

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**



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Order Instituting Rulemaking to Investigate and
Design Clean Energy Financing Options for
Electricity and Natural Gas Customers.

Rulemaking 20-08-022
(Filed August 27, 2020)

**COMMENTS OF SOUTHERN CALIFORNIA GAS COMPANY (U 904 G) TO
ADMINISTRATIVE LAW JUDGES CAROLYN M. SISTO AND JULIE A FITCH'S
PROPOSED DECISION EXTENDING CALIFORNIA HUB FOR ENERGY
EFFICIENCY FINANCING ("CHEEF") PROGRAMS AND CONDITIONALLY
APPROVING USE OF THE PLATFORM FOR NON-RATEPAYER FUNDED
PROGRAMS**

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Dated: July 21, 2021

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Pursuant to Rule 14.3 of the California Public Utilities Commission Rules of Practice and Procedure, Southern California Gas Company (“SoCalGas”) hereby submits its comments on the Proposed Decision Extending California Hub for Energy Efficiency Financing (“CHEEF”) Programs and Conditionally Approving Use of the Platform for Non-Ratepayer Funded Programs (“Proposed Decision”) of the assigned Administrative Law Judges Carolyn M. Sisto and Julie A. Fitch dated July 1, 2021 in the above captioned proceeding.

I. INTRODUCTION

SoCalGas thanks the Commission and Administrative Law Judges Carolyn M. Sisto and Julie A. Fitch for the Proposed Decision, which grants the California Alternative Energy & Advanced Transportation Financing Authority (“CAEAFTA”) additional ratepayer funding to continue its existing CHEEF Programs. This Decision also conditionally allows for the incorporation of non-ratepayer funds to expand the reach of the programs, extends investor-owned utility (“IOU”) support for the programs through December 31, 2026, and requires additional evaluation of the programs. SoCalGas appreciates the time, effort, and thought that

went into the preparation of the Proposed Decision. In these comments, SoCalGas makes recommendations for modifications to support continuity of the CHEEF program and request clarity so as to assure compliance.

II. DISCUSSION

A. The Proposed Decision Should be Modified to Increase the Recovery Amount to Provide Customers with More Education and Content

The Proposed Decision should be modified to increase the recovery amount to support the SoCalGas's lead IOU role in the development of information technology and marketing strategies for the CHEEF Programs. SoCalGas is requesting an annual budget of up to \$1,500,000, instead of up to \$800,000 as stipulated in the Proposed Decision, for Administration, IT, and Marketing of the CHEEF financing programs with \$1,000,000 allocated for regional campaigns and website enhancements for the programs. In January 2021, the Center for Sustainable Energy ("CSE"), the Statewide Marketing Implementer for the financing programs, subcontracted the marketing strategist Lux & Stoke in coordination with CAEAFTA and the IOUs. The strategist's scope of work was to conduct market research and analysis for Residential and Small Business customer sectors. From the analysis, the strategist provided findings of customer behaviors, motivations, and drivers for financing of energy efficiency measures.¹ The additional marketing budget is to support findings that customers rely on IOUs as trusted messengers of information related to energy efficiency financing, rebates, and programs.²

GoGreenFinancing ("GGF"), the customer-facing website for the financing programs, is a new relatively unknown brand and requires leads generation to be driven by qualified trusted partners. Marketing GGF website and the CHEEF programs require earning customers trust,

¹ Lux and Stoke Quantitative Research Report at 15, 29, 31; attached hereto and hereinafter referred to as Attachment I.

² *Id.*

educating customers on the measures covered, and providing customers with support for any questions on the enrollment process. The marketing strategist is recommending IOUs invest in updating their finance web pages and conducting targeted marketing campaigns to our customers.³ The findings from their research suggest that customers are highly likely to consult with their respective utility, given the trusted relationship, to start their journey on to energy efficiency upgrades.

SoCalGas recommends investing in updating its financing pages to provide more education and content for customers prior to driving them to the GGF site to search for contractors and lenders. The additional education to customers will provide more qualified leads driving to GGF and a greater likelihood of customers enrolling in the program once they reach the site. SoCalGas would utilize an advertising agency to help plan, implement, and track results of the regional marketing campaigns for the CHEEF programs. The budget of \$1,000,000 for the CHEEF programs was calculated based on marketing expenses from other Energy Efficiency programs in SoCalGas' portfolio that included paid media, digital, social media, and other channels.

B. The Proposed Decision Should be Revised to Reflect When the CHEEF Marketing Implementer May Amend the Implementor Contract to Utilize the \$8M in Additional Ratepayer Funding Approved to Support a Statewide Marketing, Education and Outreach Program.

The Proposed Decision states, "Consistent with D.13-09-044, up to \$8 million of the \$75.2 million in additional ratepayer funding approved in this decision may be used to support a statewide marketing, education, and outreach (ME&O) program..."⁴ SoCalGas seeks

³ Attachment I at 13.

⁴ Proposed Decision at 17.

clarification on when the CHEEF marketing implementer contract may be amended to utilize the \$8 million in additional ratepayer funding through CAEATFA's 2026 fiscal year.

The Proposed Decision further states, "Our approval of the incremental \$75.2 million in this decision is intended to provide CAEATFA the capacity to prepare its budget request for consideration by the state department of finance for fiscal years 2022-2026..."⁵ This language assumes that the additional budget for the CHEEF programs cannot be utilized until CAEATFA's 2022 fiscal year (commencing in July 2022).

Furthermore, although the Proposed Decision states that the additional funding will support the CHEEF through December 31, 2026,⁶ CAEATFA's 2026 fiscal year runs through June 30, 2027. The additional funding support should be clarified to avoid any confusion between when it can be utilized, for how long, and whether it should align with CAEATFA's fiscal year. As the administrator of the CHEEF Co-Funding Agreement, as amended, SoCalGas requests that the Commission clarify whether the additional funding can be utilized within the calendar as proposed in the Proposed Decision or within CAEATFA's fiscal year and for how long contracts may be termed.

C. The Proposed Decision Should be Clarified to Provide Concise Instructions and Expectations of the Workshop Summary and Report Regarding Modifications to the Existing Statewide ME&O Vendor Contract.

Ordering Paragraph ("OP") 7 of the Proposed Decision provides as follows:

No later than December 1, 2021, Southern California Gas Company (SoCalGas) shall submit a summary of the workshop discussing the statewide marketing, education, and outreach (ME&O) that has been conducted for the California Hub for Energy Efficiency Financing (CHEEF) Programs. SoCalGas shall also report whether modifications to the existing current statewide ME&O vendor contract and a detailed plan and timeline for implementation of the statewide CHEEF ME&O contract through December 31, 2026.⁷

⁵ *Id.*

⁶ *Id.* at 16.

⁷ *Id.* at 46.

SoCalGas seeks clarification on the referenced summary's expected content and a better understanding of the statement, "SoCalGas shall also report whether modifications to the existing current statewide ME&O vendor contract. ”⁸ Does the Commission seek to learn whether modifications *have been made* to the current statewide ME&O vendor contract?

D. The Proposed Decision Should be Modified to Clarify that CHEEF Funding is Still Authorized Through Energy Efficiency Portfolios.

Consistent with D.17-03-026, OP 10, the Proposed Decision requires that a Tier 2 advice letter may be submitted to detail whether costs supporting CHEEF programs will be funded from “previously-authorized energy efficiency program funds, or new, incremental funding, with a rationale to back up their proposed source(s).”⁹ As an initial matter, footnote 34 of the Proposed Decision should be revised to reference D.17-03-026, OP 7 rather than OP 10 because OP 7 is the correct citation.¹⁰

OP 7 of D.17-03-026 also mandates that “[e]ach utility shall file a Tier 2 advice letter containing details of the costs to be covered and proposing the funding source, whether energy efficiency program funding previously authorized or incremental funding, and explaining the rationale for its proposal.”¹¹ SoCalGas recommends that OP 5 of the Proposed Decision be revised to indicate that, consistent with OP 7 of D.17-03-026 and D.12-11-015, the funding source will be from the energy efficiency portfolios, either existing budgets or new incremental requests, and therefore the Public Purpose Program Surcharge.¹² Without this clarification, it appears that the IOUs may propose alternate funding sources outside of the energy efficiency portfolios for this new incremental funding. SoCalGas therefore proposes amending OP 5 of the

⁸ *Id.*

⁹ *Id.* at 20.

¹⁰ *Id.*

¹¹ D.17-03-026, OP 7 at 45.

¹² D.12-11-015, OP 21 at 136.

Proposed Decision as follows:

Pacific Gas and Electric Company, Southern California Edison Company, Southern California Gas Company, and San Diego Gas & Electric Company shall file a Tier 2 Advice Letter no later than 45 days from the issuance of this decision proposing whether their annual costs associated with development and deployment of information technology and marketing strategies for the California Hub for Energy Efficiency Financing Programs will be paid for with previously-authorized energy efficiency program funds or new, incremental **energy efficiency** funding **through the Public Purpose Program Surcharge**, with a rationale that explains their **proposal**.

III. CONCLUSION

SoCalGas appreciates the opportunity to provide these comments and respectfully requests the Commission to adopt the proposed recommendations.

Respectfully submitted,

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Dated: July 21, 2021

ATTACHMENT I



gogreen
FINANCING™

Quantitative Research Report

April 30, 2021

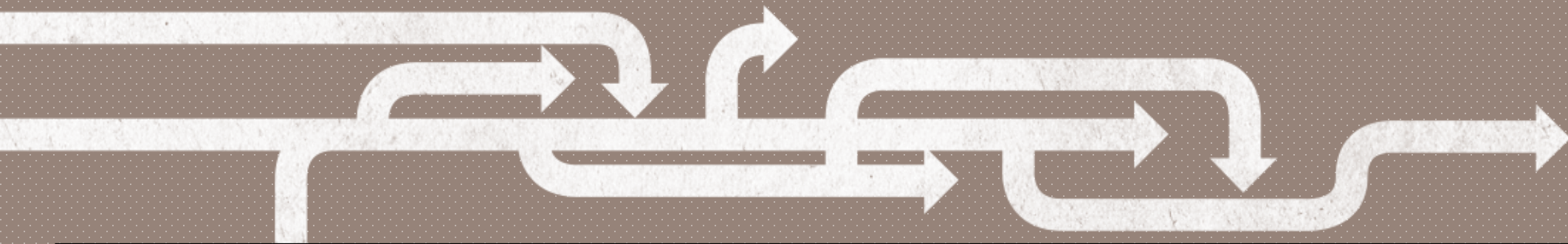


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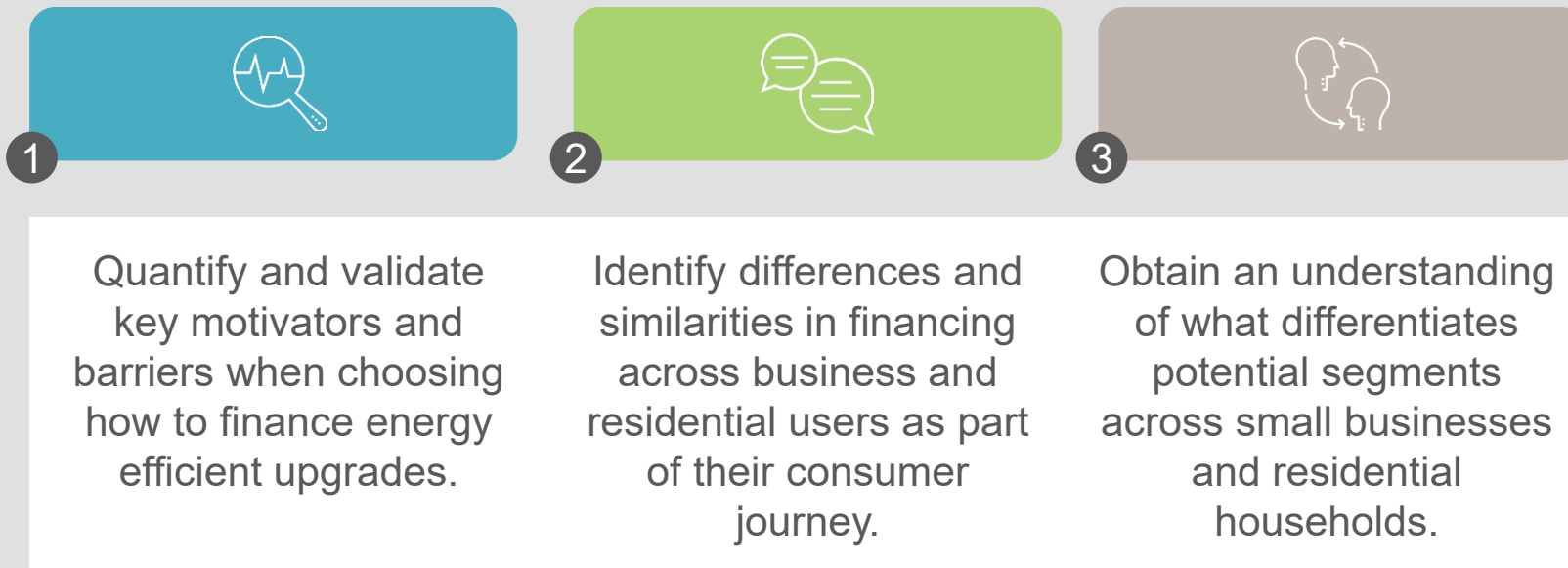
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01

Objectives & Methodology

Research Objectives

GoGreen Financing and related agencies in California would like to understand the decision-making process when it comes to choosing/considering energy efficient upgrades. This would help better understand where the consumer journey begins across the REEL and SBF programs. Specific objectives are to:



Methodology



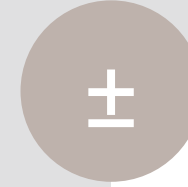
Data was collected between **March 31 – April 15, 2021**

- 15-minute online survey, in English
- 1 coded open-end response



Engaged **452n** respondents:

- **250n** SMB decision-makers and business owners
- **202n** Residential decision-makers and homeowners



Based on the number of responses, we have a margin of error (MOE) of:

- SMB: **±6.2%**
- Residential: **±6.9%**

**Please note, margin of error increases when the base size decreases.*

Who We Spoke With

To qualify for the online survey, respondents had to meet the following criteria:



Resides in California



18 years or older



Primary or shared decision makers
for financing energy efficient upgrades



All genders
represent a mix of males and females

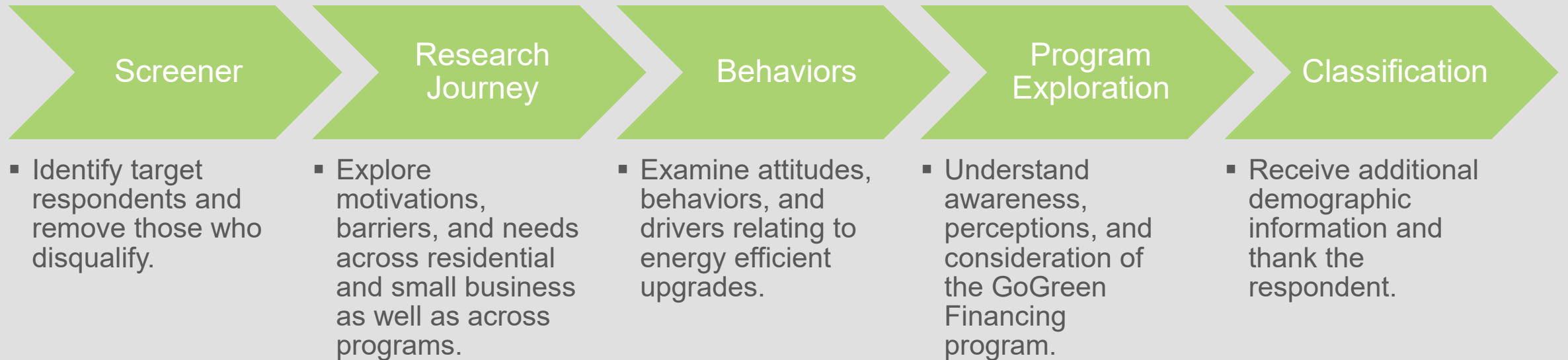


Interested in financing
energy efficient upgrades
or have completed
financing in past 1-2 years



All revenues and HHI
mix of business revenues
and household incomes

Questionnaire Structure



Report Legend

- * = sample size 50-99, consider results directional.
- ** = sample size 30-49, consider results directional.
- NA or *** = sample size <30 are too small for analysis.

Significance testing

- All results are shown at the 95% confidence level.
- ▲ indicates significantly higher between subgroups.
- ▼ indicates significantly lower between subgroups.

Report notes

- Data may not equal 100% due to rounding.
- Individual percent may not equal net percent due to rounding.

02

Key Insights Summary



In Consumers' Words

As observed in the qualitative research phase, homeowners and business decision-makers are quite **knowledgeable** about what an energy efficient upgrade is. **Financial benefits** continue to be the **primary motivator** behind attaining these upgrades, especially **not throwing money away**.

This fuels residential and SMB consumers to look for utility rebates, incentives, and/or financing, which 1-in-2 are currently doing or interested in doing in the next 1-2 years.

Both groups are also very likely to be **conserving or saving energy when possible**, indicating that there is sufficient appetite for energy efficiency upgrades and financing in the market.



Lux Recommendation

Build on consumers' existing knowledge and current practices of saving energy. There is an opportunity to further **normalize financing as a part of the energy efficiency upgrade process**. By emphasizing the role of finding the “**right financing**” in the upgrade process, GoGreen Financing will be able to generate a *need state* for their programs among consumers.

Likewise, because searching for utility rebates, incentives, and financing is less top of mind compared to implementing the upgrades themselves, communicating the importance of this practice will **support building awareness for financing programs**.



In Consumers' Words

When it comes to researching upgrades and financing, both residential and SMB consumers continue to mention being **overwhelmed** by the amount of information out there and about half feel that the process **lacks transparency** which points towards **mistrust**.

More so among residential consumers, there is no clear preference for a particular financing source, indicating a **more competitive market** in financing options.

This competitive landscape is also reflected in homeowners' desired benefits from a financing program, as they are **unsure of what perks to search for** aside from no extra fees. Similarly, **SMB consumers are uncertain** during the financing process and seek **convenience** and even an **energy efficiency expert** to provide them a **hassle-free** financing process.



Lux Recommendation

Given **homeowners' confusion** in the financing process and lack of preference for financing entities and program benefits, highlight in messaging that **GoGreen Financing is the best in the category** to help establish mindshare in less-informed consumers.

Overall, across SMB and residential consumers, there is still an **opportunity gap** for GoGreen Financing to become a **one stop shop of information and resources for financing energy efficient upgrades**.

While the idea of **savings** is top of mind across SMB and residential consumers for messaging, the need for convenience and an expert is a symptom that the process is stressful and inefficient. Consistent with qualitative findings, additional **messaging around a hassle-free and easy process** will be highly important.



In Consumers' Words

Among SMB consumers, there is an appetite for an **energy efficiency expert** to help guide them in the research and financing journeys. This appetite is higher among those that have completed their financing in the past 1-2 years, signaling that SMB consumers are seeking a much more **streamlined and hassle-free experience** for financing their next project.

Residential consumers are unlikely to seek a single specialized source for financing information. Instead, a financing program with **no extra fees is sufficient** to enter their realm of consideration.



