



**UIL HOLDINGS CORPORATION**

---

157 Church Street, New Haven CT 06510-2100  
203-499-2000

January 16, 2015

Lisa Skumatz, Ph. D.  
Skumatz Economic Research Associates (SERA)  
762 Eldorado Drive  
Superior, CO 80027

Re: Draft C20: Energy Conscious Blueprint 2013-2014 Process Evaluation, dated November 3, 2014

Dear Ms. Skumatz:

The United Illuminating Company (“UI”), Connecticut Natural Gas Corporation (“CNG”) and The Southern Connecticut Gas Company (“SCG,” and with UI and CNG, the “Companies”), hereby submits the following comments on Draft C20: Energy Conscious Blueprint 2013-2014 Process Evaluation. The draft was submitted with a request for comments to be provided by January 16, 2015.

The Companies are pleased the Results from the process evaluation indicated that the ECB program is functioning smoothly for participants and vendors and that participants in particular demonstrated high satisfaction with the program.

The Companies have the following comments on the draft:

- Page 44- The Companies believe the developer response is an educational opportunity. Please provide a list of respondents.
- Pages 44- Please clarify how the respondent who sought out information from the CEFIA and Connecticut Energy Efficiency Fund would have no knowledge of the ECB program. What information did each of these parties provide?
- Page 45- The thought of positioning ECB as a resource during the grant will be reviewed. This idea did not seem to be included in the recommendations.
- Pages 49-Please provide specifics as to who suggested a vendor alliance is being formed.

The Companies provide the following comments on the draft recommendations

**Promote awareness of financing sources and consider expanding financing options.**



**UIL HOLDINGS CORPORATION**

---

157 Church Street, New Haven CT 06510-2100  
203-499-2000

- The Companies continue to work on financing opportunities for our customers
- Can the evaluators provide additional insight into the differences between vendors (60%) and participants (31%) reporting regarding lack of acceptable financing?
- Were there questions regarding what acceptable financing meant? Interest rate or term length?

**Dedicate additional resources and/or develop tools to support vendors.**

- The Companies understand the majority of vendors are satisfied with their experience and this should be a caveat to this recommendation. The Companies will continue to pursue in a cost effective manner
- Please provide additional insight on how to best balance the marketing non-energy benefits when they are not claimed as part of the savings. Should the companies be marketing non-energy benefits that they are not allowed to claim? How does this impact if the energy savings are not cost effective, but the non-energy impacts are substantial?

**Increase outreach efforts to individuals involved with new construction projects.**

- The Companies will take this recommendation under advisement and look to pursue options in a cost effective manner

**Consider providing improved signposting that enables more effective webpage scanning.**

- The Companies websites were already in the process of being updated prior to this evaluation.
- 

**Implement changes to program tracking database to improve program evaluability and project tracking for staff.**

- The Companies position is the majority of these requests are already available in our tracking systems. The data request for this was bundled with several others which may have muddied the specific needs for each project. The Companies believe bundled requests will no longer take place.

Thank you for the opportunity to provide these comments.

Very truly yours,

A handwritten signature in blue ink that reads "Donna Wells".



**UIL HOLDINGS CORPORATION**

---

157 Church Street, New Haven CT 06510-2100  
203-499-2000

Donna Wells  
Manager Technical Support Services  
UIL Holdings Corporation