

## **C10: SBEA Data Mining Evaluation Objectives and Approach – Original and modifications (2/14/14)**

**2013/2014 Modifications:** C-10 was started under Kim Oswald then on-hold. Mid-way we learned of CL&P doing a lot of analysis on a database they pulled from their billing systems for all of their C&I customers. It was discovered that this data source was much better than using D&B data, the Plan was modified to use that dataset (discussed as an update with the Evaluation Committee). The original plan below has now been modified in databases, plus delays due to 1st CL&P wanting to give us a more current draw but more than anything - several months waiting for UI's data.

### **Original Submittal to Committee (Oct 2012)**

**Research Objectives:** The primary objective of this evaluation is to help program administrators make more informed decisions about how to garner deeper and more comprehensive energy savings through an examination of what has and has not been accomplished through the SBEA program over the years. To accomplish this, the evaluation will:

- Assess which market sectors are highly represented among the SBEA participants over the last five years, which sectors are underrepresented and which are missing.
- Determine how the market sector distribution of program participants compares to those of nonparticipants.
- Characterize the mix of measures installed in the program, including an examination of the nature and frequency at which measures beyond lighting are installed (measure diversity).
- Explore the levels of savings tracked in absolute and normalized terms (such per square foot, per rebate dollar, etc.) as available from the tracking system. This analysis will be performed by sector.
- Provide a general profile of customer experience with the program; including information available on measures recommended but not installed.
- Examine how often customers who engage with the SBEA Program engage for a single participation event versus participate multiple times and explore the nature of installed measures in those subsequent participation events.
- Perform other cross tabulations and tracking data explorations at the direction of the EEB Evaluation consultant

**Scope of Work:** The overriding theme of these tasks is to examine the profile of program participants over the past five years, including repeat participants, and utilize D&B data to discern how they might differ from the broader population of small businesses. In addition, these tasks will be used to evaluate the areas in which the program has been successful, trends in measure installation activity and participant characteristics and remaining opportunities. Tasks include: Program Database Analysis; Dun and Bradstreet Database Analysis, and Report.

**SBEA Program Database Analysis:** The evaluation contractor team will obtain a copy of the SBEA program databases over the last 5 years. The evaluation contractor team will analyze the program database to characterize the program participants, measures, and project comprehensiveness. In addition to other issues that might become of interest once the final program dataset is received, issues including Business sector (from NAICS code), geographic location (service territory areas with greater participation by small businesses), measure installation frequency patterns, savings, and repeat participation will be examined.

**Dun and Bradstreet (D&B) Database Analysis:** Using D&B database of small businesses in CT (including revenue and number of employees), the contractor will assess the numbers of different types of small businesses that are present in different parts of the service territory to compare with participation statistics.

**Report:** The final report will describe the research questions and research conducted, key findings, and program recommendations. The report will evaluate the quantitative data extracted from the various databases to help the PAs grow and improve program performance.

**Original Budget: \$47,330**

**Original Schedule: 10/1/12 – 2/15/13**