

# OPPORTUNITIES & BARRIERS TO ENERGY EXTENSION IN MARYLAND

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## OVERVIEW

### MARYLAND ENERGY

- Home Energy Burden > 500,000 households
- Farm Energy Expense ~ 15% operating budget

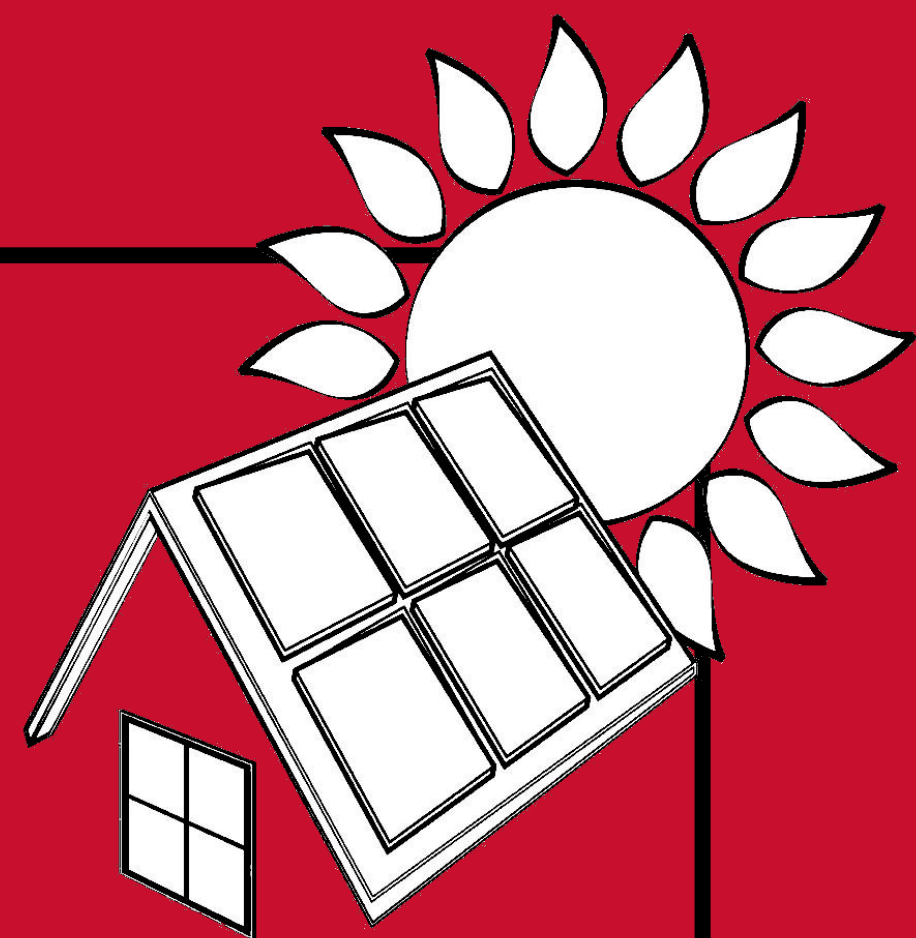
### ONLINE SURVEY

- Format 13 Q's (Qualtrics)
- Received UME (n=293)
- Response 33% (n=98)



### IN-SERVICE

- Participants 10% (n=32)
- Eval (24-hr) 44% (n=14)
- Eval (6-mth) 63% (n=20)



