD:


“... complete a web survey  
and schedule a site visit”

NEW:

“...schedule an in-person site  
visit and complete a brief web  
survey”

The brochure is titled "Welcome to the 2025 Commercial Building Stock Assessment Study (CBSA)!" and is presented by NEEA and CBSA. It explains that the Northwest Energy Efficiency Alliance (NEEA) has randomly selected the building for a study to provide energy information. It emphasizes that participation is very important and lists reasons why: building owners/managers use it for comparison, local utilities use it for future planning, architects use it for design, and state/local agencies use it for policy. It provides instructions on how to get started, mentioning Westat as the research organization and providing contact information (email: CBSA2025@westat.com, phone: 1-855-662-5694, website: neea.org/CBSA2025). The bottom of the brochure features logos for various participating utilities and organizations, including Avista, Bonneville, Cascade Natural Gas, Clark Public Utilities, EnergyTrust of Oregon, Idaho Power, NorthWestern Energy, NW Natural, Pacific Power, Portland General Electric, PSE, Puget Sound Energy, Seattle City Light, and Teton Power.

**neeaa** | **2025 cbsa**  
Commercial Building Stock Assessment

 Welcome to the  
**2025 Commercial Building Stock Assessment Study (CBSA)!**

The Northwest Energy Efficiency Alliance (NEEA), an alliance of local utilities and energy efficiency organizations in the Northwest, has randomly selected this building to be part of a study that provides important energy information about commercial and multi-family buildings in the Northwest. This building represents many others with similar characteristics and energy use.

**Your participation is very important.** People use information from the CBSA study for many purposes:

- Building owners and managers use it to compare their own energy-related information with other similar buildings.
- Local utilities like the one serving your area use it to plan for future energy changes and needs.
- Architects use it for planning. Energy demand plays an important role in a building's overall design.
- State and local government agencies use it to inform energy policies.

**How do I get started on CBSA?**

Westat, a national research organization conducting the study on NEEA's behalf, will reach out to you soon to schedule an in-person site visit and complete a brief web survey. Or you can call 1-855-662-5694 to learn more about participating in this important study.

If you have questions or need additional assistance, you may also contact Westat via email at [CBSA2025@westat.com](mailto:CBSA2025@westat.com). For more information, you can visit the 2025 CBSA website at [neeaa.org/CBSA2025](http://neeaa.org/CBSA2025).


**AVISTA** **Bonneville** **CASCADE NATURAL GAS** **Clark Public Utilities** **EnergyTrust of Oregon** **IDAHO POWER**  
**NorthWestern Energy** **NW Natural** **PACIFIC POWER** **Portland General Electric** **PSE** **PUGET SOUND ENERGY** **Seattle City Light** **TETON POWER**






# FAQs

- Flipped order of web survey and site visit
- Eliminated web survey bullets





## Welcome to the 2025 Commercial Building Stock Assessment Study (CBSA)!

### What is this study about?


The 2025 CBSA collects and analyzes building characteristics and energy use data for commercial buildings and multi-family buildings in the Northwest United States. This data is used in energy resource planning and energy efficiency programs.

### Who sponsors this study?

This important study is sponsored on behalf of your utility and the region's utilities by the Northwest Energy Efficiency Alliance (NEEA). NEEA is an alliance of utilities and energy efficiency organizations in Idaho, Montana, Oregon, and Washington that have worked together for more than 25 years to enact permanent market changes that drive energy efficiency and benefit 13 million energy consumers in the Northwest. The 2025 CBSA is endorsed by local utilities throughout the Northwest. Additional information about NEEA and the CBSA study can be found at [neea.org/CBSA2025](https://neea.org/CBSA2025).

### What does participation entail?


Study participation includes an **in-person site** visit to your building by a field technician. You'll also be asked to complete a **brief web survey** ahead of the site visit. The information below will be collected for most buildings, but all items might not apply for your building.