Lux Recommendation

When messaging to SMB consumers, **highlight the expertise of GoGreen Financing's customer service** to support the impression that they have the support of an energy efficiency financing expert in the process. Convey a low-stress and hassle-free experience.

For residential consumers, **promote the absence of extra fees** to capture their attention. Similar language surrounding **competitive/low interest rates and a quick approval process** are also useful to attract this group.



In Consumers' Words

Both residential and SMB consumers are highly likely to consult their **utility company** given the **trusted relationships** consumers have established with them.

Technical sources, such as Energy Star reference guides and energy efficiency equipment websites, are also a popular source when researching upgrades. These sources score high on being **valuable**, which is also indicative of the **trust and reliability** consumers expect from these specialized materials.



Lux Recommendation

Affordability, ease and hassle-free are important, but so is trust. Consumers go to what they know and trust.

Trust is an important metric for GoGreen Financing to address in messaging and promoting the website to audiences.

To enter consumers' consideration set when they are researching energy efficiency upgrades, **consider enhancing the presence of the GoGreen Financing program on utility company websites and technical sources**. By linking these trusted sources with GoGreen Financing, consumers will also associate the website with **trust and dependability**, benefitting awareness and consideration to use.



In Consumers' Words

Notwithstanding low awareness, impressions of GoGreen Financing are **positive** across residential and SMB consumers after viewing screenshots of the website.

Consumers associate the program with being **trustworthy**. SMB consumers are also likely to associate the program with being **easy-to-use** and for residential consumers, **affordable**.

GoGreen Financing is also highly regarded as being committed to helping Californians be more environmentally-friendly, supporting the impression of the website as being an **energy efficiency financing expert**.



Lux Recommendation

GoGreen Financing already has an advantage in the sense that it is positioned to be **perceived well** among SMB and residential consumers across metrics important to them: trust, affordability, and ease-of-use. GoGreen Financing must work on **spreading awareness** about the website.

Consider enhancing messaging to focus on the program's **ease-of-use and affordability** to better capture the interest and consideration of business and residential consumers, respectively.



In Consumers' Words

Banks and local utility emerge as top sources to consult for financing across audiences. While residential consumers do not have a single preferred source, 1-in-2 have consulted or will consult their **bank or local utility** for financing. SMB consumers are even more likely to consult these sources, with 3-in-5 having consulted or going to consult their bank or local utility.

When it comes to considering GoGreen Financing, both audiences are likely to consider using the program if their **utility or the state shared information** with them. In particular, SMB consumers are more likely to rely on the state for financing information.



Lux Recommendation

Maintain and strengthen the association between GoGreen Financing and **utility companies and state agencies** as to leverage consumers' existing trust in those entities and further consideration in the program.

Given consumers' reliance on both their local utility and the state, ensure that **both channels** are utilized when messaging the features, benefits, and advocacy of GoGreen Financing's programs.

03

SMB Findings

SMB Profile 1

Small Business (<100 Employees)

Medium Business (>100 Employees)

Background

- Mix of owning/leasing a space, but more likely than medium businesses to lease a space
- More likely to leverage local state/government sites for information
- Less likely to find value in salespeople, landlords, or contractors
- More likely to be consumer-facing

- More likely to own a space compared to small business
- In general find all types of information more valuable

Financing Perspective

- Open to a consultant to assist with financing
- Want to save money, but not necessarily due to high utility bills
- Wants a source that specializes in EE financing
- More likely to want easier qualification standards
- More likely to consult utility company for financing and is more open to working with them

- Very open to a consultant to assist with financing
- More likely to feel overwhelmed with the process and feel like there are hidden fees/terms
- More likely to have an older building that needed renovating or had other remodeling/renovation in general
- Want to save money and have the facility perform better
- Wants a source that specializes in EE financing
- Most likely to work with a bank for financing

GoGreen Perspective

- Positive impression and likelihood to consider using
- GGF is: Trustworthy, easy to use, affordable and service-oriented
- Prefer “GoGreen Small Business Financing”

- Positive impression and likelihood to consider using
- GGF is: Trustworthy, easy to use, affordable, sustainable
- Prefer “GoGreen Small Business Financing” or “GoGreen Small Business”

SMB Profile 2

Consumer Servicing Business

Non-Consumer Facing Business

Employee Servicing Business

Background

- Most likely to own a business space
- More likely to be in the goods/services, tech and health/social services sectors
- More likely to be currently in the financing process
- Most likely to make EE upgrades for consumers' comfort
- More likely to be a sole proprietor

- Mix of own/lease, but most likely to lease out of all profiles
- Most likely to be in manufacturing, followed by tech or construction sectors
- Has completed EE upgrades before, likely researching their next upgrade
- Least likely to make EE upgrades for comfort
- Less focused on improving the performance of their equipment/tech

- Mix of own/lease
- Most likely to be in the tech or finance/real estate sectors
- Most likely to make EE upgrades for employees/workers' comfort
- Follows Consumer Servicing Businesses in adoption of and interest in EE upgrades

Financing Perspective

- Open to a consultant to assist with financing
- More likely to not know who to trust and be overwhelmed by the process
- Most likely to have an older building that needs renovating
- Wants to improve the performance of equipment/tech
- Wants a source that specializes in EE financing
- Most likely to find various sources of information valuable

- Open to a consultant to assist with financing
- Least likely to be overwhelmed by the process
- Wants to improve facility performance and long-term value as well as reduce energy
- Wants a source that specializes in EE financing
- Least likely to care about state endorsement or private firms, less engaged in research sources overall

- Open to a consultant to assist with financing
- More likely to feel overwhelmed by the process
- Most likely to want to save money
- Wants to improve the performance of equipment/tech and leave behind a better world
- Wants a source that specializes in EE financing
- Most likely to care about state endorsement or utility association

GoGreen Perspective

- Positive impression and likelihood to consider using, most likely to consider using GGF in the future
- GGF is: Trustworthy, easy to use, sustainable, affordable
- Prefer "GoGreen Small Business Financing" or "GoGreen Small Business"

- Positive impression and likelihood to consider using, though least likely to consider using GGF in the future
- GGF is: Easy to use, trustworthy, affordable
- Prefer "GoGreen Small Business Financing"

- Positive impression and second highest likelihood to consider using
- GGF is: Trustworthy, easy to use, affordable, and service-oriented
- Prefer "GoGreen Small Business Financing"

SMB consumers are knowledgeable of different opportunities for energy efficiency

SMB consumers are well-versed in different types of energy efficient upgrades, ranging from energy-efficient appliances to vehicles. This is a useful opportunity for GoGreen Financing to transform this knowledge into a *need state for financing* as consumers are already well-aware of what upgrade options exist.

“Ways or technology that attempts to be more sustainable, doesn't rely on fossil fuels. Appliances, windows, vehicles, water heaters, toilets.”

Male, 45-54, Los Angeles County, \$500K<\$1M

“When I hear energy efficient upgrades, I think of better insulation, newer windows, a refrigerator or TV that is more efficient.”

Male, 35-44, Orange County, \$500K<\$1M

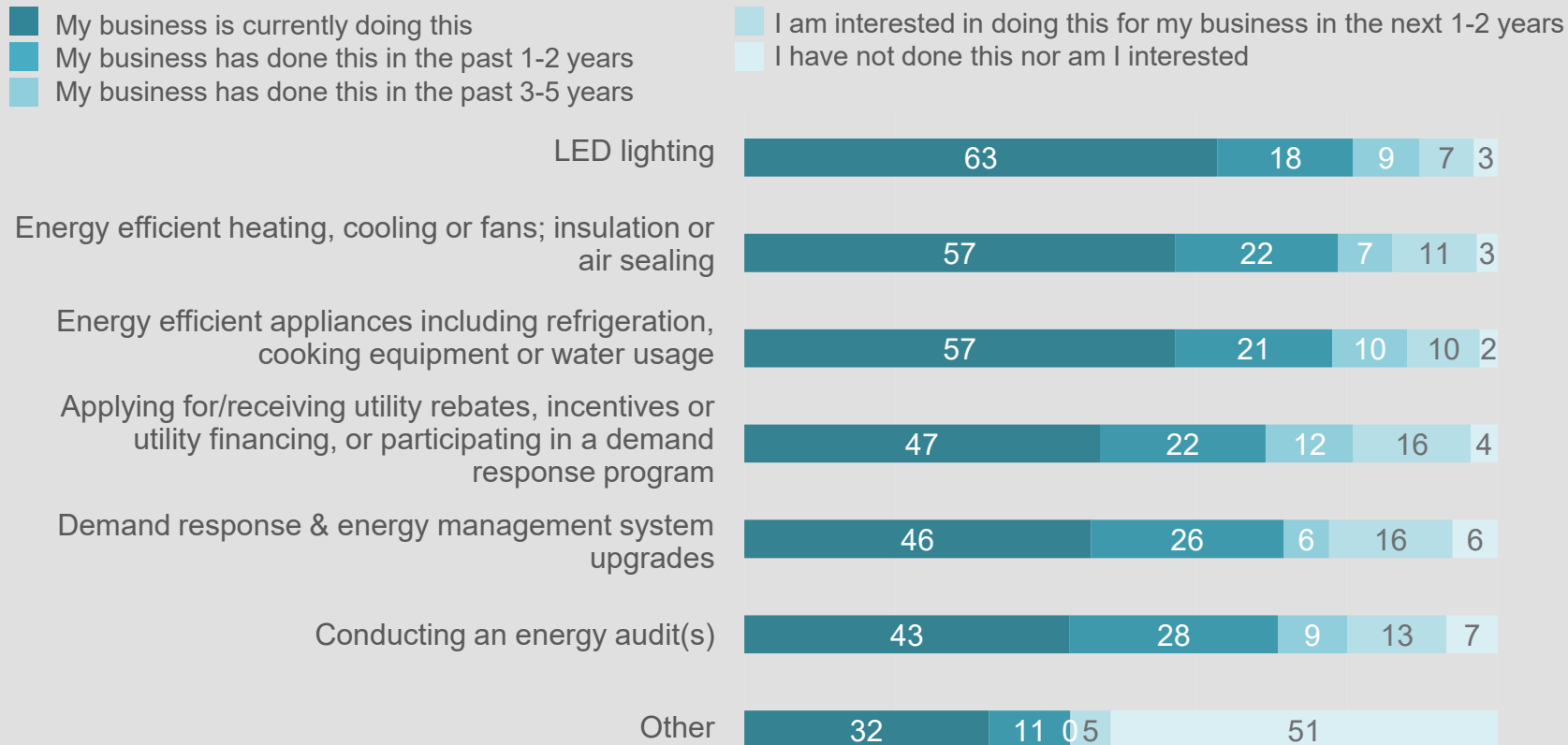
That would be double or triple panel windows, insulations, solar panel, water efficient toilets.”

Female, 45-54, Los Angeles County, \$5M+

Applying for utility rebates, incentives, and financing are top of mind

Showing %s

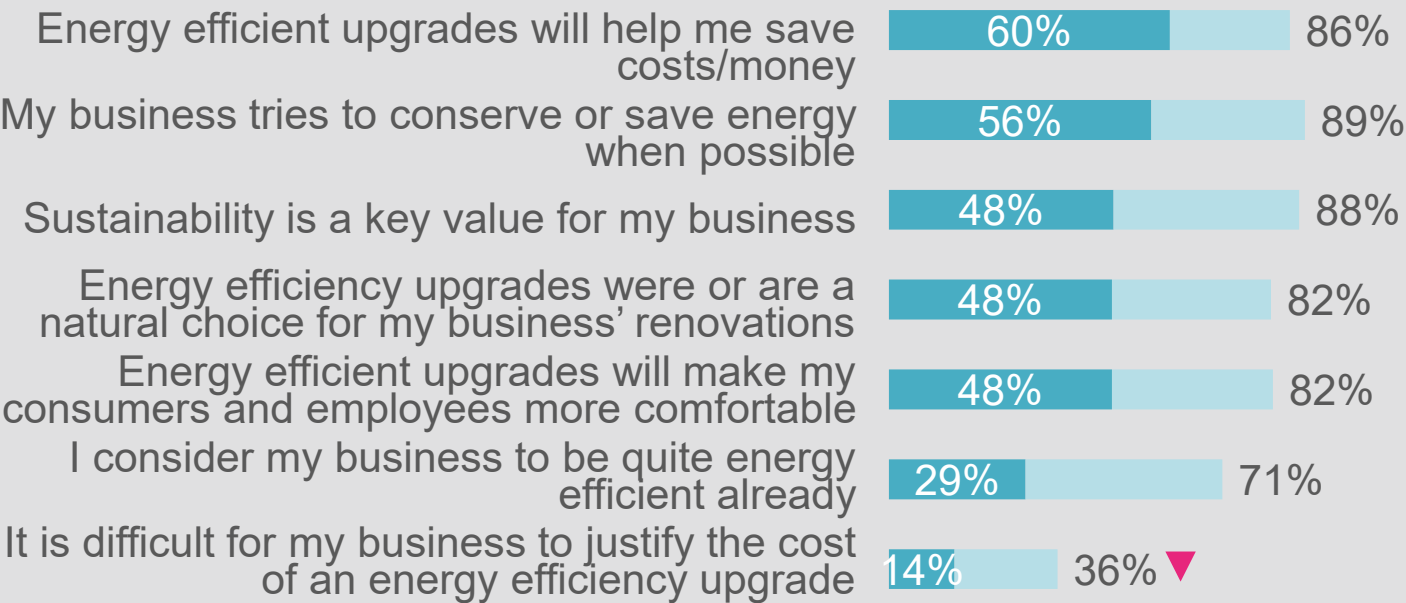
Nearly 1-in-2 (47%) SMB consumers are currently applying/receiving utility rebates, incentives, or financing, with an additional 1-in-5 (22%) having done this in the past 1-2 years and 1-in-6 (16%) planning to do this in the next 1-2 years. This validates the demand for energy efficiency financing and that there is ample opportunity to serve these business decision-makers.



Cost is not a major barrier to energy efficiency upgrades

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

Because 9-in-10 (89%) SMB consumers already demonstrate an interest in saving money and sustainability, it is not difficult for their business to justify the cost of an energy efficiency upgrade. Utilize language surrounding *saving money* and *saving energy* in messaging to align with and speak to SMB consumers' values.



▲ ▼ Significantly higher or lower than other responses

A1. To what extent do you agree or disagree with the following statements when it comes to your business? Among all SMB respondents, 250n.

Convenience is prioritized over value when researching energy efficient upgrades

Showing %s ■ Very valuable ■ Somewhat valuable

Even though consumers are significantly more likely to rely on equipment websites and online search engines, they find Energy Star reference guides and other technical manuals to be more valuable. Given the time investment to explore these materials, consumers settle on convenience; a one-stop shop for energy efficiency research online would bridge this gap in the market.

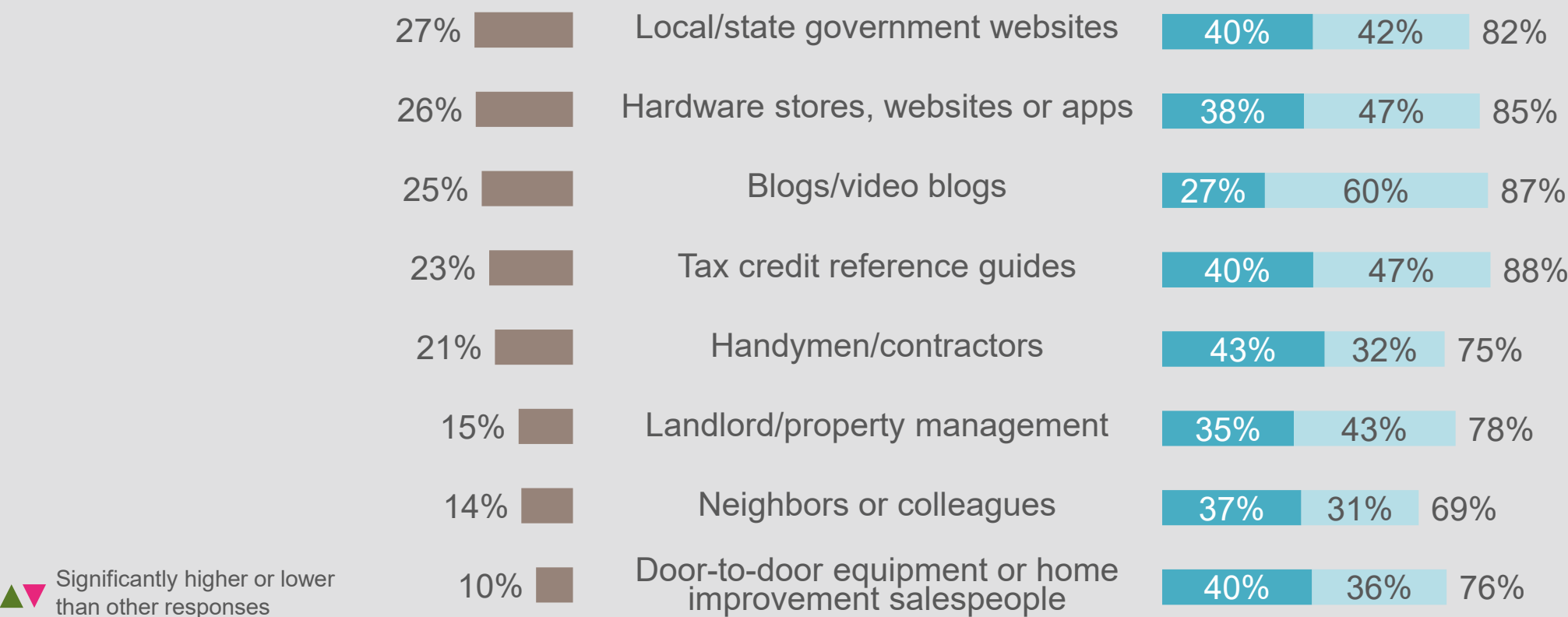


A3. When it comes to finding information about what equipment to purchase relating to energy efficiency upgrades, which of the following resources would you say you prefer to use or refer to? / A4. And how valuable would you say each of the following are as sources of equipment or information for energy efficient upgrades? Among all SMB respondents, 250n.

SMB consumers are less likely to rely on others' opinions in their research

Showing %s ■ Very valuable ■ Somewhat valuable

Landlords, neighbors/colleagues, and salespeople fall to the bottom of the pack as resources SMB consumers would prefer to use or refer to. SMB consumers prefer to conduct research on their own time and money and find greater value from trusted entities over word-of-mouth.