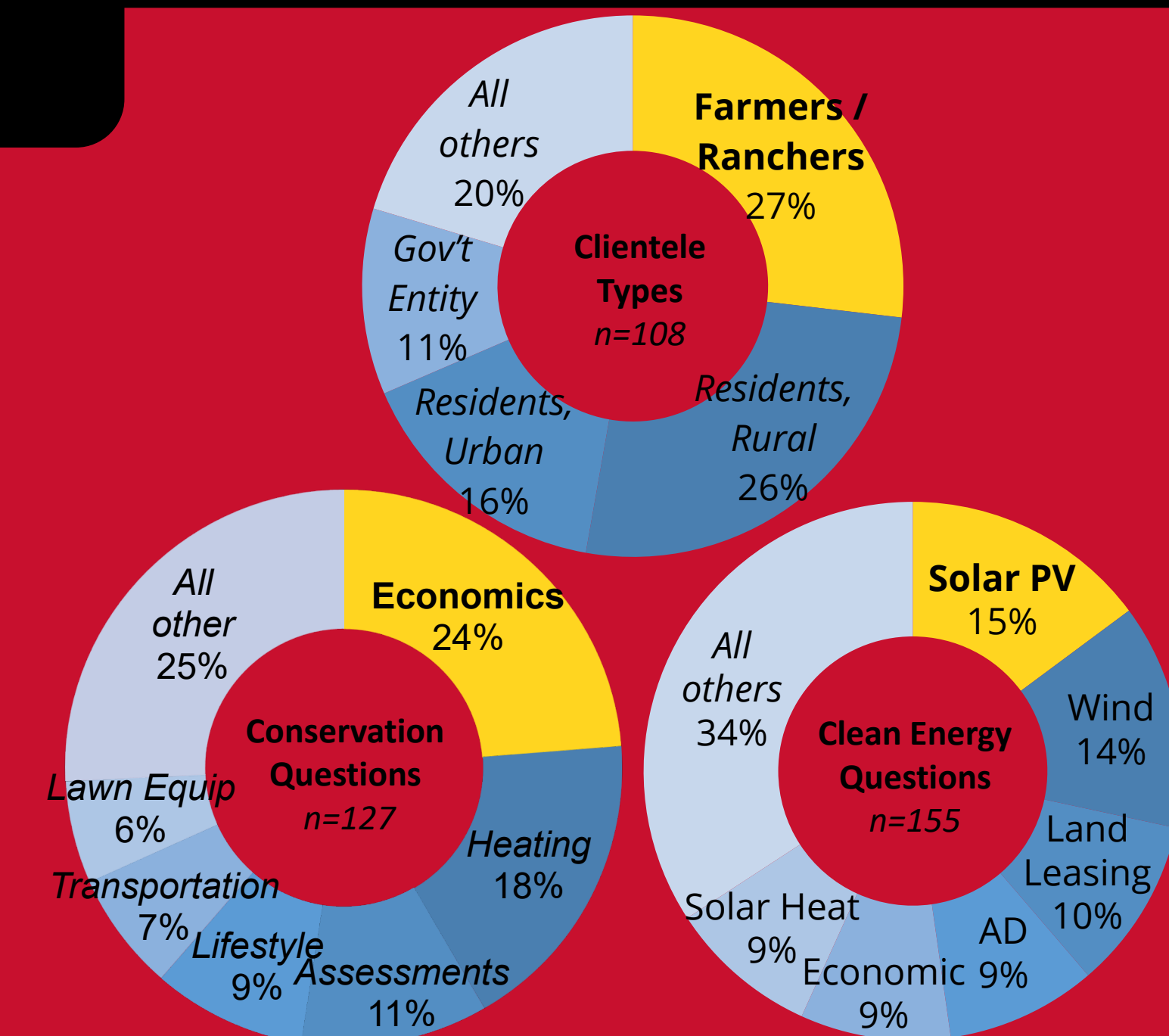
## STATUS

### ENERGY ENGAGEMENTS

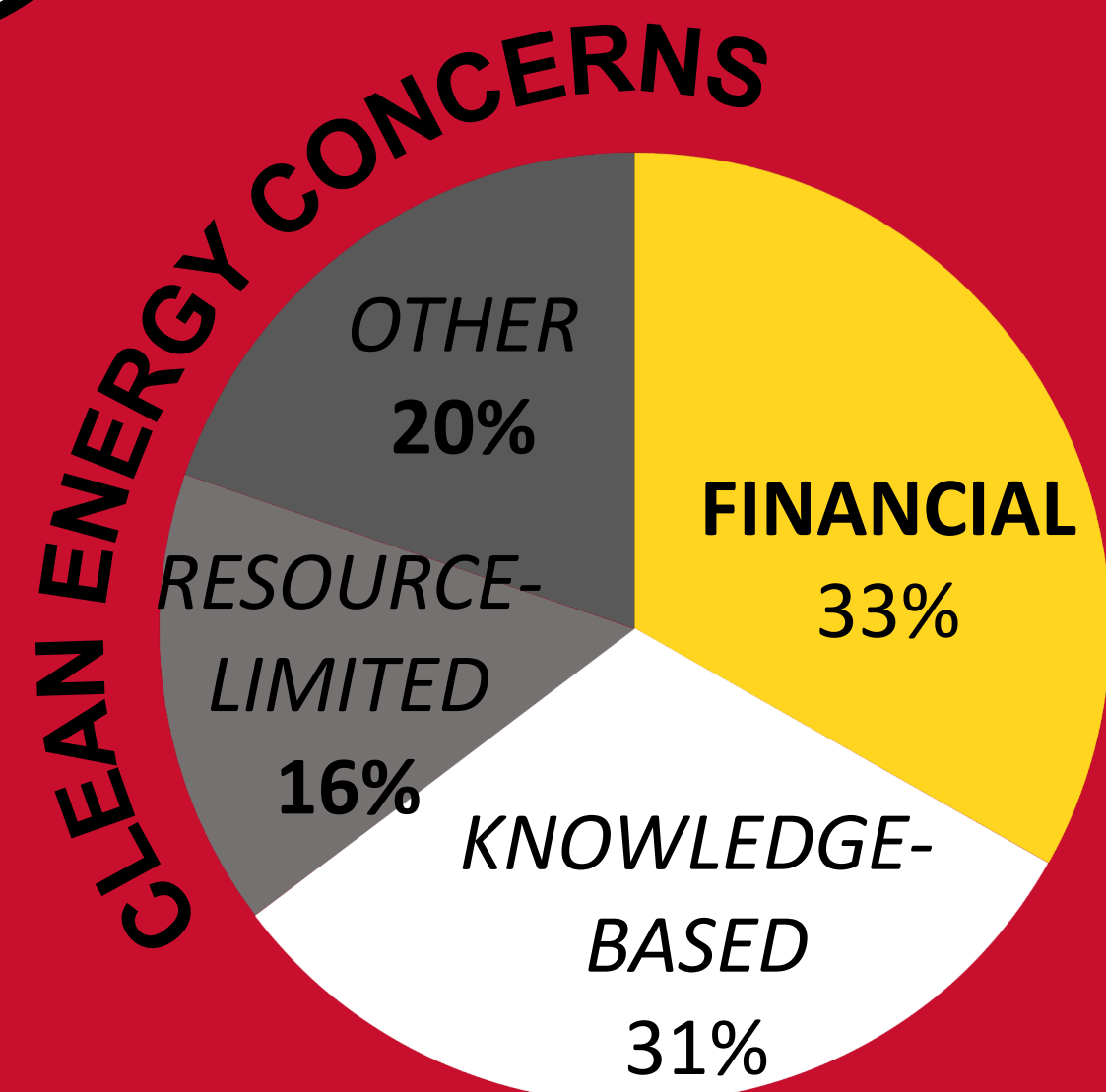
- Energy Conservation 16% (n=12)
- Clean Energy 14% (n=11)

### ENERGY QUESTIONS

- 1 per month 35% (n=27)
- 2-5 per month 5% (n=4)
- 6-10 per month 1% (n=1)
- Total per month 41 - 57 q's



## BARRIERS



How informed are your clientele?	Not at all Informed	Slightly Informed	Informed	Very Informed	No.	Mean		
Credible sources of energy information	28 (42%)	33 (50%)	5 (8%)	0 (0%)	66	0.65		
How do clientele relate to concerns?	Strongly Disagree	Disagree	Agree	Strongly Agree	No.	Mean		
Upfront installation is too expensive	0 (0%)	3 (5%)	42 (69%)	16 (26%)	61	2.21		
What is the main barrier to clean energy tech?	1	2	3	4	5	6	No.	Mean
Lack of understanding of technology	24 (36%)	22 (33%)	13 (20%)	4 (6%)	3 (5%)	0 (0%)	66	2.09
Lack of financial resources	29 (44%)	14 (21%)	12 (18%)	9 (14%)	1 (2%)	1 (2%)	66	2.12



