

## **NOW SERVING CUSTOMERS IN YOUR TOWN: DEVELOPMENTS IN SMALL BUSINESS EFFICIENCY PROGRAMS**

*Moderator: Jeremy Newberger, National Grid*

### **PAPERS:**

#### **Growing a Program from Scratch: Planting the Seeds of Evaluation in a Small Business Program**

Katherine Cary, EMI Consulting  
Robert Mihos, Consumers Energy  
Joseph Forcillo, Consumers Energy  
Lisa Perry, EMI Consulting  
Lisa Obear, ILLUME Advising

#### **A Tale of Two Channels: Assessing the Effectiveness of a Small Business Direct Install Program**

Alyssa Na'im, NMR Group, Inc.  
Joseph Dolengo, National Grid  
Monica Nevius, NMR Group, Inc.  
David Barclay, NMR Group, Inc.  
Nicole Rosenberg, NMR Group, Inc.

#### **Tracking Small Business Program Performance with Annual Billing Analyses**

Andrew Nawrocki, Navigant  
Brian Billing, AEP Ohio  
Randy Gunn, Navigant  
Derya Eryilmaz, Navigant

### **SESSION SUMMARY:**

This session examines the application of results of studies that explore the arc of experience with small business programs: design, delivery, and savings impacts. First, Cary, et al., discuss an innovative developmental evaluation that effectively helped shape the design of a small business program in Michigan. They track the program in each step of its development – from conception to maturity – and the evaluation tools used and unique considerations for evaluators to address at each step.

Na'im, et al., present an analysis of two delivery channels used side-by-side in a small business program in New York. One option is a turnkey direct install channel and the other is a customer directed option. Through survey-based research, the paper compares various aspects of the two delivery options – marketing effectiveness, financing, customer experience, and customer satisfaction – and offers recommendations for other program administrators to consider.

Finally, Nawrocki, et al., talk about the results of a longitudinal billing analysis for a small business program in Ohio. Over a period of several years, the analysis uses a variation in adoption billing analysis model to quantify annual energy savings and determine drivers of program realization rates. Through this approach, ways the program can be improved are identified.

All together, these papers give the audience insights that can be applied to small business programs and help more effectively serve this hard-to-crack sector in whatever town or city or state you live.