

January 16, 2014

Craig Diamond  
Executive Secretary, CT Energy Efficiency Board  
10 Franklin Square  
New Britain, CT 06051

**RE: CL&P Review of ECB Process Evaluation (C20)**

Dear Mr. Diamond,

The Connecticut Light and Power Company (CL&P) is pleased to submit these written comments with regard to a draft evaluation report: *C20: Energy Conscious Blueprint 2013-2014 Process Evaluation*, (“study”), November 3, 2014, EMI Consulting (“Evaluator”). CL&P received the study on November 3, 2014 with a request to provide comments by January 16, 2015.

**Promotion and Expansion of Financing**

This evaluation found that financing was a frequently mentioned barrier and recommends that expansion of financing options be considered. Financing can be an invaluable tool to help retrofit projects move forward for customers that do not have access to capital or who can't get more attractive financing, but is challenging to incorporate effectively into a program which typically covers most of the incremental cost of energy-efficient equipment. The extra cost associated with equipment upgrades is typically a small percentage of the installation cost, approximately 5-30%. It would be cost-prohibitive to finance the total purchase price when most of the costs are not in support of energy efficiency. Since the program is designed to pay most of the extra cost associated with energy-efficient upgrades, a customer is typically reimbursed for the higher cost energy-efficiency measures after the measures are installed and verified.

However, CL&P appreciates the recommendations of the study and will consider how to better communicate existing financing options to customers such as C-PACE. CL&P notes that financing could have some unintended consequences, as many customers have a fixed budget that cannot be exceeded during construction. Furthermore, the results of the C11 evaluation of barriers to program participation suggest that financing is frequently accompanied by other barriers which need to be addressed in order to progress with a project.

**Outreach Efforts**

CL&P appreciates the recommendation to provide greater support to vendors. Please note that sales training is planned for vendors in 2015 to help them properly present projects to customers so they understand the importance of both energy and non-energy benefits.

Evaluators also suggested enhanced direct outreach to customers and organizations as a way of increasing program participation. CL&P has recently assembled a dedicated team of professionals who are actively increasing outreach efforts for building owners, project managers, architects, and developers in an effort to increase awareness of energy efficiency and the ECB program. Additional new program marketing efforts are planned to increase awareness by updating program marketing materials and targeted messaging.

### **Website Design**

Several elements of the study focused on customer and vendor engagement with the company website. The CL&P website is currently undergoing a significant redesign to improve its functionality on all levels. The enhanced website will provide information on energy usage and program opportunities to customers and specific program details to designers.

### **Tracking Database Changes**

The evaluation contained multiple recommendations for utility tracking databases. CL&P implemented a new commercial and industrial program tracking system in 2014. It contains some of the requested data fields, and further upgrades are in progress.

CL&P appreciates the opportunity to comment on this draft report and looks forward to the final evaluation.

Very Truly Yours,

A handwritten signature in cursive script that reads "Joseph Swift".

Joseph Swift  
Connecticut Light and Power  
107 Selden Street  
Berlin, CT 06037