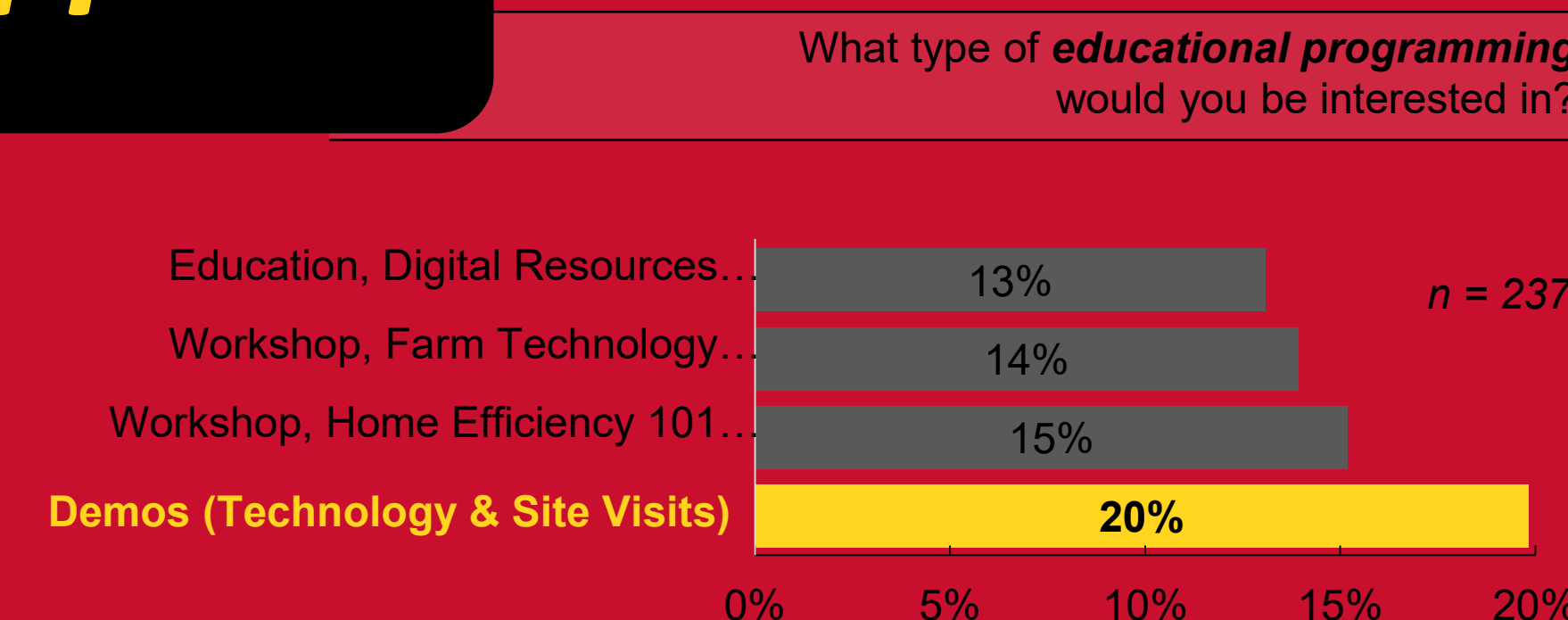
## OPPORTUNITY

### OTHER PROGRAMMING

- Local Press (radio, tv)
- Newsletter tips

### EDUCATOR ACTIONS

- Improved 10% (n=1)
- Initiated 20% (n=2)
- Planned 70% (n=7)



What is the best means to receive information?	1	2	3	4	5	6	No.	Mean
In-Service Training	29 (43%)	10 (15%)	10 (15%)	4 (6%)	13 (19%)	1 (1%)	67	2.48
Webinar	18 (27%)	14 (21%)	10 (15%)	9 (13%)	15 (22%)	1 (1%)	67	2.88
Video	3 (9%)	9 (6%)	15 (9%)	27 (15%)	13 (50%)	0 (11%)	67	3.57