**Table: Workplan to Identify Who is Underserved in the SMB Sector**

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| **Research**  **Question** | **Indicator** | **Measurement** | **Data Sources** | **Data**  **Analysis** |
| Are there gaps in program participation by geographic areas? | Participation | Number of businesses participating by neighborhood | PAs (Cedars)  The Census  Bureau ACS  5-estimatesTiger/ Line Shapefiles | GIS Spatial  Analysis informed by statistical analysis |
| Investment | Dollars | PAs (Cedars) |
| Energy Savings | kWh/MW/therms saved per business | PAs (Cedars), CEC Energy |
| Are there gaps in program participation by socio-demographic groups? | Participation | Number of businesses participating by size, type of business, minority-owned business, etc. | PAs (Cedars), CEC, Census Bureau | GIS Spatial  Analysis informed by statistical analysis |
| Investment | Dollars | PAs (Cedars) |
| Energy Savings | kWh/MW/therms saved per business | PAs (Cedars), CEC |