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MEMORANDUM

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**TO:** LISA SKUMATZ, SKUMATZ ECONOMIC RESEARCH ASSOCIATES (SERA)  
**FROM:** MICHELE MELLEY, CT DEPARTMENT OF ENERGY AND ENVIRONMENTAL PROTECTION

**SUBJECT:** COMMENTS- DRAFT REPORT R32-EVALUATION OF PERSISTENCE IN THE EVERSOURCE CUSTOMER BEHAVIOR PROGRAM

**DATE:** JANUARY 8, 2016  
**CC:** DIANE DUVA, CT DEPARTMENT OF ENERGY AND ENVIRONMENTAL PROTECTION

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**CT DEEP comments and questions:**

**Executive Summary**

The authors may want to consider providing a brief summary of the two prior evaluations of the Home Energy Reports (HERS) pilot program that are referenced in the opening line of the draft Executive Summary. A succinct summary of how this report provides an update would offer a quick read of the important information, which would make the document more useful. It may be helpful to have a “key points” section in the Executive Summary.

**Term Definitions**

Although many of the terms are defined in the literature, it would be helpful to provide some clarification specific to this study.

1) “Update savings persistence for households”

Please clarify -Do you mean household energy savings for a specific duration of time?

The term “savings persistence” typically focuses on tangible energy efficiency investments and measures. It would be helpful to establish that the Home Energy Reports and Energy Efficiency tips are effectively comparable to Energy Efficiency measures.

2) “Estimate the post-treatment measure life of savings”

Please clarify-Do you mean for what duration the savings continue?

Equipment and other energy efficiency installations have an expected annual and lifetime energy savings.

3) Retention rates-

In the Executive Summary it is not clear whether one of the study objectives is to determine retention rates.

Please clarify- how you are using the terms “savings persistence,” “measure life of savings,” and “retention rates” in this study to make clear the differences intended by the different terms.

### **Program Description-Pilot Design**

The following items were not clear from the executive summary:

- 1) Did the pilot studies include data analysis?
  - a. If so, how is this study design similar or different from the previous studies?
- 2) Were the “neighbors” participants in the study?
- 3) Did households implement rate-payer funded energy efficient measures prior to enrollment in the study?
- 4) Did groups implement EE measures during the study?

### **Figure 1**

- 1) Why did the control group sample include many more participants than the intervention group?

According to the foot note:

Monthly group (n=1, 670)

Persistence group (n=3,979)

Quarterly group (n=9,856)

Control group (n=24,268)