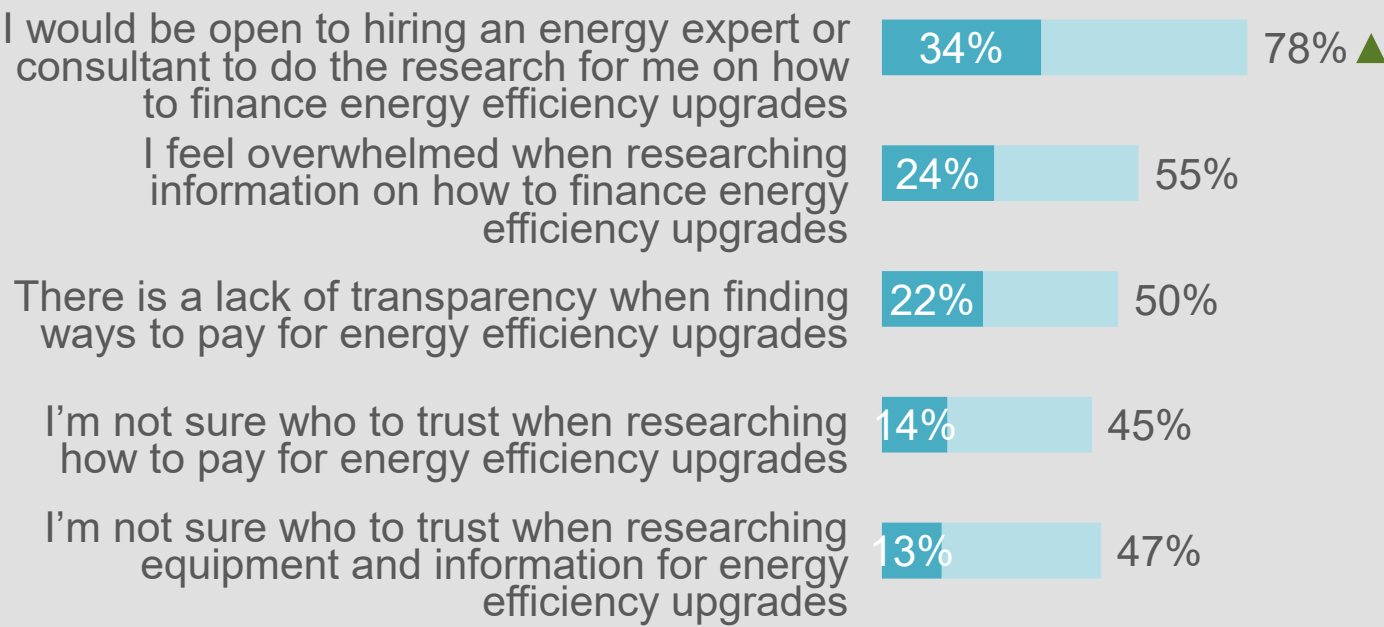


A3. When it comes to finding information about what equipment to purchase relating to energy efficiency upgrades, which of the following resources would you say you prefer to use or refer to? / A4. And how valuable would you say each of the following are as sources of equipment or information for energy efficient upgrades? Among all SMB respondents, 250n.

Instead, they are looking for a better experience next time by consulting an energy expert

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

At least 7-in-10 of those that are looking into, are working on, or have completed financing in the past 1-2 years agree that they would be open to hiring an energy expert. Because they have experienced at least some portion of the financing process, they are wary to repeat the stress and information overload from their previous experience. After all, over 1-in-2 (55%) feel overwhelmed during the research journey, indicating that there is an opportunity to better streamline the process for consumers.



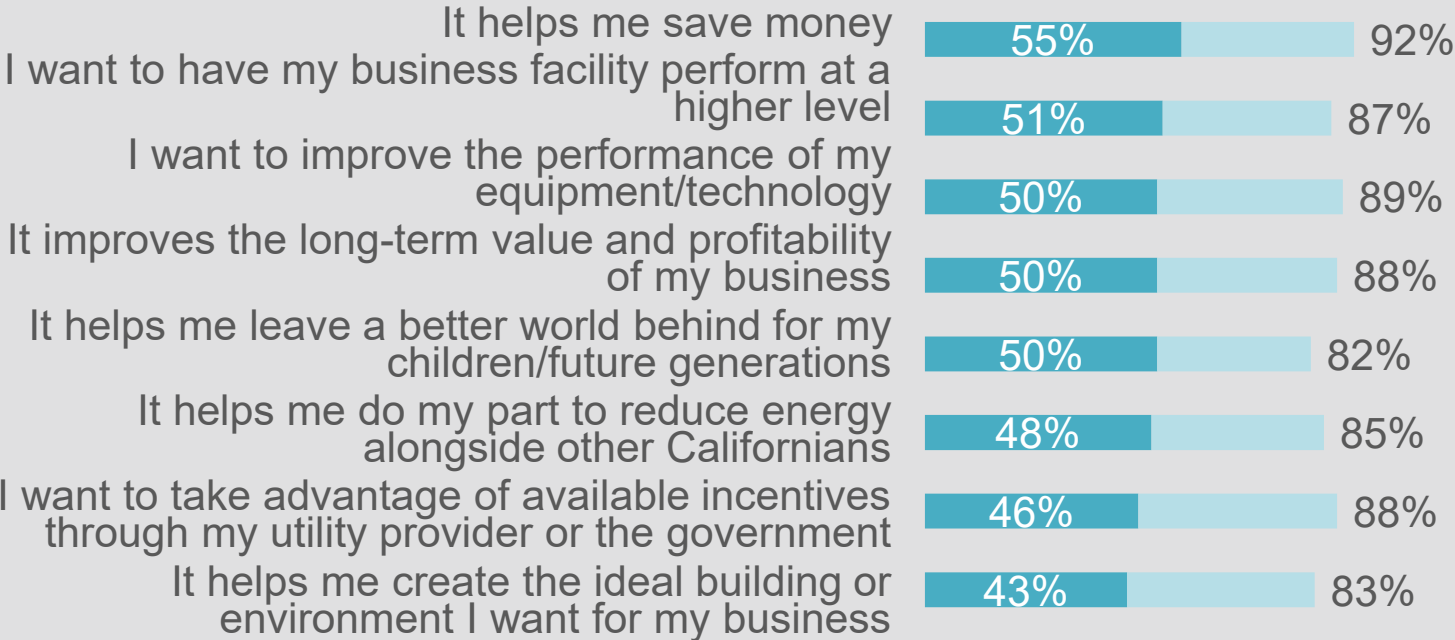
▲ Significantly higher or lower than other responses

A5. To what extent do you agree or disagree with each of the following statements? Among all SMB respondents, 250n.

Lowering costs while increasing business performance are key motivators

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

When considering an energy efficient upgrade, SMB consumers were most motivated by the prospect of saving money and increasing the performance of their business facility, equipment, and technology. This resonates significantly more among businesses that mostly serve their employees at their location, likely as overhead costs are harder to reconcile without any tangible revenue or impact coming in from consumers.



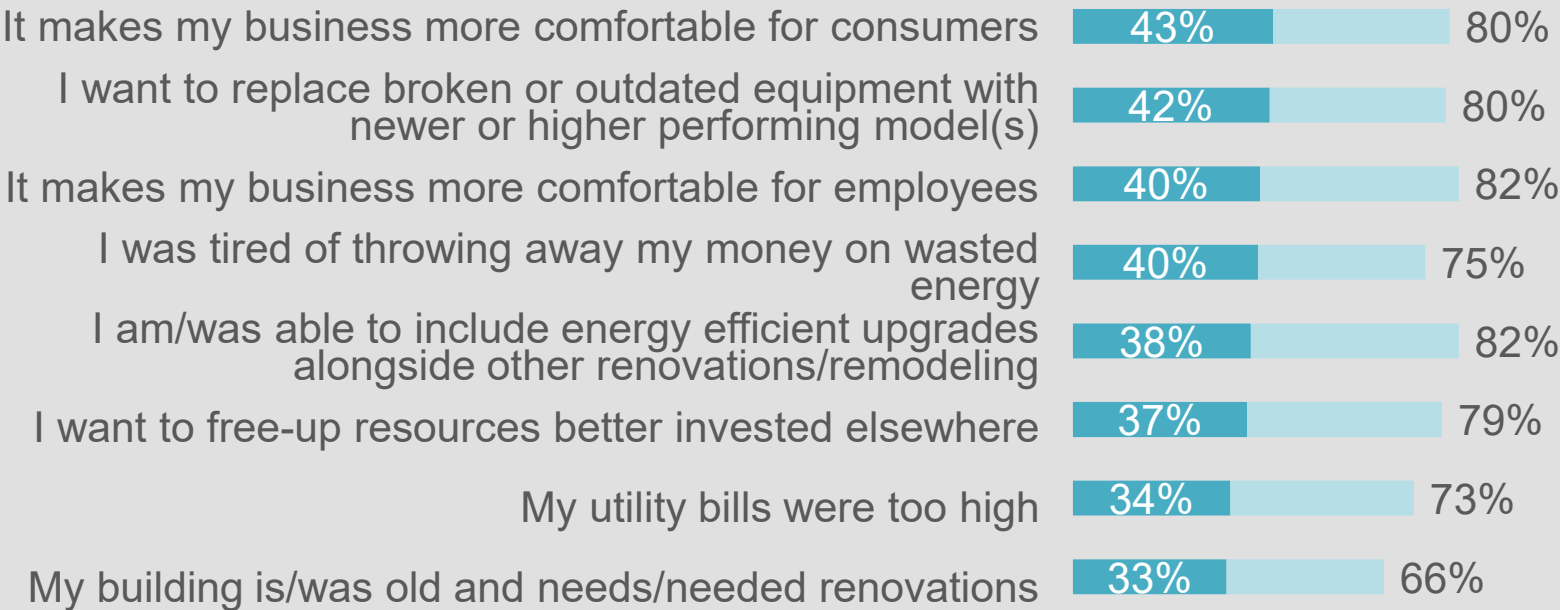
▲ ▼ Significantly higher or lower than other responses

B1. Thinking back to when you first decided to make an energy efficient upgrade, to what extent do you agree or disagree with each of the following statements? Among all SMB respondents, 250n.

Comfort is also a priority among SMB consumers

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

8-in-10 agree that making their business more comfortable for consumers and employees were motivators in their initial consideration process for energy efficient upgrades. This echoes the findings from the qualitative phase, in which “upgrades to make my home more comfortable and safer for me and my family/workers and consumers” was found to be the most relatable among business decision-makers.



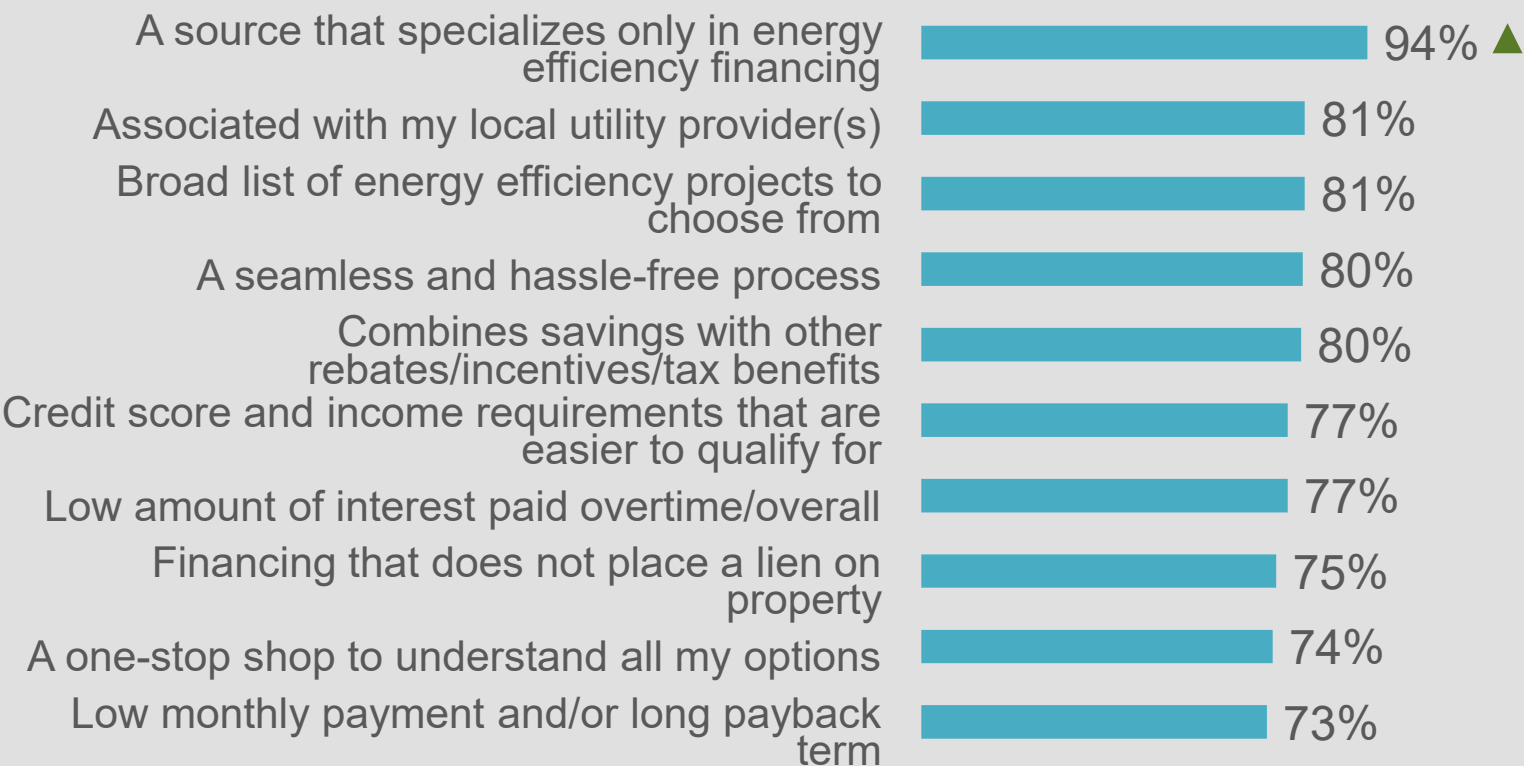
▲ Significantly higher or lower than other responses

B1. Thinking back to when you first decided to make an energy efficient upgrade, to what extent do you agree or disagree with each of the following statements? Among all SMB respondents, 250n.

Unlike residential consumers, a single stop for financing information is much desired

Showing total %s

When it comes to considering energy efficiency upgrades, SMB consumers are seeking peace of mind in the financing process more than the application/qualification, project, and payment processes. There is significant appetite for a trusted source that only specializes in energy efficiency financing; in other words, they are searching for GoGreen Financing.



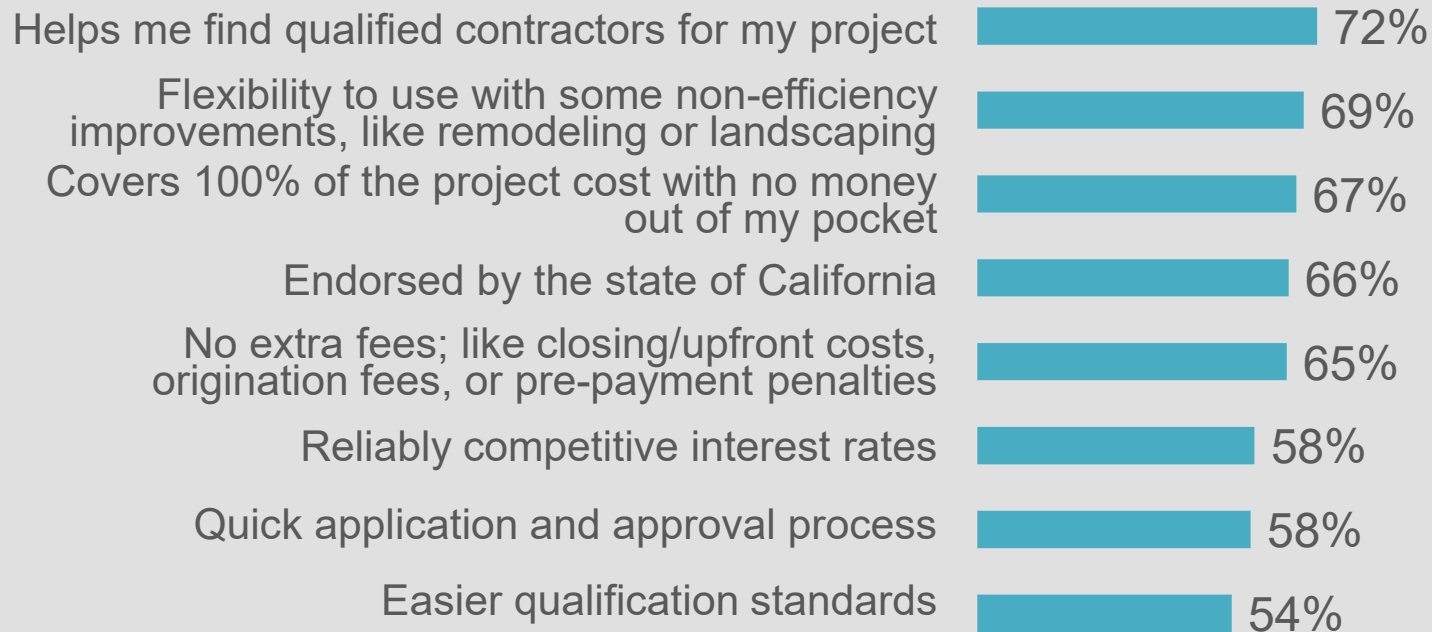
▲ ▼ Significantly higher or lower than other responses

B2. Now thinking about financing or paying for an energy efficient upgrade, what are the 5 most important benefits to you when selecting an energy efficient financing option?
Among all SMB respondents, 250n.

State endorsement and reduced pain points in the qualification process are less important

Showing total %s

Even among consumers that have started searching for financing options, an easier and faster qualification process does not emerge as a top benefit to consider. Over half value state endorsement, but those that have a business location that mostly serves employees are significantly more likely to identify state endorsement as a benefit, suggesting that state-sponsored messaging might be more appealing among this audience.



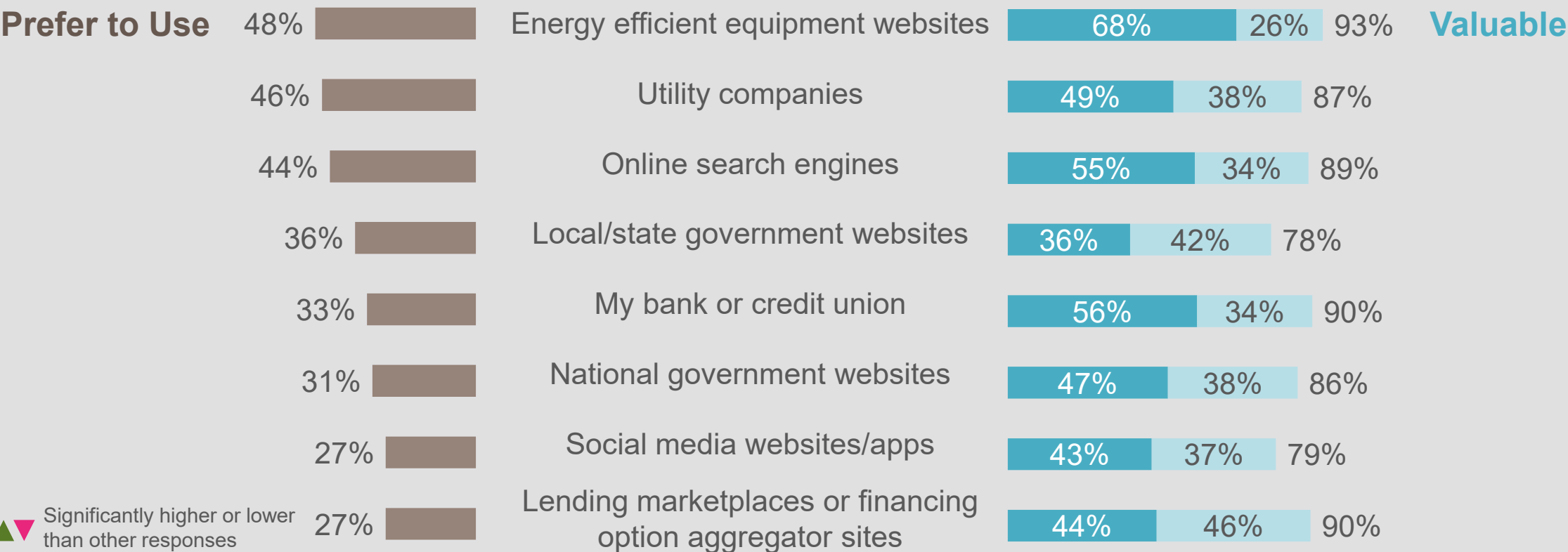
▲ ▼ Significantly higher or lower than other responses

B2. Now thinking about financing or paying for an energy efficient upgrade, what are the 5 most important benefits to you when selecting an energy efficient financing option?
Among all SMB respondents, 250n.

