

Dr Terrence Loomis
fyi-request-8995-bfe009fb@requests.fyi.org.nz

7 December 2018

Dear Mr Loomis

Re: Official Information Act 1982 request for EECA data and research on barriers to uptake of electric vehicles, energy efficient lighting, and insulation

1. Thank you for your Official Information Act 1982 (OIA) request to the Energy Efficiency and Conservation Authority (EECA) on 5 November 2018. On 14 November 2018, you were contacted by Elise Broadbent (Manager Government Engagement) and it was agreed that your original request would be amended to the following scope:

“Research EECA has undertaken or commissioned since January 2017 – 13 November 2018 on public perceptions of the barriers to the uptake of electric vehicles, energy efficient lighting and insulation, including data on uptake.”

2. In response to your request, we provide you with research that EECA has commissioned within the requested timeframe, links to publicly available information, and the data on uptake within each field.
3. Please note that we are withholding some information provided to you under section 9(2)(a): to protect the privacy of natural persons.

Electric vehicle research and data of uptake

Research provided:

- EECA Electric Vehicle Fleet Manager Understanding Business Research (prepared by IPSOS in July 2018) on pages 1 - 53.
- EECA Consumer Monitor Q1 July – September 2018 (prepared by IPSOS on a quarterly basis and we are providing you with the latest report only) on pages 54 – 71.
- Electric Vehicles Segmentation Report 2017 (prepared by IPSOS in August 2017) on pages 72 – 208.

4. EECA is responsible for delivering two components of the Government's Electric Vehicles (EVs) programme: a public information campaign and the Low Emission Vehicles Contestable Fund that aims to encourage innovation and investment to accelerate the uptake of electric and other low emission vehicles in New Zealand, which might not otherwise occur. The research we provide you has provided insights to support the delivery of these programmes.
5. You can find out more information about EVs in New Zealand here: <https://www.electricvehicles.govt.nz/>
6. EECA also commissioned research on electric vehicle battery life, which is publicly available here if you are interested: <https://www.energywise.govt.nz/on-the-road/electric-vehicles/ev-battery-life-and-charging/>
7. As at 31 October 2018, there were a total of 10,885 EVs registered in New Zealand. This year's goal was to achieve 8,000 registered EVs which was exceeded. The long-term goal is to double the number of EVs registered every year to reach 64,000 by 2021. For monthly data on the number of electric and hybrid light vehicle registrations in New Zealand, please visit the Ministry of Transport's webpage here: <https://www.transport.govt.nz/resources/vehicle-fleet-statistics/monthly-electric-and-hybrid-light-vehicle-registrations/>.

Energy efficient lighting and data of uptake

Research provided:

- EECA Lighting Attitudes (prepared by IPSOS in September 2018) on pages 209 – 236.
 - EECA Energy-Efficient Lighting Update (prepared by IPSOS in December 2017) on pages 237 – 289.
 - EECA-Led Line Trust Evaluation (prepared by IPSOS in July 2018) on pages 290 – 323.
8. EECA is unable to provide you with data on the level of efficient lighting uptake since January 2017 across New Zealand as we do not currently collect this information.
 9. You may be interested in finding out more information about energy efficient lighting through the Equipment Energy Efficiency (E3) Programme: <http://www.energyrating.gov.au/products/lighting>
 10. EECA and Australian officials work together through the trans-Tasman E3 Programme to raise the energy efficiency of residential, commercial and industrial products sold in both countries through minimum energy performance standards (MEPS) and energy rating labels, which apply under regulation. MEPS have been introduced for a range of lighting technologies in both countries since 2001.
 11. EECA recently consulted on the proposal to introduce MEPS for LED lamps, which included a detailed consultation regulation impact statement. To find out more information about this proposal, please visit here: <https://www.eeca.govt.nz/standards-ratings-and->

[labels/equipment-energy-efficiency-programme/products-under-the-e3-programme/measures-under-consideration/led-lighting/](#).

12. Under the E3 Programme, a comprehensive report was produced in July 2016 to gather data on household lighting through surveying and auditing 180 Australian homes. To find out more information on this report, please visit here: <http://www.energyrating.gov.au/sites/new.energyrating/files/documents/2016-Residential-Lighting-Report-Final.pdf>.

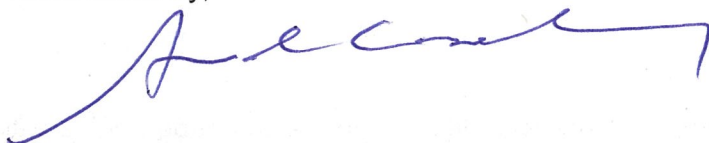
Insulation and data of uptake

Research provided:

- Landlords Market Understanding – Understanding landlord’s knowledge of insulation requirements of the Residential Tenancies Act (prepared by IPSOS in April 2017) on pages 324 – 384.
13. From 2016 – 2018, EECA delivered the *Warm Up New Zealand Healthy Homes programme*, which was predominantly targeted towards providing grants for insulation retrofits to rental properties with low income tenants. Uptake of grants by landlords was lower than expected across the whole programme, despite the current regulatory requirements for landlords to have all their rentals insulated by 1 July 2019 under the Residential Tenancies Act 1986.
 14. The marketing research we provide you was used as part of an information campaign to identify barriers and promote the uptake of grants to encourage landlords to insulate their properties before the upcoming regulatory deadline.
 15. The current programme, *Warmer Kiwi Homes*, has changed focus and provides insulation and heating grants (the latter to be introduced from July 2019) to low income homeowners. You can find out more information about this programme here: <https://www.energywise.govt.nz/funding-and-support/funding-for-insulation/>.
 16. In terms of uptake of insulation in New Zealand, EECA can only provide data on the number of retrofits completed across our programmes. For example, we do not hold data on the number of properties people insulate themselves or by other third parties (e.g. local council and Housing New Zealand properties). If you are interested, we would recommend visiting the Building Research Association of New Zealand’s (BRANZ) website, who provide research papers on housing in New Zealand: https://www.branz.co.nz/cms_display.php
 17. As at 31 October 2018, EECA has completed a total of 314,513 insulation retrofits since 2009 across all our programmes, including Warm Up New Zealand: Heat Smart, Warm New Zealand: Healthy Homes, and the current Warmer Kiwi Homes programme. This includes a combination of low and general income owner-occupier and rental properties across the country.

18. If you would like information on the cost benefit analysis of the Warm Up New Zealand: Heat Smart Programme, please visit the Motu website here: <https://motu.nz/our-work/urban-and-regional/housing/cost-benefit-analysis-of-the-warm-up-new-zealand-heat-smart-programme/>.
19. Thank you for your request and you have the right under section 28 of the OIA to seek a review by the Ombudsman of the response provided in this letter.

Yours sincerely,



Andrew Caseley
Chief Executive