

Evaluation of SBEA Low-Income and Limited English Barriers – Recommendation

Recommendation: We recommend that specific data are collected if the utilities and program designers create a SBEA subcomponent or special marketing effort with the organizations. The effectiveness and cost-efficiency of these types of efforts cannot be ascertained without collecting the following information. Individual components or targets within energy efficiency programs need not be fully cost-effective but will contribute to the program's overall cost-effectiveness and cost per energy saved and should, therefore, have the information available for program planning and policy decisions.

1. Outreach conducted to low-income or limited English businesses
2. Percent of businesses that are located outside the home
3. Percent of businesses that are located outside the home that are willing to participate in an audit
4. Percent of businesses that qualify for SBEA participation
5. Percent of businesses that receive an audit and the number that find savings potential
6. Percent of businesses that are willing to apply for loans and those that are unwilling
7. Percent of businesses that apply and qualify for loans
8. Marketing costs and other costs of activities undertaken to recruit this population

CL&P Response: CL&P will work to collect this information on any special marketing efforts undertaken with these organizations.