Equipment websites and utility companies lead in sources for financing information

Showing %s ■ Very valuable ■ Somewhat valuable

consumers turn to equipment and utility company websites for financing information, indicative of established mindshare and a preference for convenience. Though local/state government websites fall to the middle of the pack in usage and value, businesses that serve consumers are more likely to find them to be valuable (97%) compared to their counterparts, supporting the need for government-sponsored messaging to be tailored for different business types.

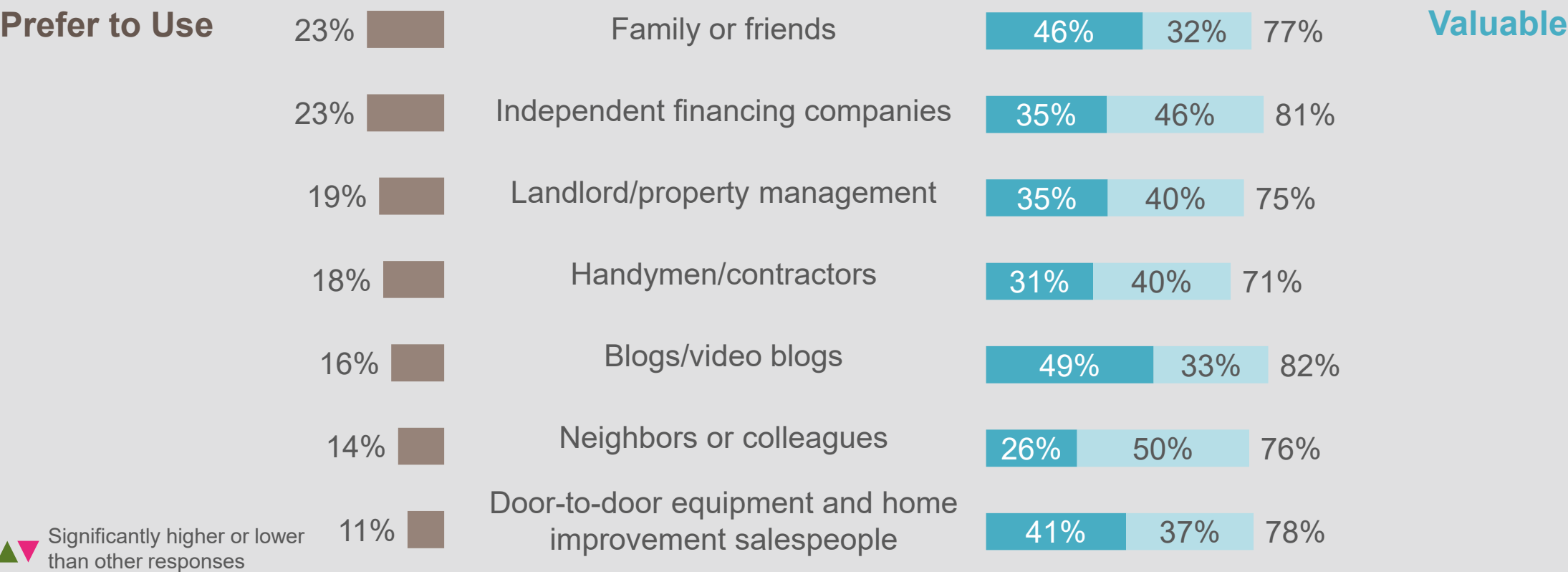


B3. When it comes to finding information about financing or paying for energy efficient upgrades, which of the following resources would you say you prefer to use or refer to? / B4. And how valuable would you say each of the following are as sources of information for financing or purchasing energy efficient upgrades? Among all SMB respondents, 250n.

Also seen in the research journey, others' opinions are rarely consulted but still valuable

Showing %s ■ Very valuable ■ Somewhat valuable

Expanding on the previous phase of qualitative research, landlords and contractors not only play a small role in the financing experience but are also seen as less valuable compared to other sources, affirming that landlords and contractors are not viable referrals to GoGreen Financing's programs.

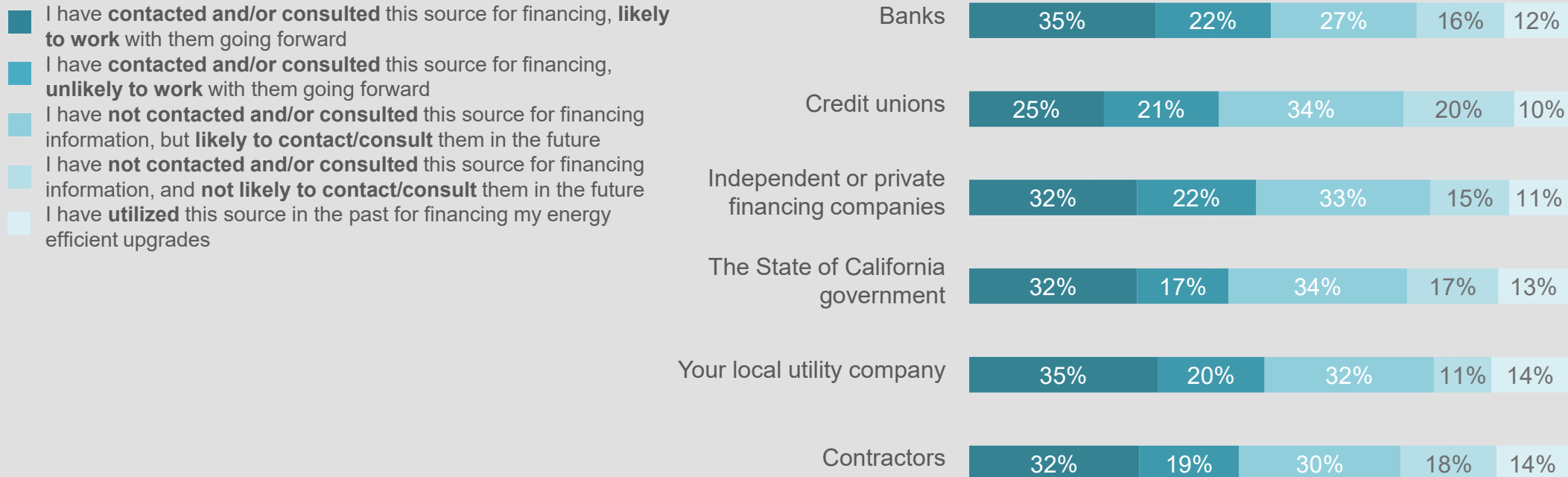


B3. When it comes to finding information about financing or paying for energy efficient upgrades, which of the following resources would you say you prefer to use or refer to? / B4. And how valuable would you say each of the following are as sources of information for financing or purchasing energy efficient upgrades? Among all SMB respondents, 250n.

Banks and utility companies are most likely to be consulted or contacted

Showing %s

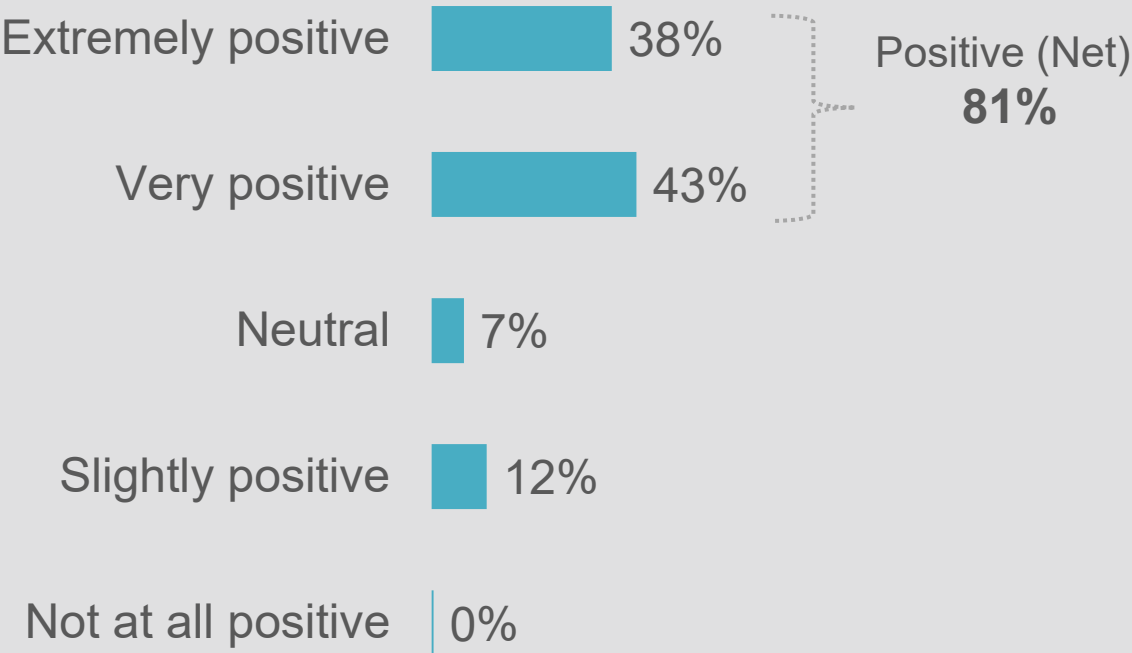
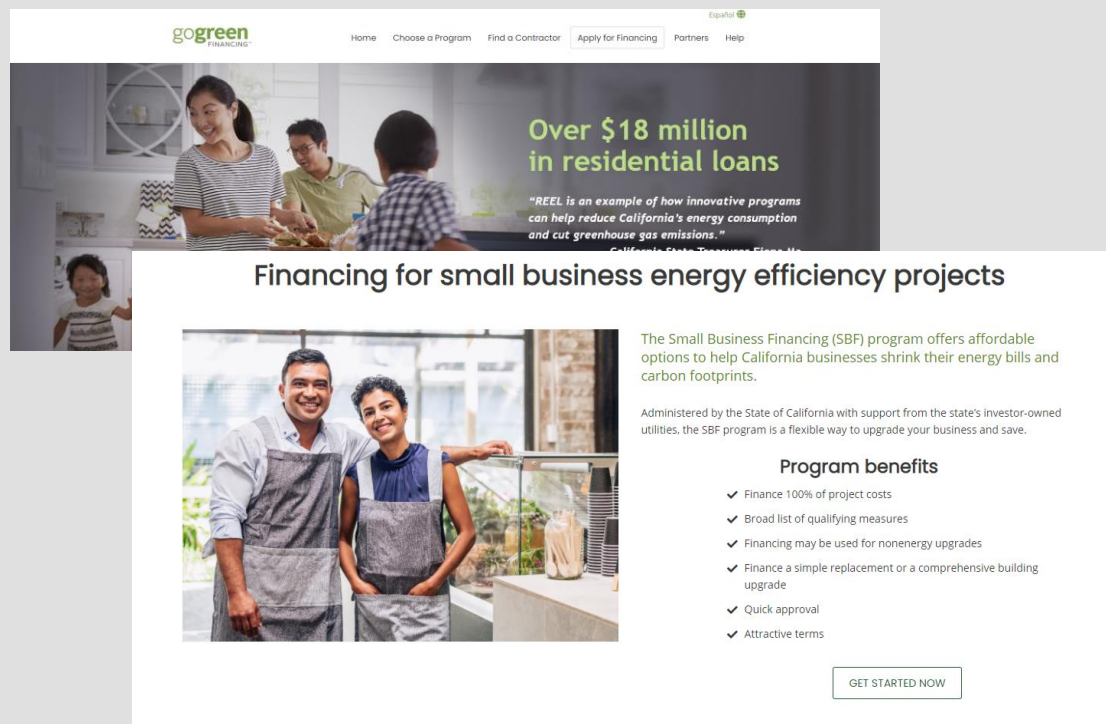
Over 6-in-10 SMB consumers have consulted or are likely to consult their bank or utility company for financing, again demonstrating that the convenience and existing relationships of these sources are essential to energy efficient financing as well. These entities would provide the greatest opportunity for GoGreen Financing to build awareness and support usage.



After seeing GoGreen Financing, 4-in-5 SMB consumers have a positive impression of the website

Showing %s

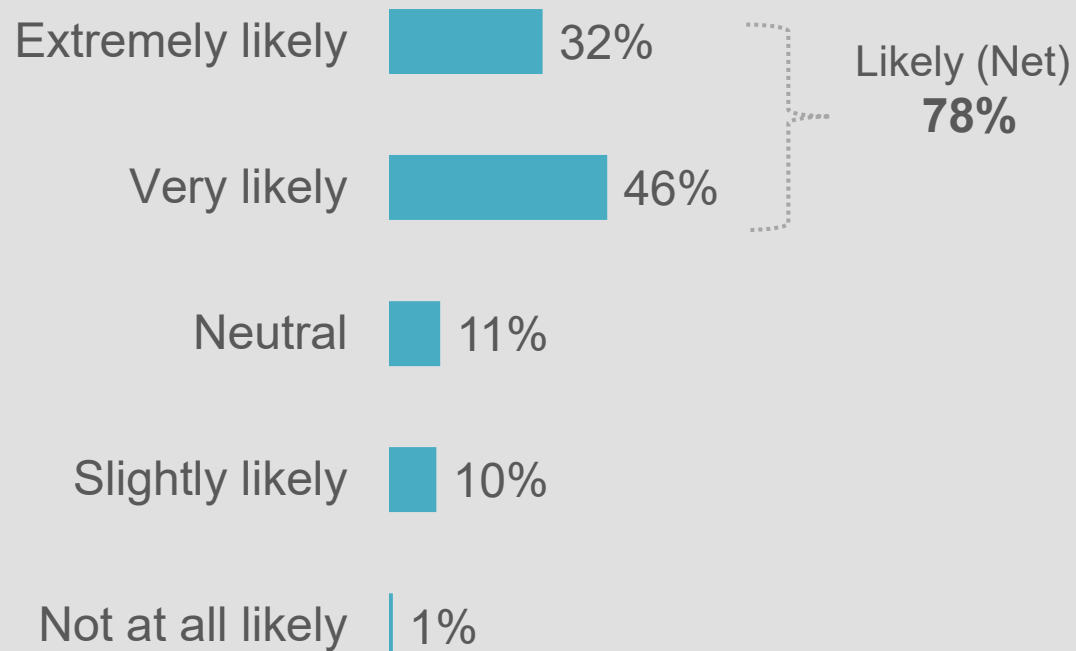
Overall, SMB consumers view GoGreen Financing in a positive light after reviewing screenshots of the website. However, those that have not yet started looking for financing firms are less enthusiastic, with 58% having a positive impression of the program. Greater differentiation might be needed to make a better impression as these consumers are less familiar with the category.



Nearly 4-in-5 SMB consumers would consider the program for their next upgrade

Showing %s

Similar to their overall impression of GoGreen Financing, those that have not yet started looking into financing are relatively less enthusiastic about considering the program; 3-in-5 (58%) in this group are extremely likely to consider GoGreen Financing compared to at least 4-in-5 for those further along the financing journey.



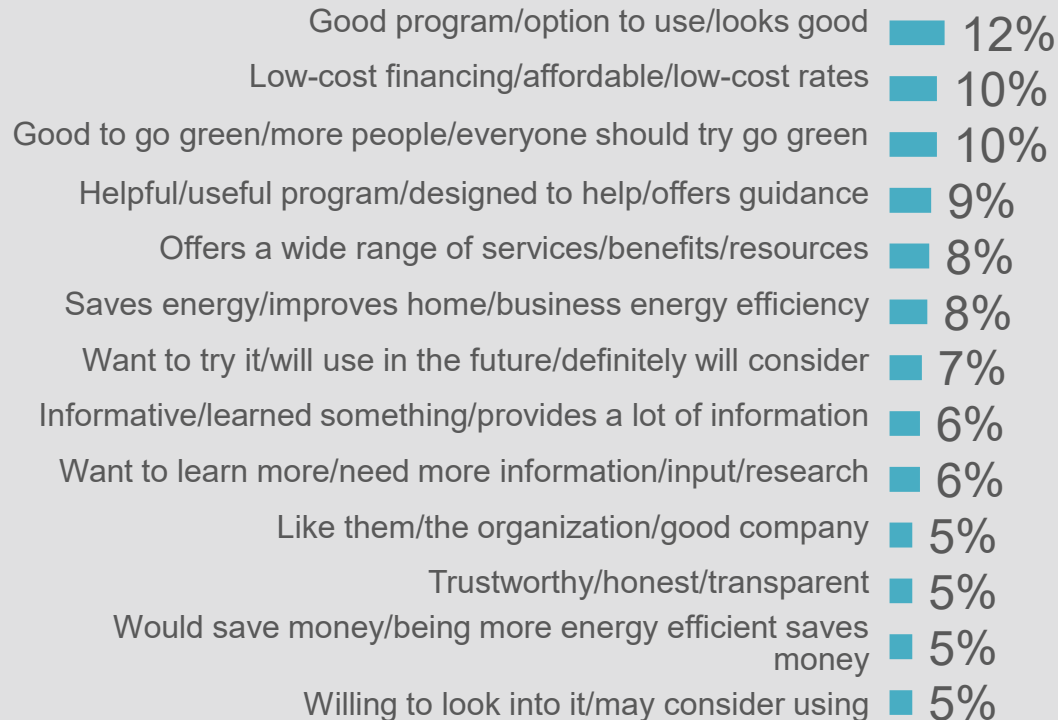
Aside from their current financing stage, there are little to no significant differences between SMB consumers' likelihood to consider GoGreen Financing.

This suggests that the program is **quite well-received** across the surveyed regions and various types of SMBs.

The expertise and affordability of GoGreen Financing shine through

Showing mentions 5% or higher from SMB open ends for reasons for considering GoGreen Financing

SMB consumers are quick to note that GoGreen Financing seems like a good program overall, citing attractive financing terms and that the program fits and understands the needs of a small business.



"I like their terms and they seem to be transparent when it comes to their offerings. I would need to compare them to my bank to so if they are the right choice."

Male, 35-44,
Inland Empire,
\$3<\$5M

"Seems pretty ideal to target the exact needs of my small business and personal needs to tackle upgrades to save money and save energy without a bunch of red tape."

Male, 55-64,
Superior California,
\$1M<\$1.5M

The program is also perceived to be trustworthy and can empower them to make upgrades

"It seems like a reliable and trustworthy website that provides a lot of information that can assist me in improving the building for all workers and consumers."