### What will happen during the in-person site visit?

During the site visit, a field technician will tour your building and collect detailed technical information about the building and equipment using a tablet. When you make the appointment, a CBSA specialist will provide more details about the process. The field technician will need to access the following spaces and equipment:

• Envelope of the building, including: walls, windows, floors, and roof	• Mechanical room(s)	• Indoor and outdoor lighting fixtures
• HVAC (heating and cooling) equipment, which may be on the roof or outside the building	• Water heating equipment	• Building controls
	• Refrigeration equipment	• Pumps and motor



### What kind of information will I be asked to provide in the web survey?

In preparation for the in-person site visit, you will be asked to complete a brief web survey. The web survey will collect basic information about your building, including its usage, structure, ownership and occupancy, and energy sources and uses. We will also request permission to access energy billing data for your building. Feel free to refer to records or energy bills, or consult with others at your building when responding to survey items, such as building activity, square footage, number of floors, year of construction, and energy sources used.



### Who will contact me about the study?

NEEA contracted with Westat, a national research organization with headquarters located in Rockville, Maryland, to coordinate the 2025 CBSA activities with all study participants. Westat will reach out to buildings to share information about participating, answer any questions, and facilitate participation in the in-person site visit and web survey. Some site visits will be conducted by Michaels Energy, based in LaCrosse, Wisconsin.



### Is the information collected about my building confidential?

All data collected are confidential. The 2025 CBSA results released for public use will be grouped by building type and all personal or identifying information will be removed.

### How do I get started on CBSA?

Westat will send you a link to a self-administered web survey to collect some basic information on your building. Also, an employee from Westat or Michaels Energy will schedule a convenient time for a visit to your building to collect additional building information. The site visit is estimated to take 3 to 8 hours.



### What do I do if I have problems or questions about the web survey or site visit?

If you have questions or need additional assistance with the survey or site visit, including site visit scheduling, please contact Westat at 1-855-662-5694 or by email at [CBSA2025@westat.com](mailto:CBSA2025@westat.com). To speak directly with someone at NEEA, contact Mike Psaris, Manager, Energy Use Studies, at [CBSA2025@neea.org](mailto:CBSA2025@neea.org).

### Can I participate in only some parts of the study?

The 2025 CBSA is voluntary. You can opt out of the study at any part. However, your full participation will contribute greatly to the quality and accuracy of the results, so we encourage you to respond to all parts of the study.

### Who do I contact if I lose my debit card, or have problems with it?

If you have questions or need additional assistance with your debit card, please contact Westat at 1-855-662-5694 or by email at [CBSA2025@westat.com](mailto:CBSA2025@westat.com).



### What are the benefits of participating?

Data collected from the 2025 CBSA allow people in commercial and multi-family buildings to compare their energy use with similar buildings across the region. Energy costs are a large part of operating expenses for a business, and money saved on energy can be spent on something else. The data collected via the study can be used to help both your building and millions of other building owners and tenants become more energy efficient. As a token of appreciation for your time, upon completion of the online questionnaire and in-person site visit, you will receive a debit card.

### Why us? Why not some other building?

Your building was statistically selected to represent many others similar to yours in energy characteristics and use. For the results to be statistically valid and representative of all buildings, we cannot substitute another building for yours.

### Am I required to participate?

The 2025 CBSA is voluntary. Your participation will contribute greatly to the quality and accuracy of the results, so we encourage you to respond.



# NEEA website

- Study participation language focuses on site visit
- Link to revised FAQs

QUICKLINKS: [FAQs](#) | [CONTACT](#)

The Commercial Building Stock Assessment (CBSA) collects, analyzes, and publishes building characteristic and energy use data for commercial and multi-family buildings in the Northwest. If your building was chosen to participate in the 2025 CBSA, please complete the survey by clicking the **Start Survey** button below.

*If you have been contacted about participating in the 2025 CBSA and have questions, please refer to the [Frequently Asked Questions](#), call 1-855-662-5694, or [send an email](#).*

START SURVEY

The 2025 CBSA will provide the region with useful information regarding energy use and efficiency. The data, which will encompass buildings across Idaho, Montana, Oregon and Washington, can be used by building owners and managers, utilities, architects, government officials, and researchers to understand energy use in the Northwest, compare energy efficiency across buildings, and plan for future energy needs. Endorsed by local utilities and administered by NEEA—an alliance of local utilities and energy efficiency organizations in the Northwest—the 2025 study is the third CBSA since 2014.

Study participation includes an in-person site visit to the sampled building by a 2025 CBSA field technician. During the site visit a trained field technician will tour the building and collect detailed technical information about the building and equipment using a tablet. The site visit will take about 3-8 hours depending on the size of the building. Prior to the site visit, respondents will be asked to complete a brief web survey that collects basic information about building use, structure, ownership and occupancy, and energy sources and uses.

