

# Project Description - C11: Barriers to Commercial and Industrial Program Participation with a Focus on Financing and Cancellations

October 4, 2013

## Objective and Priority Outcomes:

Market research focused on the use of financing for energy efficiency investments and the reasons for participation cancellation (dropouts) in the commercial and industrial (C&I) market with demand between 75kW and 750kW will be undertaken with the objective of supporting program improvements.

The primary researchable questions will include:

- Customer needs and perspectives on financing and incentive mechanisms;
- Customer awareness of energy efficiency and program offerings, including sources and trust levels;
- Customer decision-making processes; and,
- Drivers, motivations, and barriers experienced by customers with regard to energy efficiency investments, including organizational resources, economic climate, investment criteria, risk perception and reasons underlying participation cancellation.

## Work Summary:

Perform CATI surveys with small and medium-sized customers across the CT utilities to obtain the data needed to allow analysis to meet the above objectives.<sup>1</sup> Data will be collected through 15-minute telephone surveys. This sample design is based on the interests expressed in a round of preliminary interviews with eight key stakeholders and with budget considerations. There will be sampling and reporting to provide strong confidence in results for 7 groups with one being the overall CT small-medium sized C&I market and the others being overall by small versus medium, manufacturing and drop-outs with these also being reported by small versus medium.

## Schedule:

The start date is expected to be mid-October as authorization and program and customer data are received from the program administrators. Then surveys are expected to be fielded in November and the Review Draft Report should go out for review in February 2014.

## Budget (Time and materials pricing):

The budget for this evaluation is \$158,845.<sup>2</sup> The budget is based on the following assumptions:

1. Sample will be derived from program administrator data sources with no purchase cost.
2. The ratio of screened candidates to completed responses will be four to one.
3. Reporting will meet the requirements specified in the Evaluation Road Map, section 1.5.2.

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<sup>1</sup> The sample will be stratified at the demand level cap of SBEA so data can also be used within the SBEA Process Evaluation.

<sup>2</sup> Additional market segments may be added for analysis and reporting at an incremental cost of \$22,227 per every two new subgroups added.