Female, 25-34,
Orange County,
\$500K<\$1M

"This gives me more opportunities to learn about energy upgrades that I have wanted."

Female, 25-34,
San Francisco Bay
Area, \$5M+

"They seem very knowledgeable and easy to use, [with] seamless processes and easy qualification structures."

Male, 25-34, Los
Angeles County,
\$1.5M<\$3M

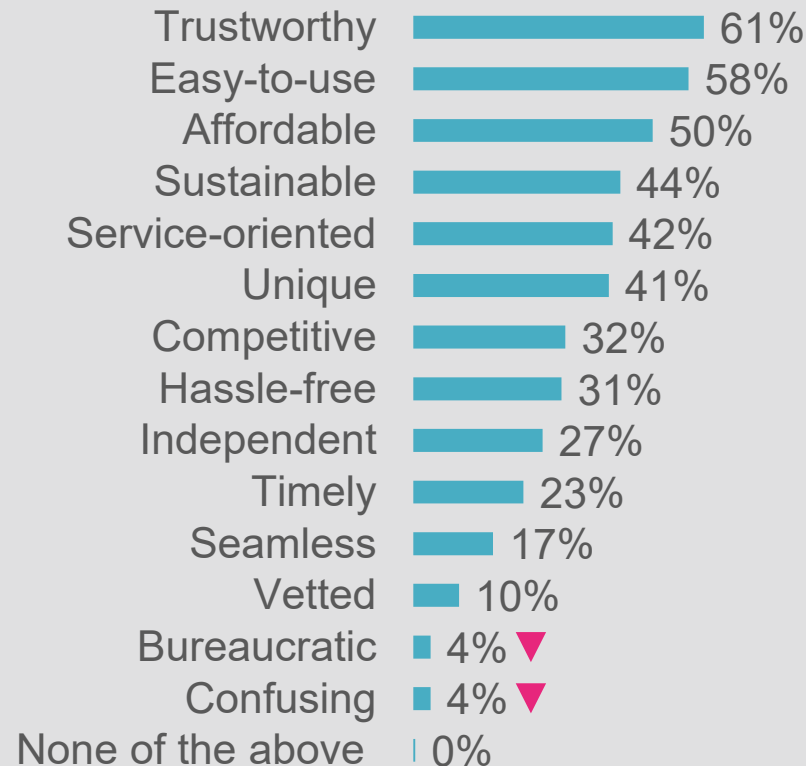
"It is aggregating financing options [among] chartered and licensed lenders. That's a trust factor I can piggy back on. I will consider them."

Male, 35-44, San
Diego-Imperial,
\$1M<\$1.5M

Capitalize on trust and ease to attract prospective business consumers

Showing total %s

Despite the website's affiliation with multiple agencies, consumers do not associate GoGreen Financing with being *bureaucratic* or *confusing*. *Trustworthy* and *easy-to-use* float to the top among SMB consumers; this is a valuable foundation for program building given that this association still emerges among non-customers of the program.



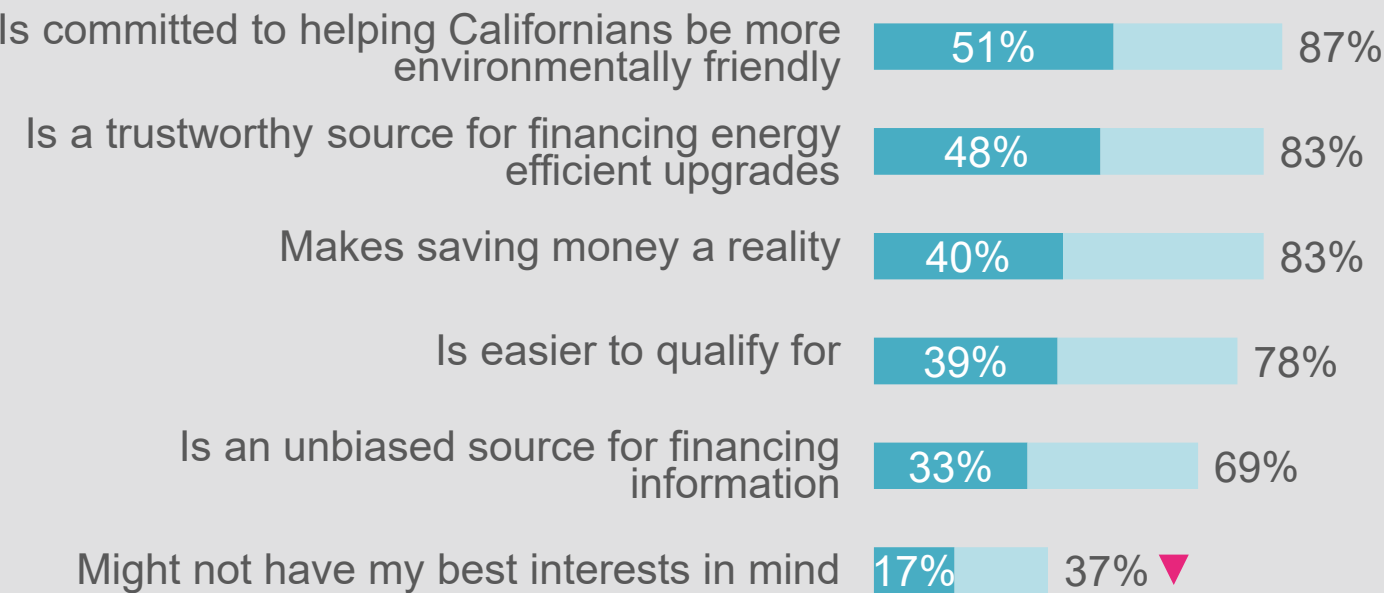
▲ ▼ Significantly higher or lower than other responses

C4. Which of the following traits do you associate with GoGreen Financing? Among all SMB respondents, 250n.

Consumers agree the GoGreen Financing is committed to sustainability and affordability

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

1-in-2 (51%) SMB consumers strongly agree that the program is committed to helping Californians be more environmentally friendly and that it is a trustworthy source for financing, indicative of program positioning and messaging that resonates well. Less than 2-in-5 (17%) agree that GoGreen Financing might not have their best interests in mind, signaling that there still is opportunity to further gain prospects' trust through messaging.

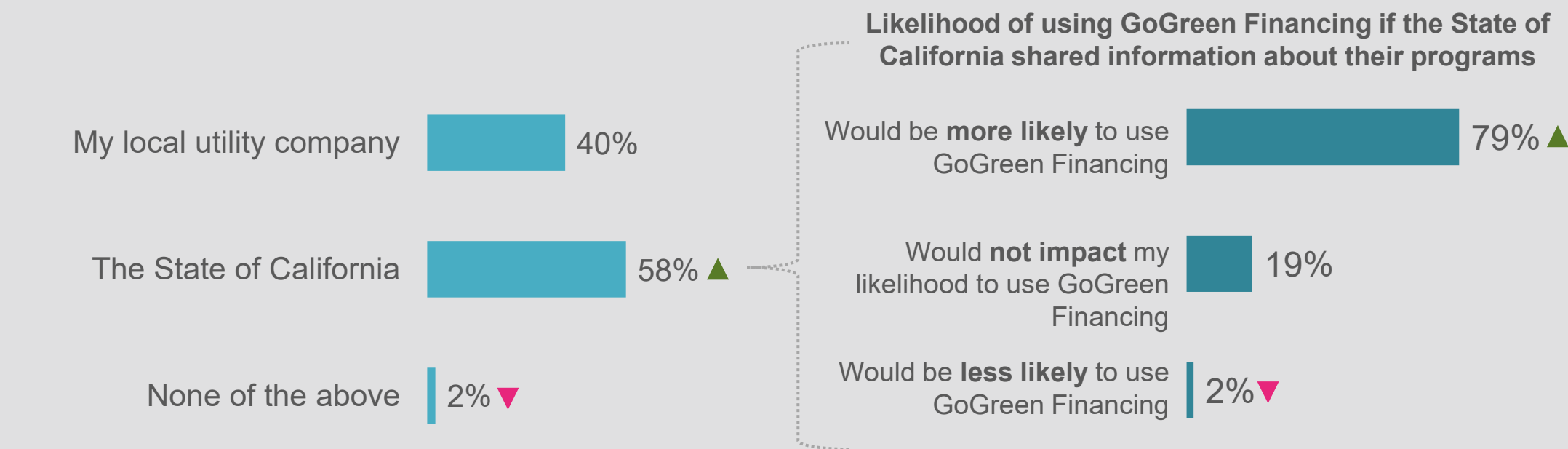


▲ ▼ Significantly higher or lower than other responses

Consumers are more likely to look to the state for financing information

Showing total %s

Over half (58%) of SMB consumers are likely to look into the State of California for financing information, translating into a high likelihood of using GoGreen Financing if the state shared information about their programs.



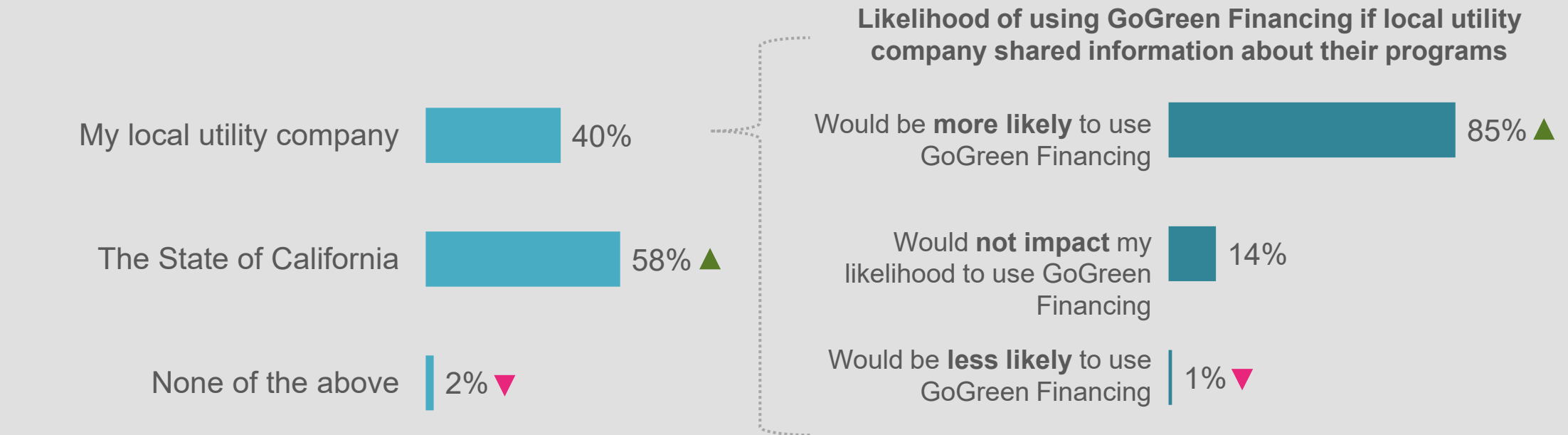
▲ ▼ Significantly higher or lower than other responses

C5. When you think about receiving information for energy efficient financing programs, which of the below sources would make you more likely to look into a financing program? / Knowing that the State of California administers GoGreen Financing and may share information with you about the programs available there, which of the below statements would best describe your likelihood of using GoGreen Financing in the future? Among all SMB respondents, 250n.

However, they are more likely to use GoGreen Financing if info shared by their local utility

Showing total %s

Though consumers may find the state has greater credibility, local utility companies are consulted during the research and financing journey and as a result, are more associated with the financing process than the State of California. These existing associations and consumer relationships contribute to a higher likelihood of using GoGreen Financing if their local utility company shared information about its programs.



▲ Significantly higher or lower than other responses

C5. When you think about receiving information for energy efficient financing programs, which of the below sources would make you more likely to look into a financing program? / C6. Knowing that your local utility company supports GoGreen Financing and may share information with you about the programs available there, which of the below statements would best describe your likelihood of using GoGreen Financing in the future? Among all SMB respondents, 250n.

While all program names have positive associations, ‘GoGreen Small Business Financing’ is most associated with *affordability*

Showing open-end responses

Given that the affordability of GoGreen Financing shines through when asked why consumers are likely/unlikely to consider the program for financing, the name ‘GoGreen Small Business Financing’ is an opportunity to lean into this perception to better attract prospects.

Small Business Financing (SBF) Program	GoGreen Small Business Financing	GoGreen Small Business	GoGreen Commercial Financing	GoGreen Business
Reliable	Easy	Helpful	Big/big business	Unique
Helpful	Affordable	Support	Trust	Green/sustainable

‘GoGreen Small Business Financing’ takes the lead as a name that generates interest

Showing %s

Over 9-in-10 (94%) note that the name ‘GoGreen Small Business Financing’ interests them to learn more about the program, closely followed by ‘GoGreen Small Business’ (93%). The term “small business” is a key attraction point as it suggests an understanding of and potential tailoring towards the unique needs of small business decision-makers.

	Small Business Financing (SBF) Program	GoGreen Small Business Financing	GoGreen Small Business	GoGreen Commercial Financing	GoGreen Business
This sounds like a program I'd definitely want to learn more about.	52%	59%	57%	51%	50%
This sounds like a program I'd probably want to learn more about.	36%	34%	36%	33%	37%
This sounds like a program I do not really want to learn more about.	12%	6%	7%	16%	13%

▲ ▼ Significantly higher or lower than other responses

C12. For each name, please tell us if it interests you enough to learn more about the program. Among all SMB respondents, 250n.

04

Residential Findings

Homeowners are knowledgeable of a variety of different energy efficient upgrades

When asked about what “energy efficient upgrades” reminds them of, residential consumers demonstrate familiarity with multiple types of energy efficiency upgrades, ranging from LED lightbulb to appliances. Like the qualitative phase, solar panels continue to come up frequently in the quantitative phase, as they are associated with energy efficiency. As a result, GoGreen Financing has the potential to transform this familiarity and knowledge into a *need state*.

“I think of refrigerators, washer dryer's, heating systems, air conditioning and other major appliances in the home that utilize less energy or are energy efficient.”

Female, 65+,
San Diego - Imperial,
\$75K<\$100K

“LED lighting, variable speed pool pump, solar, energy efficient appliances.”

Male, 35-44,
Southern San Joaquin Valley,
\$150K<\$200K

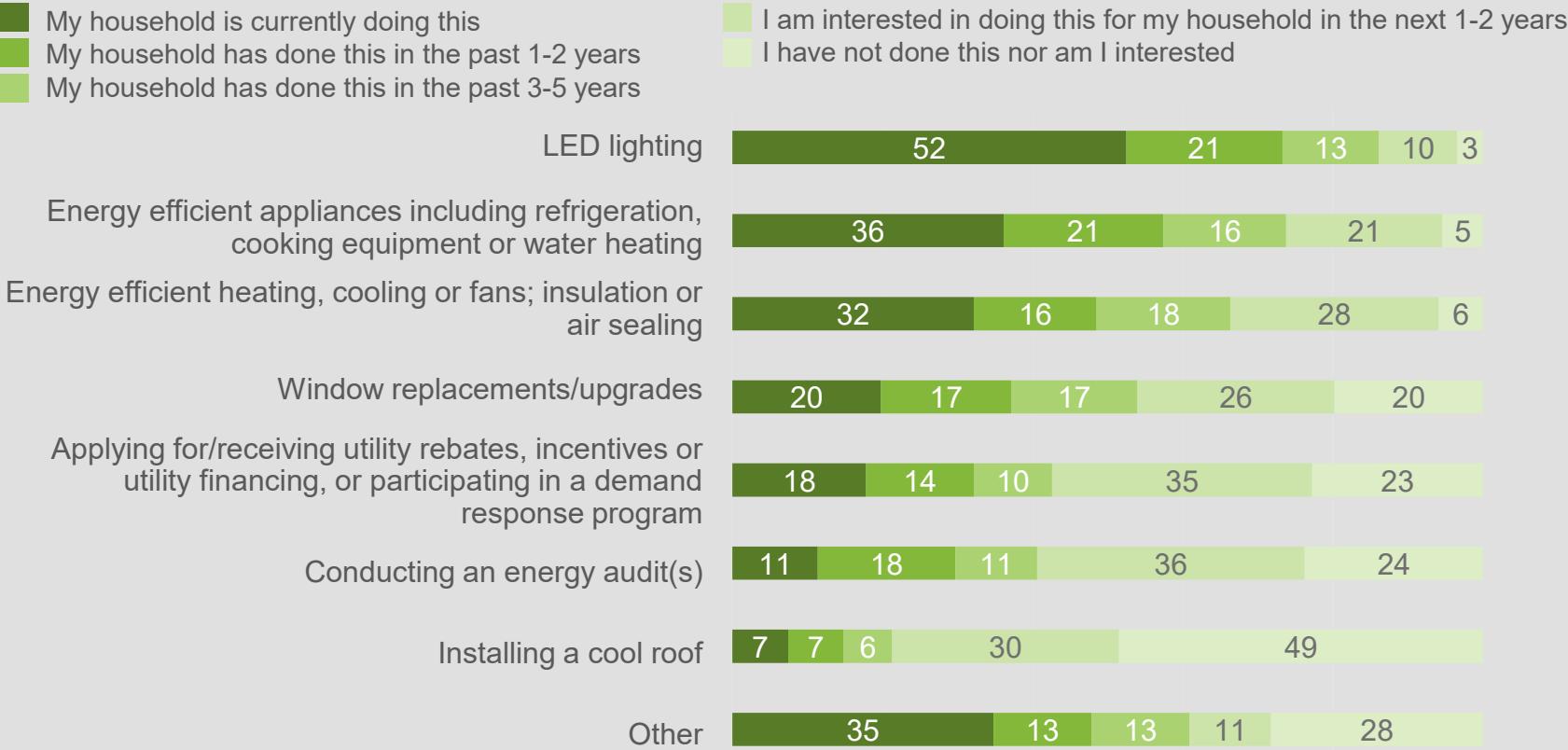
“I think of upgrading your appliances to energy efficient options so they use less energy to function and cost less money to run. I think of switching your electricity to go green and use solar or wind energy.”

Female, 25-34,
Los Angeles County,
\$75K<\$100K

Smaller-scale physical upgrades are more common than financing

Showing %s

Homeowners are likely to be currently completing or have previously completed upgrades on lighting, appliances, and HVAC systems. However, just under 1-in-4 state (23%) that they are applying for or receiving utility rebates – this suggests an opportunity to educate on the value of utility rebates and financing, all to help drive traffic to the GGF Website.