Participants will receive **\$150 to \$300 as a thank you for participating**, depending on the size of the building.



NEEA hired [Westat](#), a leading data collection and analysis research firm for over six decades, and [Michaels Energy](#), an energy consulting firm that provided support to NEEA for its 2022 Residential Building Stock Assessment, to conduct this research study for commercial and multi-residential buildings. These firms will contact respondents throughout the region to participate.

The 2025 CBSA is endorsed and supported by:







# ***Changes to Recruiting Pitch***



## *How to pitch the study?*

- Site visit scheduling – top priority
- Convince building contacts to schedule a site visit. Then explain web survey & billing data later
- Identify both site visit R and web survey R
- Try to contact Michaels and schedule site visit on the spot



## *Implementation*

- Trained ~30 new field staff in early February
- Combination of in-person and phone recruitment
- Developing detailed plan for working each and every case





# ***Production Update***



# *Production Update*

- Cases worked
- Web completes
- Billing release completes
- Site visit completes
- Ineligible cases





***Next Up***



## *What tasks are in our future?*

- Continue data collection through June 2025
- Additional collection of billing data consent from sampled cases
- Collect billing data from utilities





## *Attend future webinars to learn about...*

- Data Preparation, Weighting, Analysis and Reports





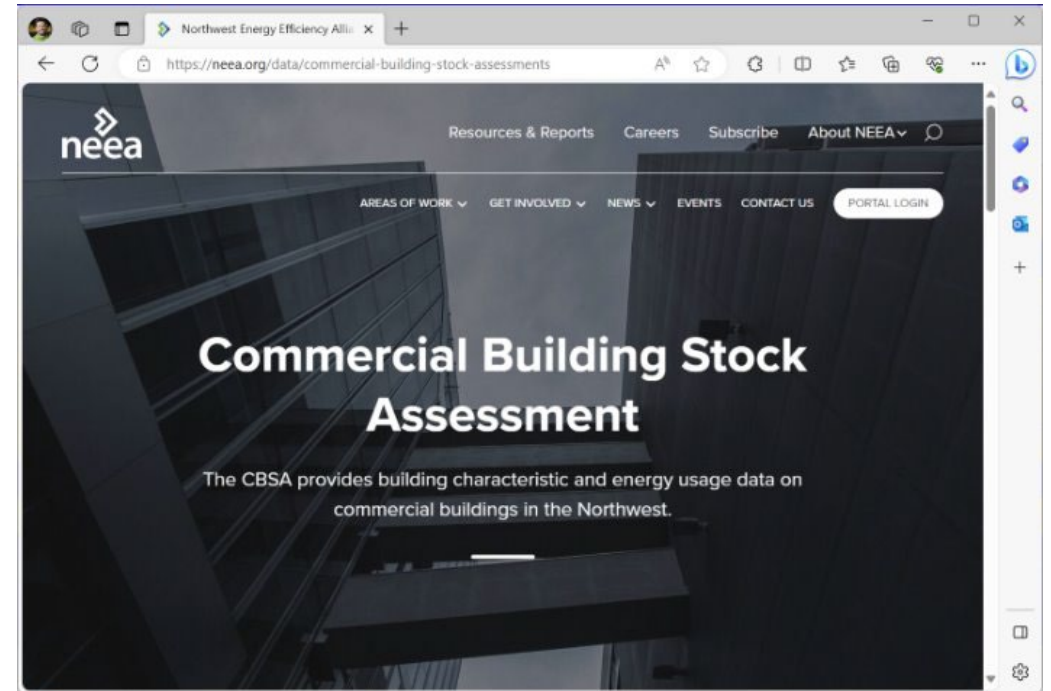


# ***Ways to Engage***



# Ways to Engage

- Webinars
- List serve:  
[neea.org/subscribe](https://neea.org/subscribe)
- [neea.org/cbsa](https://neea.org/cbsa)



# *Thank You!*

## **Mike Psaris**

Manager, Energy Use Studies, NEEA  
[mpsaris@neea.org](mailto:mpsaris@neea.org)

## **Ben Spearing**

Program Manager, NEEA  
[bspearing@neea.org](mailto:bspearing@neea.org)

## **Michelle Ruddick**

Vice President, Westat  
[michelleruddick@westat.com](mailto:michelleruddick@westat.com)

