
MEMORANDUM

TO: LISA SKUMATZ, SKUMATZ ECONOMIC RESEARCH ASSOCIATES (SERA)
FROM: MICHELE MELLEY, CT DEPARTMENT OF ENERGY AND ENVIRONMENTAL PROTECTION
SUBJECT: COMMENTS- DRAFT REPORT PROJECT R4 HES/HES-IE PROCESS EVALUATION AND R31 REAL-TIME RESEARCH
DATE: FEBRUARY 10, 2016
CC: DIANE DUVA

Comments

Executive Summary

The Executive Summary was well organized and useful. In particular:

- Page I, for example, provided readers with a helpful description of the Home Energy Solutions, Home Energy Solutions-IE, Rebates and Clean Energy Communities program;
- Table 1: Research Modules, Objectives and Questions –provided a quick summary of the study objectives and questions;
- Table 2: Mapping of Study Modules and Tasks- was helpful in determining which tasks were applied to a given module and the sample size;
- The Findings and Recommendations by key topic provided some considerations/actions that could be implemented to improve program processes and operations; and
- Section 10-Documents Review Findings provided an inventory of programs materials (not in executive summary).

Findings

Financing-Decision Making and Financing (R46)

The report authors found that:

- Vendors and customers “struggle with the legalistic terminology and complexities of applying for financing.” See Page VII.
- Vendors “refer to financing options by organizations that offer loans, and the Energize Connecticut website refers to the same loans with different names,” which confuses customers.

Recommendation 11-Page XIX

The evaluators recommend that the program ought to “provide an everyday language version of the loan application to accompany “legalese” documents through working with loan providers.”

And, that “Massachusetts households rated their loan application as easy to fill out.” Thus, Connecticut may wish to review the Massachusetts application.

Questions

Does Massachusetts have a number of loan programs? If so, which programs did households rate applications as easy to fill out? Are these financing programs similar and/or different in structure to Connecticut programs?

Recommendation 12

The evaluators recommend “expanding and updating existing materials that include financing information, such as the vendor implementation manual and the customer focused pricing on demand booklet.” And, suggested providing more details and clarifying the message.

Questions

Did the evaluators find that the existing materials did not provide adequate information about financing options? Was the information provided not reflective of current programs? Was there something specific in the materials that could have been presented more clearly? What information would be more helpful to vendors and customers?

Recommendation 14

As the evaluators suggest, it is important to provide vendors, website developers and funding agencies with consist language and materials. If materials are confusing, customers may reject financing options and the installation of deeper energy efficiency measures.