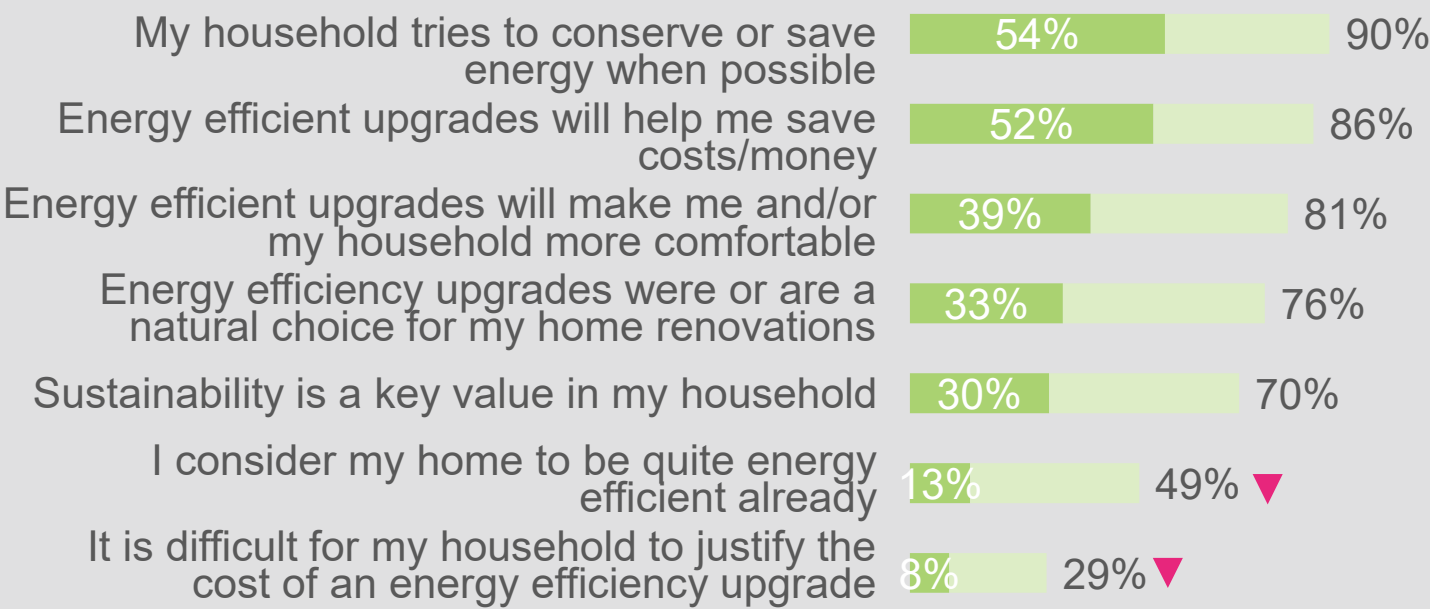


S14. To what extent has your household engaged in the following energy efficiency projects or upgrades? Among all Residential respondents, 202n.

1-in-2 homeowners see potential for improving their home's energy efficiency

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

With 9-in-10 homeowners demonstrating an intent to conserve energy, there is a gap between the energy efficiency performance they desire and their home's actual energy efficiency performance. This points to an opportunity to encourage homeowners to increase the energy efficiency of their homes and simultaneously provide information for the GGF Website.



▲ ▼ Significantly higher or lower than other responses

A2. To what extent do you agree or disagree with the following statements when it comes to your home? Among all Residential respondents, 202n.

Utility companies are referred to and valued as a source for energy efficiency information

Showing %s ■ Very valuable ■ Somewhat valuable

Although homeowners refer to a variety of formal and informal sources, a majority indicate a preference towards utility companies and over 9-in-10 (93%) indicate they find this source valuable. For GoGreen Financing, there is a valuable opportunity to utilize this channel to promote the program and its financing options to residential consumers.



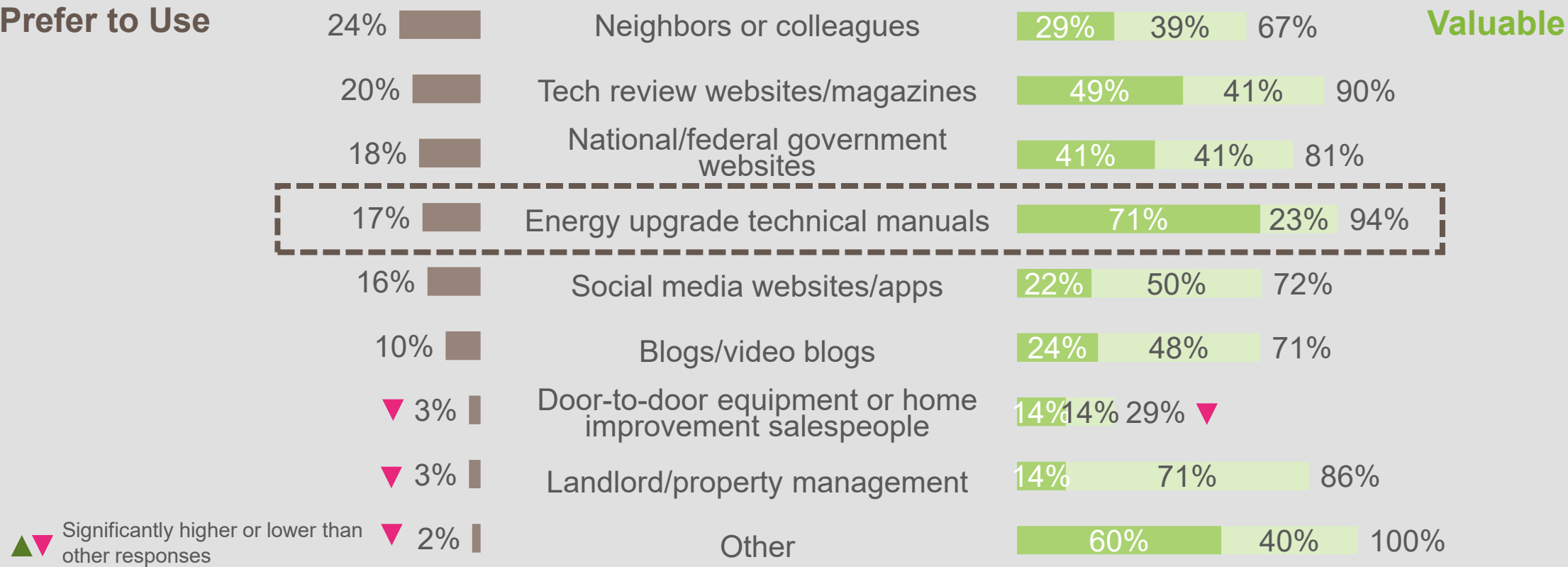
▲ ▼ Significantly higher or lower than other responses

A3. When it comes to finding information about what equipment to purchase relating to energy efficiency upgrades, which of the following resources would you say you prefer to use or refer to? / A4. And how valuable would you say each of the following are as sources of equipment or information for energy efficient upgrades? Among all Residential respondents, 202n.

Although less commonly utilized, great value is found among more technical sources

Showing %s ■ Very valuable ■ Somewhat valuable ■ ■ Sig. higher/lower than all other subgroups

Less than 2-in-10 (17%) refer to energy upgrade technical manuals, however, among homeowners that do, 7-in-10 (71%) find them **very valuable**. This demonstrates an under-utilization of valuable sources for GoGreen Financing to capitalize on in future communications.

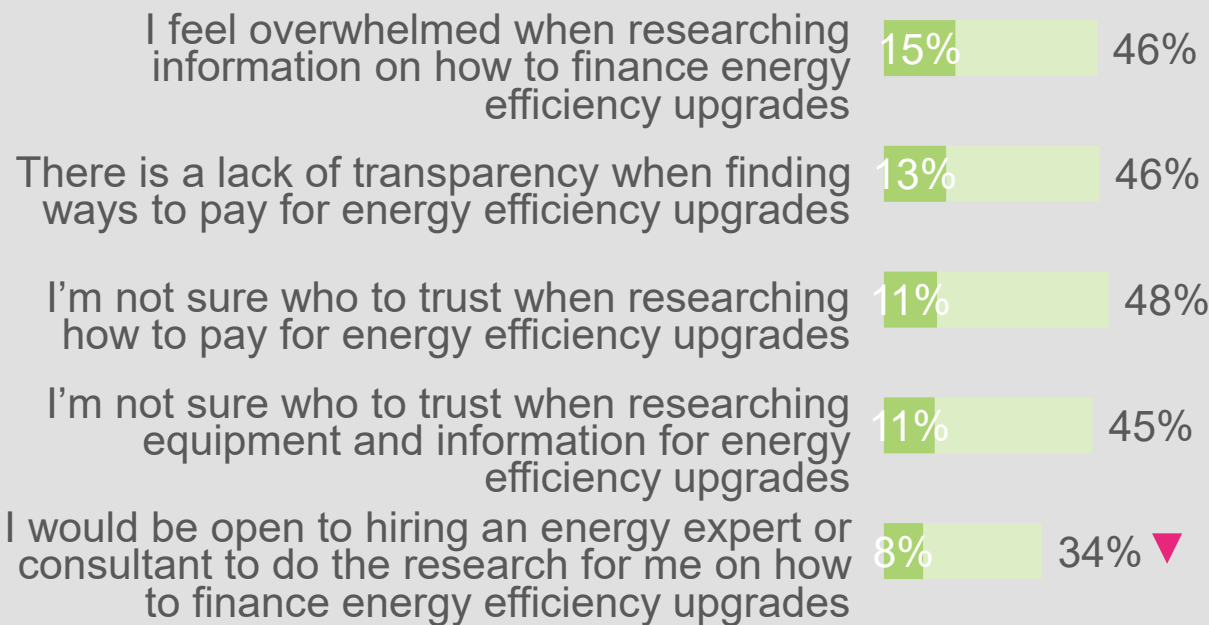


A3. When it comes to finding information about what equipment to purchase relating to energy efficiency upgrades, which of the following resources would you say you prefer to use or refer to? / A4. And how valuable would you say each of the following are as sources of equipment or information for energy efficient upgrades? Among all Residential respondents, 202n.

On the contrary, energy efficiency experts are less valued

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

Almost half of homeowners demonstrate negative affect towards researching energy efficient upgrades and financing options, and mention being overwhelmed and distrustful. In spite of this, hiring an energy expert or consultant is not viewed as a solution they currently consider.



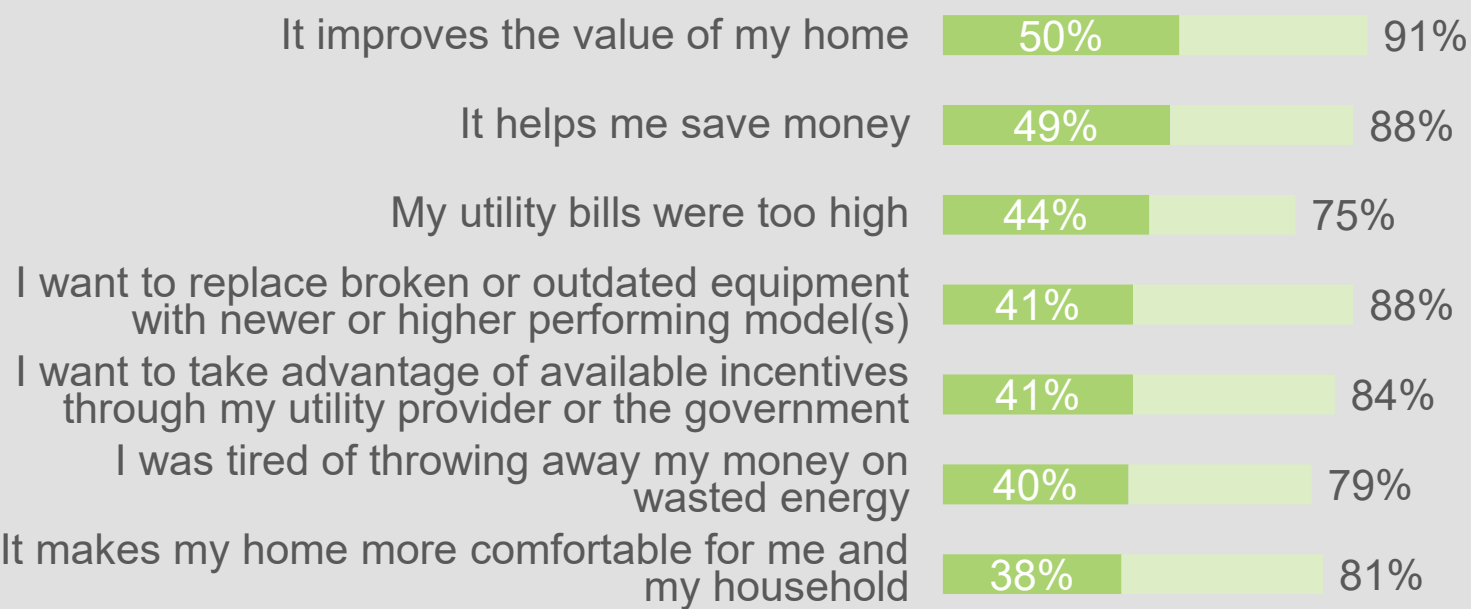
▲ ▼ Significantly higher or lower than other responses

A5. To what extent do you agree or disagree with each of the following statements? Among all Residential respondents, 202n.

Financial benefits are key motivators behind energy efficient upgrades

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

To similar degrees across different household incomes and financing experiences, the top 6 reasons why homeowners initially sought energy efficient upgrades revolve around saving money or improving the value of their home.



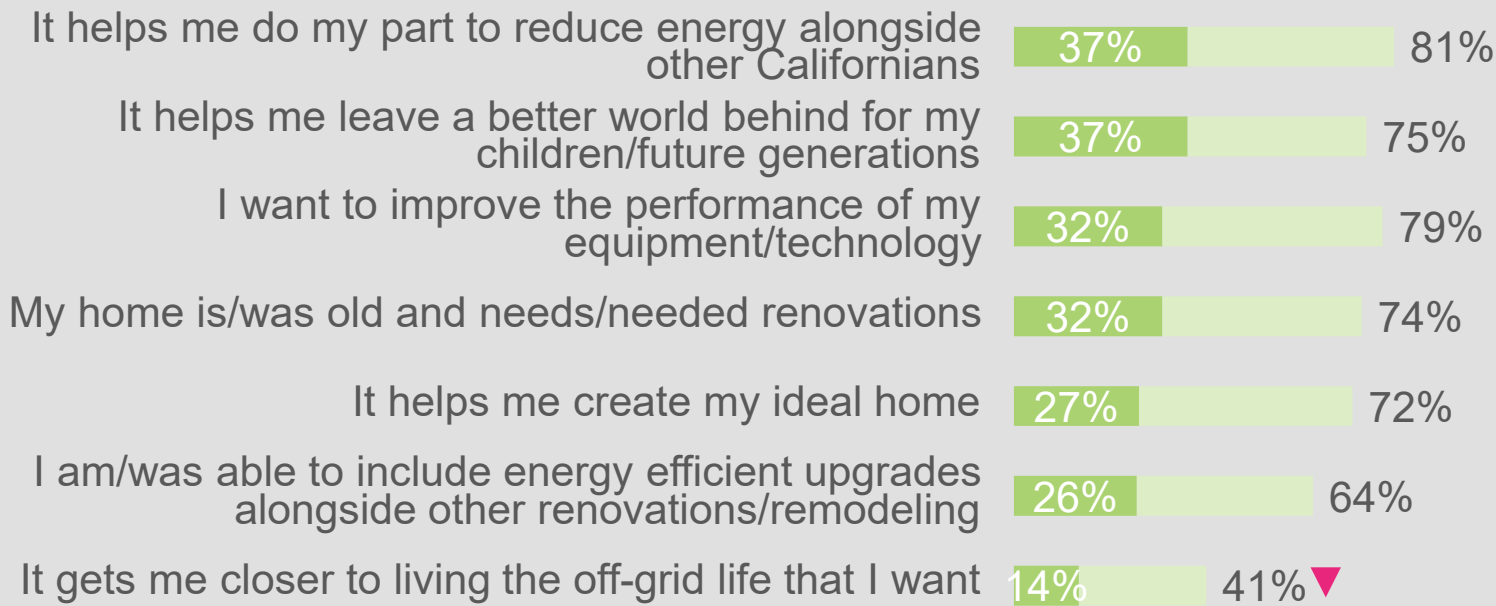
▲ ▼ Significantly higher or lower than other responses

B1. Thinking back to when you first decided to make an energy efficient upgrade, to what extent do you agree or disagree with each of the following statements? Among all Residential respondents, 202n.

However, residential consumers are also keen to make upgrades to do their part

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

Though they resonate less strongly compared to financial motivators, residential consumers overall agree that they decided to make an energy efficient upgrade to do their part in reducing energy and leaving a better world behind for future generations. Understandably, those with kids at home are significantly more likely to agree (90%) that they are motivated to leave a better world behind for future generations compared to their counterpart (76%).



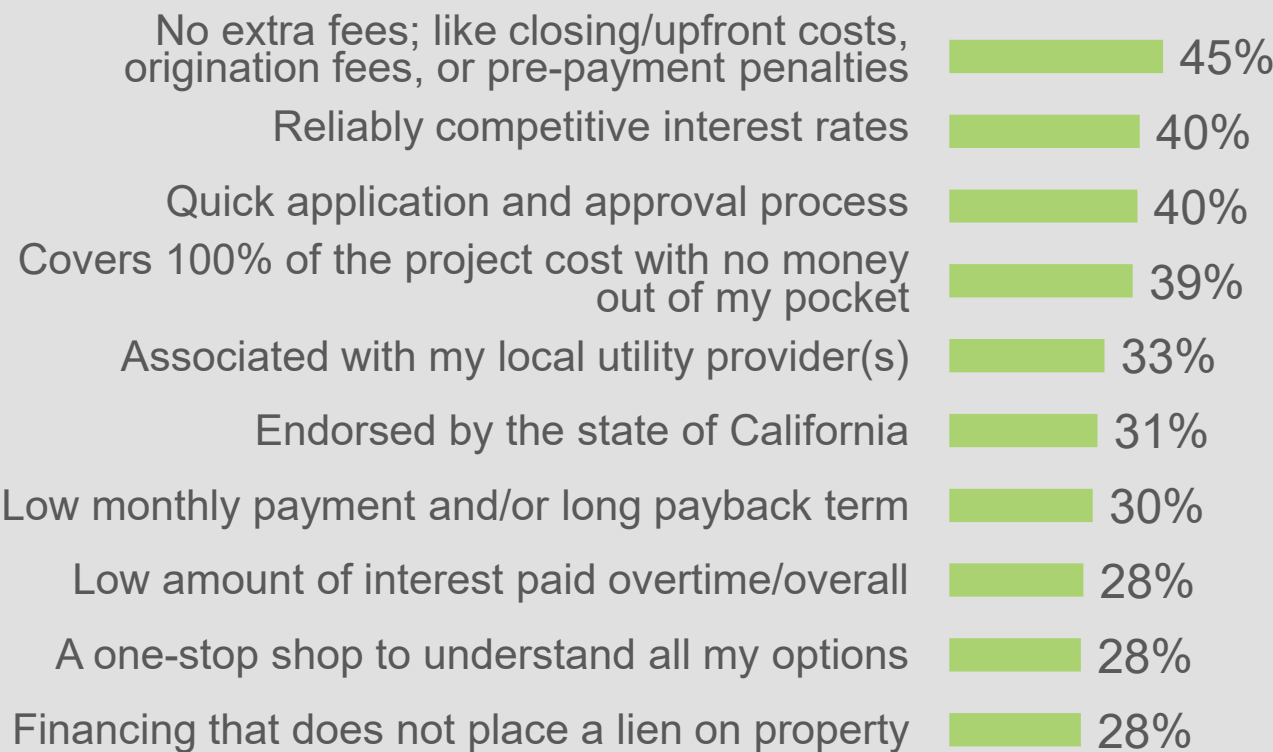
▲ ▼ Significantly higher or lower than other responses

B1. Thinking back to when you first decided to make an energy efficient upgrade, to what extent do you agree or disagree with each of the following statements? Among all Residential respondents, 202n.

