

## General Comments and Clarifications

Overall, this is a comprehensive, well-written, and informative study that fulfills the objective of evaluating the implementation of a key C&I program. Below are some suggestions for improvement of the report and its recommendations.

Pp. 15-18. Provide tables to clarify research findings.

P. 17, Section D 1<sup>st</sup> sentence. Clarify the definition of standard efficiency option versus energy efficient option.

The ECB program has three components: new construction, major renovations, and equipment replacement. The study results indicate that the new construction program is operating with high customer satisfaction. However, the results pointed to some areas of improvement for the major renovations and equipment replacement components, such as access to financing (p. 39) and customer knowledge of the program. To what extent are the barriers to customer participation specific to the three program components? (p. 39) To the extent possible, the report should report and analyze data for each of the three program components.

P. 28. Changes in O&M practices are included as non-energy benefits in cost-effectiveness screening, but other non-energy benefits, such as comfort, worker productivity, process productivity, safety, etc. are not. This distinction should be included in a footnote.

The following exposition appears contradictory and should be clarified:

P. 38: "Figure 4-18: Participating vendors typically use website to look up incentive information" and "Most participating vendors have not used the tools available on the website."

P. 41. Table 4-2. Include percentages.

P. 42. Figure 4-21. If it is known why three customers completed the project outside of the program, explain why. Why would customers opt out of a financial incentive?

P. 43. Explain what REED stands for.

P. 44. Typo, last line. Add apostrophe after "interviewees".

P. 45. "The evaluation team conducted 9 usability sessions with commercial and industrial customers across Connecticut." Clarify whether EMI met individually with each of the C&I customers.

## Comments on Recommendations:

P. 49. Each recommendation should be bolded and numbered.

p. 16. Results indicate that awareness of the EO program was low. The recommendations should include improved education on the EO program for ECB customers, such as better vendor training, website links, informational material, etc.

The recommendation for increased vendor support should include a recommendation to simplify (if possible) the complexity and paperwork for vendors. (p. 40)

Recommendations should include a tracking process by account number or street address to determine which of the cancelled or postponed projects eventually became participants. (pp. 40-41)

As mentioned in the Report, the study results pointed to some areas of improvement specific to a program component: new construction, major renovations, and equipment replacement. Where applicable, the report should make recommendations specific to the need for improvement in the three program components.

The Report, pp. 2 and 45, states that the utility website for CL&P and UI are not user-friendly. In order to get the full benefit of the website, it needs to be modified to make it easier to use. The recommendation for website improvement is incomplete, and should more directly incorporate the findings in the Report, pp. 45-48. Specifically, the web text should address the following customer and vendor responses: encourage C&I customers to contact the utilities (p. 46), more clarity and assistance to sign up for the program (p. 46), more information should be given on the sign-up process rather than how incentives work (47), overall confusion in navigating the web site (p. 47). Since vendors and customers have different objectives when navigating the web site, the PAs should consider offering information or FAQ for each group. Finally, it is unclear why CL&P and UI have different ECB web designs. EMI should recommend that CL&P and UI to collaborate and offer a single ECB website design. This would make the usage easier for vendors and customers that have operations in both service territories.

Additional marketing efforts should be developed to fully educate potential customers of the benefits associated with the ECB programs. (see p. 45, 1<sup>st</sup> sentence under Resources)