Nearly 1-in-2 seek financing options with no extra fees

Showing total %s

Aside from finding a financing program without fees, there is little consensus on the most important benefits to residential consumers when selecting a energy efficiency financing option. This allows GoGreen Financing to present itself as the “best option” across multiple criteria to ensure maximum appeal across residential consumers.



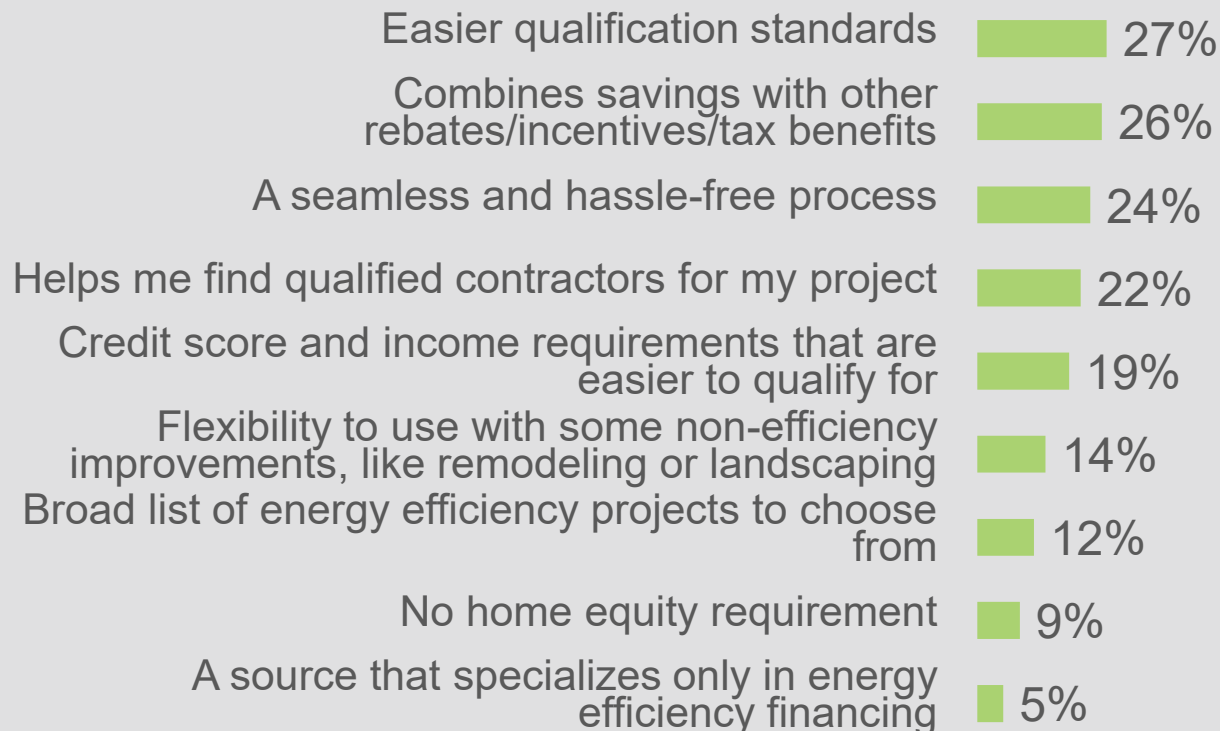
▲ ▼ Significantly higher or lower than other responses

B2. Now thinking about financing or paying for an energy efficient upgrade, what are the 5 most important benefits to you when selecting an energy efficient financing option?
Among all Residential respondents, 202n.

A specialized source is not desired among homeowners

Showing total %s

Similar to their lack of appetite for an energy efficient financing expert, residential consumers are not seeking a source that only specializes in energy efficient financing. They are also less interested in the flexibility of the financing program and its qualification standards, suggesting that the absence of extra fees is sufficient to enter their realm of consideration.



▲▼ Significantly higher or lower than other responses

B2. Now thinking about financing or paying for an energy efficient upgrade, what are the 5 most important benefits to you when selecting an energy efficient financing option?
Among all Residential respondents, 202n.

Utility companies remain as a preferred and valued source for financing information

Showing %s ■ Very valuable ■ Somewhat valuable

Consistent with their research preferences for energy efficient equipment and upgrades, homeowners turn to their utility companies for information on financing their energy efficient upgrades. This highlights the ability of this channel to reach consumers at varying stages in their research and energy efficient upgrade journey.

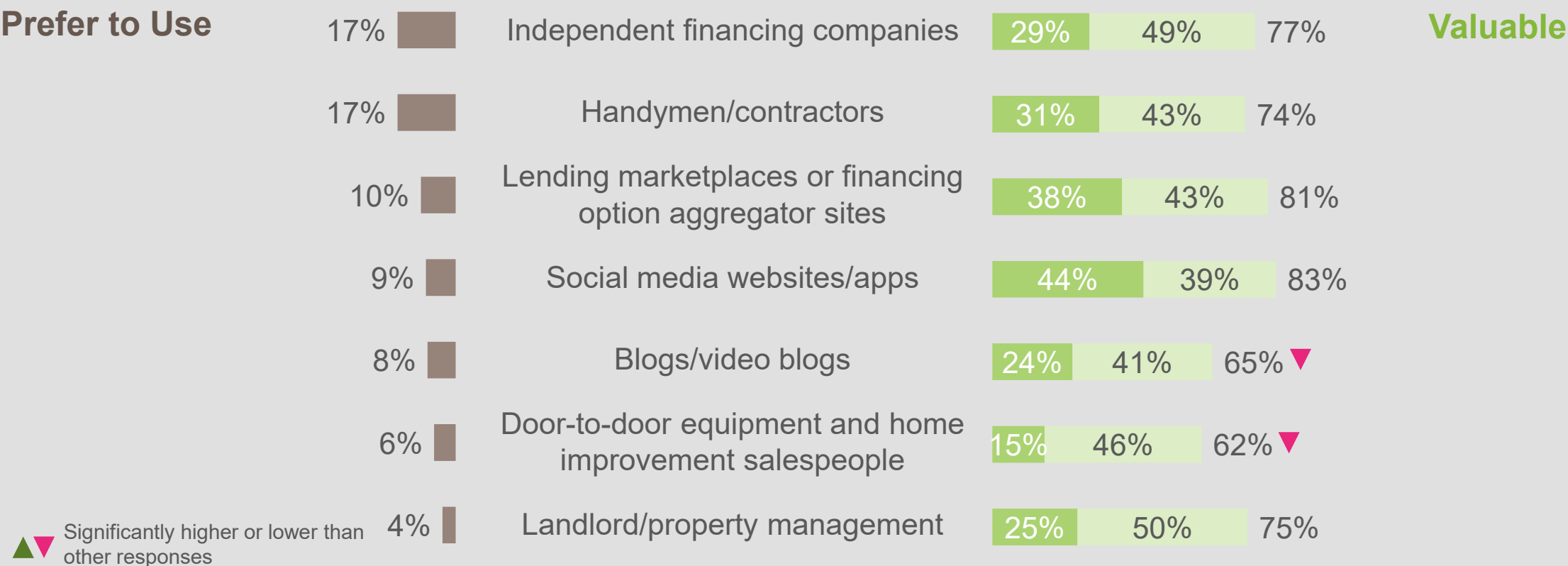


B3. When it comes to finding information about financing or paying for energy efficient upgrades, which of the following resources would you say you prefer to use or refer to? / B4. And how valuable would you say each of the following are as sources of information for financing or purchasing energy efficient upgrades? Among all Residential respondents, 202n.

Salespeople and landlords are rarely consulted

Showing %s ■ Very valuable ■ Somewhat valuable

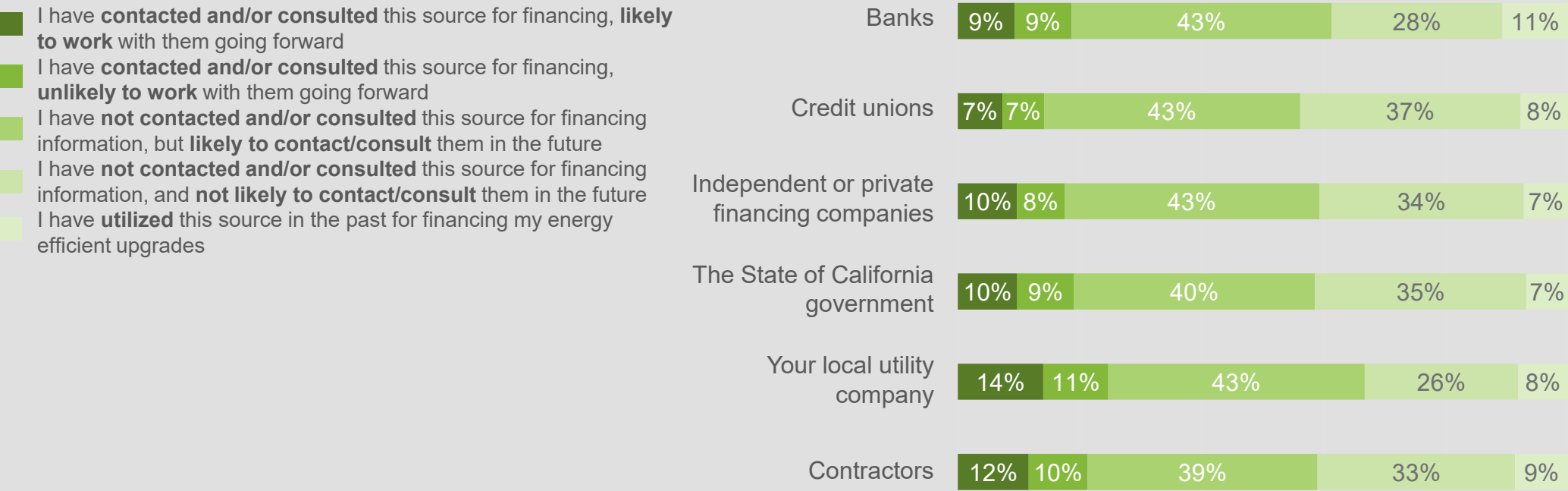
This is consistent with findings from the qualitative research where contractors and landlords did not play a big role in consumers' financing journey, and therefore, are not viable referrals to GoGreen Financing's programs.



Homeowners do not show a strong preference to a particular organization for financing

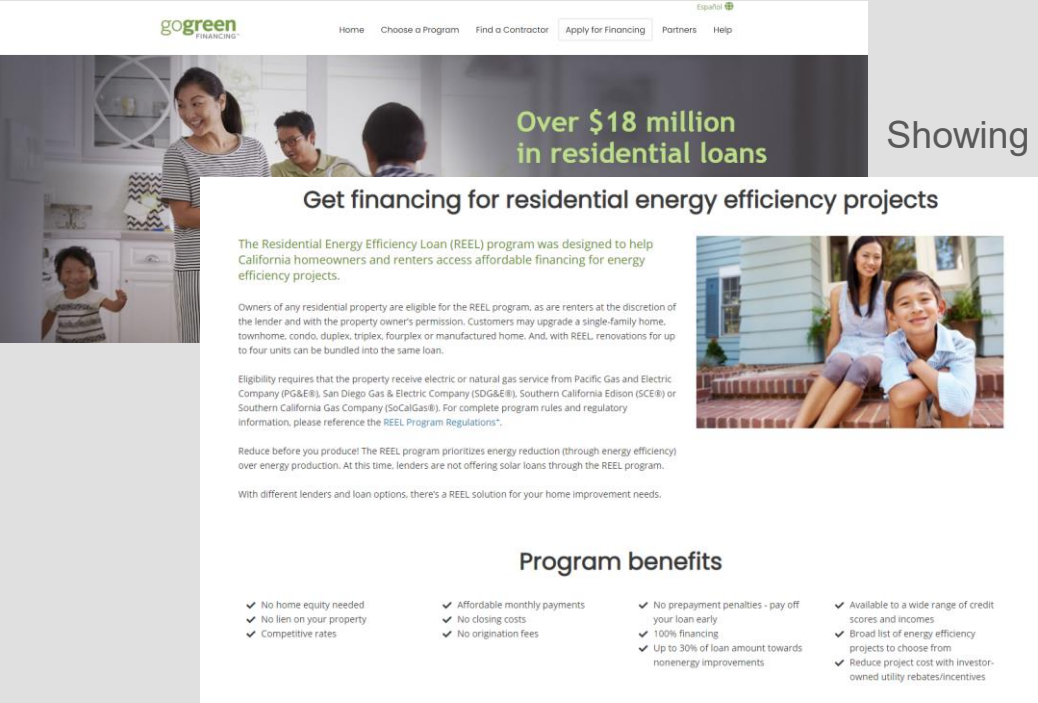
Showing %s

Local utility companies show a minor lead in having been contacted or consulted in the past. However, among all six listed organizations, homeowners show similar previous relationships and/or likelihood of consulting/working with them in the future, painting a rather competitive landscape for residential financing.

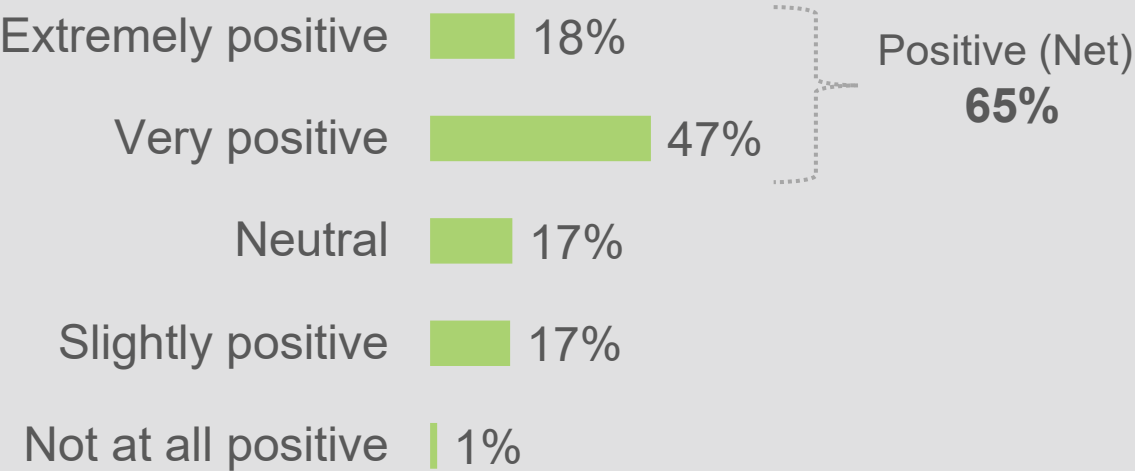


A majority of homeowners show a positive impression of GoGreen Financing after seeing the website images and description

Overall, over 6-in-10 (65%) have a positive impression of GoGreen Financing. When looking at consumers with kids at home, this jumps to just over 7-in-10 (73%). Perhaps this significant difference can be attributed to the children shown in the website screenshots, shaping how the message resonates.



Showing %s



	W/kids at home	W/o kids at home
Positive (Net)	73% ▲	60%
Extremely Positive	13%	21%
Very Positive	60% ▲	39%

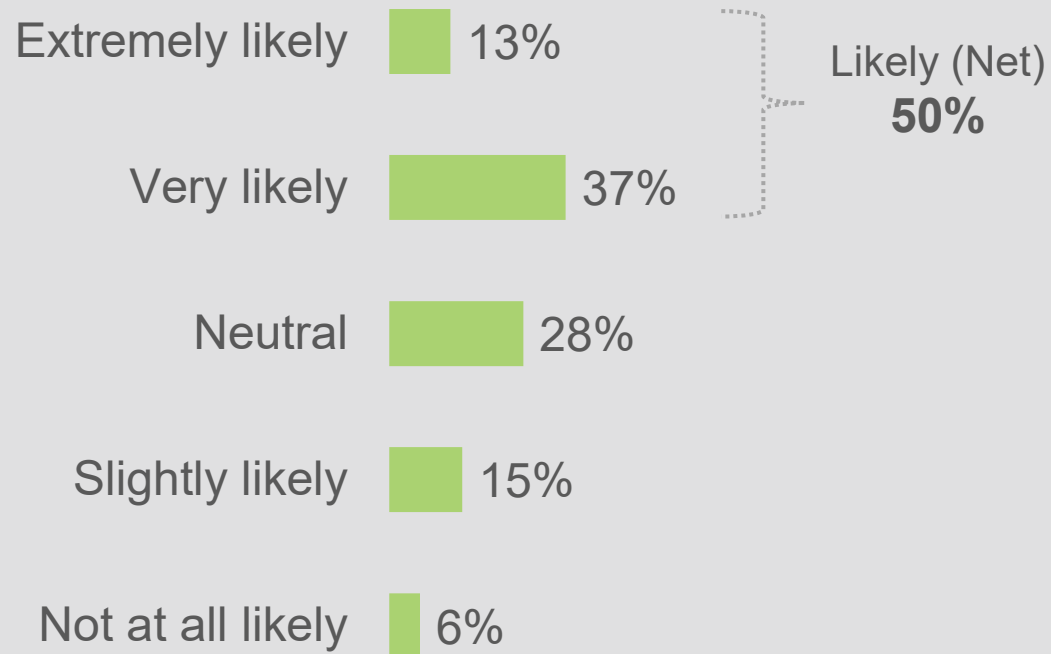
▲ ▼ Significantly higher or lower than other subgroups

C1. After reading the description, what is your overall impression of GoGreen Financing? Among all Residential respondents, 202n.

Half of homeowners are likely to consider the program for their next upgrade

Showing %s

Through the lens of household composition, the difference in the impressions of GoGreen Financing does not translate to a difference in consideration. This points to an opportunity to push homeowners with positive perceptions of GoGreen Financing through the marketing funnel to the next stage of consideration.



Those that are unemployed are significantly more likely to have a negative impression of GoGreen Financing and be unlikely to consider the program for their next upgrades, likely due to their inability to afford these needs at the moment.

Consider highlighting the low rates and affordability of programs to establish positive mindshare within unemployed, but still prospective, consumers.

The affordability and versatility of GoGreen Financing shine through

Showing mentions 3% or higher across Residential consumers of mentions for their consideration of GoGreen Financing

Homeowners note positive perceptions of the program overall, citing low costs and a wide range of offerings. Among those that perceive GoGreen Financing more neutrally, many still indicated they were interested in looking more into the program.

Positive

Good program/option to use/looks good	9%
Low cost financing/affordable/low cost rates	8%
Offers a wide range of services/benefits/resources	7%
No liens/on home/property	4%
Saves energy/improves home/business energy efficiency	4%
Easy to use/easy to work with/not a lot of red tape	4%
Trustworthy/honest/transparent	3%
Helpful/useful program/designed to help/offers guidance	3%
Good to go green/more people/everyone should try go green	3%
Want to try it/will use in the future/definitely will consider	3%
Informative/learned something/provides a lot of information	3%

Neutral

Want to learn more/need more information/input/research	14%
Willing to look into it/may consider using	4%
Would still shop around/review all my options/compare to others/my bank	3%

Negative

Don't need financing/can finance my own energy efficient upgrades	6%
Not in the market/have already upgraded	4%
Prefer to use my bank/have a good relationship with my current bank	3%

Many of the listed benefits and attributes resonated with interested consumers

"I like all of the options, including accepting a variety of credit scores, 100% financing, no penalty for paying off early, and low payments per month."

Female, 45-54,
Inland Empire,
Prefer not to say

"I like that GoGreen Financing has a lot of appealing features, such as no home equity required, low monthly costs, and no closing and origination fees. It seems affordable and approachable."

Female, 25-34, Los
Angeles County,
\$75K<\$100K

"I will be likely to investigating Go Green Financing options because it fits with many of the requirements that I would like in my loan. The specific requirements like no liens, no equity requirements, no origination costs etc."

Male, 65+,
Central Coast,
\$100K<\$150K

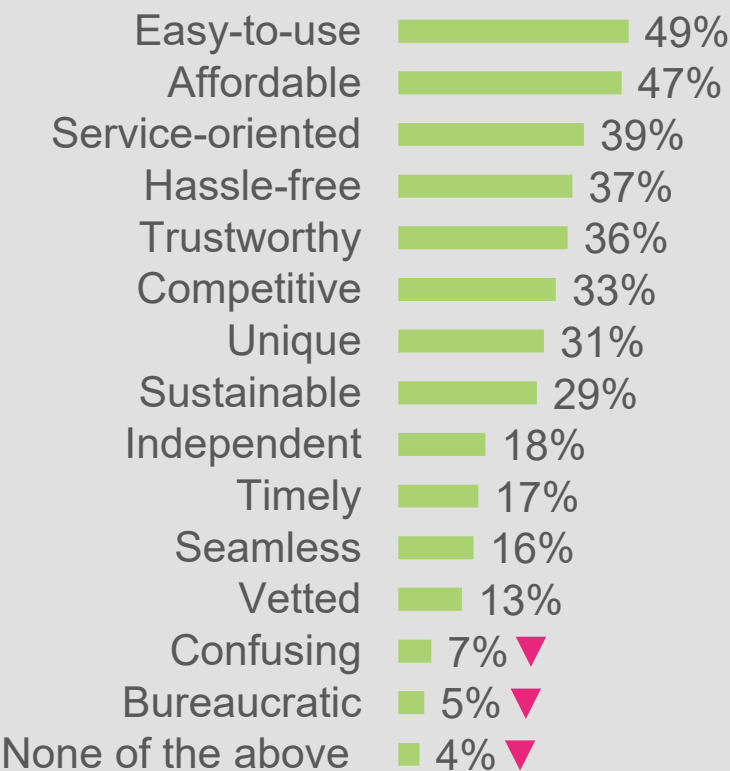
"It doesn't put a lien on my home and allows me to use some of the money for other projects."

Male, 65+,
Inland Empire,
\$75K<\$100K

Ease-of-use and affordability resonate most with residential consumers

Showing total %s

Capitalizing on the program’s perceived ease-of-use would help in overcoming the negative perceptions held among many residential consumers when it comes to seeking energy efficient upgrades and financing solutions. In other words, these positive perceptions provide GoGreen Financing a valuable foundation to be a *positive disruptor* in the financing category.



▲ ▼ Significantly higher or lower than other responses

C4. Which of the following traits do you associate with GoGreen Financing? Among all Residential respondents, 202n.

Homeowners agree that GoGreen Financing is committed to sustainability

Showing agree (net) %s ■ Strongly agree ■ Somewhat agree

A strong majority of 8-in-10 (81%) homeowners agree that the program is committed to helping Californians be more environmentally friendly. GoGreen Financing is also perceived by the majority as being easier to qualify for, pointing to a potential messaging opportunity to reduce the negative perceptions surrounding the financing process.

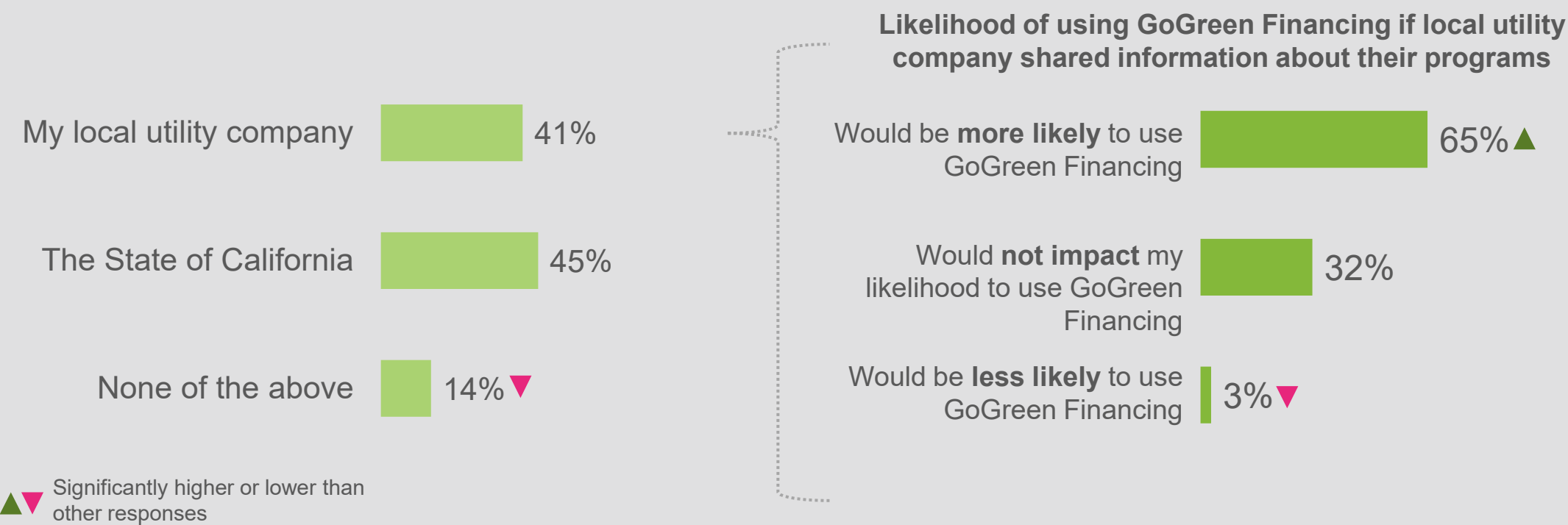


▲ ▼ Significantly higher or lower than other responses

Homeowners are equally persuaded by information from utility companies and the State

Showing total %s

Just over 2-in-5 (41%) indicate that they are likely to look into local utility companies, which translates into a majority indicating they are likely to use GoGreen Financing if this source shared information about their programs.

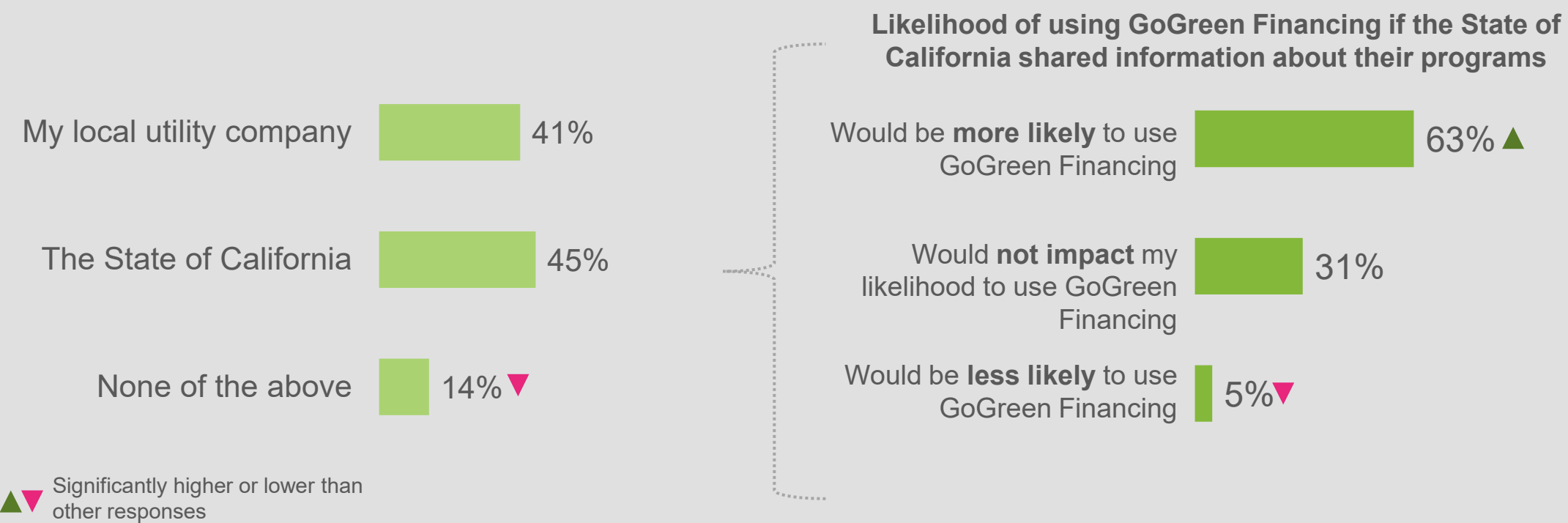


C5. When you think about receiving information for energy efficient financing programs, which of the below sources would make you more likely to look into a financing program? / C6. Knowing that your local utility company supports GoGreen Financing and may share information with you about the programs available there, which of the below statements would best describe your likelihood of using GoGreen Financing in the future? Among all Residential respondents, 202n.

Usage likelihood is also similar when shared through the State

Showing total %s

This represents an equal opportunity of partnering with either organization. However, with the existing preference among homeowners towards relying on utility companies during their research phase, this channel may be more effective at reaching interested consumers compared to the State of California.



C5. When you think about receiving information for energy efficient financing programs, which of the below sources would make you more likely to look into a financing program? / C7. Knowing that the State of California administers GoGreen Financing and may share information with you about the programs available there, which of the below statements would best describe your likelihood of using GoGreen Financing in the future? Among all Residential respondents, 202n.

REEL was the only program name with a common negative association

Showing open-end responses

‘GoGreen Residential Financing’ and ‘GoGreen Home Energy Financing’ are both associated with the term **easy** among homeowners, a positive foundation for future program building and awareness efforts.

Residential Energy Efficiency Loan (REEL) Program	GoGreen Residential Financing	GoGreen Residential	GoGreen Home Energy Financing	GoGreen Home
Loan	Home	Home	Energy	Efficient
Confusing	Easy	Green	Easy	Home

‘GoGreen Home Energy Financing’ has a lead in generating interest to learn more

Showing %s

Over 8-in-10 (83%) note that the name ‘GoGreen Home Energy Financing’ interests them to learn more about the program. On the other hand, ‘Residential Energy Efficiency Loan (REEL) Program’ generates the least amount of interest among homeowners.

	Residential Energy Efficiency Loan (REEL) Program	GoGreen Residential Financing	GoGreen Residential	GoGreen Home Energy Financing	GoGreen Home
This sounds like a program I'd definitely want to learn more about.	31%	25%	29%	30%	32%
This sounds like a program I'd probably want to learn more about.	41%	50%	47%	53%	45%
This sounds like a program I do not really want to learn more about.	29%	25%	25%	17%	23%

▲ Significantly higher or lower than other responses

C11. For each name, please tell us if it interests you enough to learn more about the program. Among all Residential respondents, 202n.

05

Messaging Summary

SMB Messaging



GoGreen Small Business Financing



- There is greater enthusiasm among SMB, as over 9-in-10 identify that the name '**GoGreen Small Business Financing**' would make them interested in learning more about the program



- Over 1-in-2 consumers associate GoGreen Financing with being **trustworthy**, **easy-to-use**, and **affordable**
- Similar to Residential, *Confusing* and *bureaucratic* fall to the bottom of the list



- SMB consumers are more likely to research upgrades/financing from their **utility or the state**
- Also more likely to look into GoGreen Financing if **shared by their local utility**

While all program names have positive associations, ‘GoGreen Small Business Financing’ is most associated with *affordability*

Showing open-end responses

Given that the affordability of GoGreen Financing shines through when asked why consumers are likely/unlikely to consider the program for financing, the name ‘GoGreen Small Business Financing’ is an opportunity to lean into this perception to better attract prospects.

Small Business Financing (SBF) Program	GoGreen Small Business Financing	GoGreen Small Business	GoGreen Commercial Financing	GoGreen Business
Reliable	Easy	Helpful	Big/big business	Unique
Helpful	Affordable	Support	Trust	Green/sustainable

‘GoGreen Small Business Financing’ takes the lead as a name that generates interest

Showing %s

Over 9-in-10 (94%) note that the name ‘GoGreen Small Business Financing’ interests them to learn more about the program, closely followed by ‘GoGreen Small Business’ (93%). The term “small business” is a key attraction point as it suggests an understanding of and potential tailoring towards the unique needs of small business decision-makers.

	Small Business Financing (SBF) Program	GoGreen Small Business Financing	GoGreen Small Business	GoGreen Commercial Financing	GoGreen Business
This sounds like a program I'd definitely want to learn more about.	52%	59%	57%	51%	50%
This sounds like a program I'd probably want to learn more about.	36%	34%	36%	33%	37%
This sounds like a program I do not really want to learn more about.	12%	6%	7%	16%	13%

▲ ▼ Significantly higher or lower than other responses

C12. For each name, please tell us if it interests you enough to learn more about the program. Among all SMB respondents, 250n.

Residential Messaging



GoGreen Home Energy Financing



- Over 8-in-10 identify that the name **'GoGreen Home Energy Financing'** would make them interested in learning more about the program



- Nearly 1-in-2 associate GoGreen Financing with being ***easy-to-use*** and ***affordable***
- *Confusing* and *bureaucratic* fall to the bottom of the list



- Residential consumers are more likely to research upgrades and financing from their **utility**
- However, they are **equally likely** to look into GoGreen Financing if shared by the State

REEL was the only program name with a common negative association

Showing open-end responses

‘GoGreen Residential Financing’ and ‘GoGreen Home Energy Financing’ are both associated with the term **easy** among homeowners, a positive foundation for future marketing and awareness efforts.

Residential Energy Efficiency Loan (REEL) Program	GoGreen Residential Financing	GoGreen Residential	GoGreen Home Energy Financing	GoGreen Home
Loan	Home	Home	Energy	Efficient
Confusing	Easy	Green	Easy	Home

‘GoGreen Home Energy Financing’ has a lead in generating interest to learn more

Showing %s

Over 8-in-10 (83%) note that the name ‘GoGreen Home Energy Financing’ interests them to learn more about the program. On the other hand, ‘Residential Energy Efficiency Loan (REEL) Program’ generates the least amount of interest among homeowners.

	Residential Energy Efficiency Loan (REEL) Program	GoGreen Residential Financing	GoGreen Residential	GoGreen Home Energy Financing	GoGreen Home
This sounds like a program I'd definitely want to learn more about.	31%	25%	29%	30%	32%
This sounds like a program I'd probably want to learn more about.	41%	50%	47%	53%	45%
This sounds like a program I do not really want to learn more about.	29%	25%	25%	17%	23%

▲ Significantly higher or lower than other responses

C11. For each name, please tell us if it interests you enough to learn more about the program. Among all Residential respondents, 202n.

06

Appendix

SMB Profile

Gender		Business Type		Energy Efficient Upgrades Financing	
Male	71%	Services consumers	44%	We have not yet started looking for financing	18%
Female	28%	Does not service consumers	24%	We have started searching for financing options	32%
Prefer not to say / Prefer to self-describe	-	Location mostly serves employees	33%	We are currently working with a financing firm	25%
Age		Business Revenue		We have completed our energy efficient upgrades and financing in the past 1-2 years	25%
18-44	73%	Less than \$99,999	2%	Ethnicity	
45-54	12%	\$100,000 to \$499,999	12%	Caucasian or White	62%
55-64	8%	\$500,000 to \$999,999	9%	Black or African American	6%
65+	6%	\$1M to \$1.49M	15%	Hispanic or Latinx	18%
Business Ownership		\$1.5M to \$2.9M	12%	South Asian	7%
Own	76%	\$3M to \$5M	16%	East Asian	11%
Lease	24%	More than \$5M	28%	Native Hawaiian or Pacific Islander	2%
Climate Zone		Business Size		Middle Eastern or North African	0%
Coastal	31%	1 – I am the only employee	2%	Native American, Alaska Native, or Aleutian	2%
Inland/Mountain	60%	2 to less than 50 employees	35%	Prefer to self-describe / Prefer not to say	1%
Desert	8%	50 to less than 100 employees	22%	Energy Efficient Upgrades Decision-Making	
Employment Status		100 or more employees	41%	Sole	72%
Part-time / Full-time	91%			Shared	26%
Owns or manages a business	9%			Influencer	2%

S1. What gender do you most closely identify as? / S2. In what year were you born? / S3. And what is the zip code of your primary residence? / S6. Which of the following best represents your current employment status? / S7. How much influence do you personally have when it comes to making decisions about energy efficient equipment upgrades, energy efficient equipment purchases or energy usage/efficiency at your place of employment? / S10. Which of the following best describes your business or company location? / S11. What is the best estimate of your business/company's current annual gross revenue? / S15. Where are you currently at in terms of financing or purchasing an energy efficiency upgrade? / S16. Which of the following best describes your business or company? / D1. Which of the following backgrounds do you identify with most strongly? Are you... / D3. How many employees currently work at your business/company? Among all SMB respondents, 250n.

Residential Profile

Gender		Employment Status		Energy Efficient Upgrades Financing	
Male	43%	Part-time / Full-time	99%	We have not yet started looking for financing	47%
Female	57%	Owns or manages a business	-	We have started searching for financing options	17%
Prefer to self-describe / Prefer not to say	-	Household Composition		We are currently working with a financing firm	5%
Age		With kids at home	35%	We have completed our energy efficient upgrades and financing in the past 1-2 years	30%
18-44	32%	Without kids at home	65%	Ethnicity	
45-54	13%	Household Income		Caucasian or White	71%
55-64	14%	Less than \$75,000	45%	Black or African American	5%
65+	41%	\$75,000 - \$99,999	16%	Hispanic or Latinx	12%
Business Ownership		\$100,000 - \$149,999	23%	South Asian	6%
Own	87%	\$150,000+	13%	East Asian	10%
Lease	13%	Energy Efficient Upgrades Decision-Making		Native Hawaiian or Pacific Islander	0%
Climate Zone		Sole	45%	Middle Eastern or North African	0%
Coastal	28%	Shared	53%	Native American, Alaska Native, or Aleutian	1%
Inland/Mountain	57%	Influencer	1%	Prefer to self-describe / Prefer not to say	0%
Desert	15%				

S1. What gender do you most closely identify as? / S2. In what year were you born? / S3. And what is the zip code of your primary residence? / S4. Do you... / S6. Which of the following best represents your current employment status? / S8. How much influence do you personally have when it comes to making decisions about home upgrades, energy usage, or energy efficiency in your home? / S12. Which category best describes your household income before taxes? / S15. Where are you currently at in terms of financing or purchasing an energy efficiency upgrade? / D1. Which of the following backgrounds do you identify with most strongly? Are you... / D2. Which of the following best describes your household? Among all Residential respondents, 202n.



Thank you for the opportunity

For more information, please contact Jeff
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