

Section 5. Appendices

5.1 PY3 Program Application Form

CUSTOM APPLICATION

June 2010 through May 2011

How to Participate in *Smart Ideas for Your Business*

1. Check Project and Equipment Eligibility

- ✓ Project must be a new facility improvement that results in a permanent reduction in electrical energy usage (kWh).
- ✓ All installed equipment must meet or exceed the specifications given in the application and be installed in facilities served by ComEd. Customer must have a valid ComEd account number on a ComEd non-residential rate.

2. Submit Pre-approval Application to Reserve Funds

- ✓ We strongly recommend that you submit a pre-approval application to reserve program funds for your project. Pre-approval is required for some prescriptive applications and for all custom applications. Check the specifications page for details.
- ✓ Fill out the **Applicant Information** form (check the "Pre-Approval" box) and the **Incentives Worksheet** for the measures that you plan to install. You may submit the application via mail, fax or e-mail.
- ✓ When your application is reviewed and approved, incentive funds will be set aside for your project for 90 days. For some projects, a pre-installation inspection will be required and you will be contacted to schedule it.

3. Install Equipment or Perform Project Work

- ✓ Incentive funds are reserved for 90 days, so you have 90 days to complete your project. Contact ComEd's *Smart Ideas* team for specific questions regarding funding reservations and extensions.
- ✓ Be sure that the equipment installed meets or exceeds the specifications and requirements found on the **Specifications** page.

4. Submit Final Application

- ✓ Submit a final application as soon as possible after the project is completed (it must be submitted within 60 days of project completion). The final application is the same form as the pre-approval application. Check the box that says "Final Application" and attach the following documentation: a signed **Final Application Agreement**, a scope of work (detailed project description), dated and itemized invoices for the purchase and installation of all equipment installed and specification sheets for all equipment installed showing that it meets the program specifications.
- ✓ The program team will review your final application. For some projects, a final inspection will be part of the final review and you will be contacted to schedule it.

5. Receive Incentive Payment

- ✓ The program team will send incentive checks four to six weeks after final project approval.

*Pre-Approval Application for Prescriptive & Custom Projects

Custom and some prescriptive projects require a pre-approval application to reserve funding. A pre-approval application is not a guarantee of an incentive; the actual incentive will be based on the energy savings and equipment installed as determined in the final application. Funds will be reserved for 90 days, unless an applicant is granted an extension. The program team reserves the right to contact the customer before the reservation expiration date to ensure that the project is moving forward. If the project is not underway, the reservation will be cancelled. Funds that have been reserved are not transferable to other projects, facilities and/or customers. A waiting list may be established if funds become fully subscribed.

MAIL/FAX APPLICATION TO:

ComEd *Smart Ideas for Your Business*
120 E. Liberty Dr. #290
Wheaton, IL 60187

Call: 888-806-2273 Fax: 630-480-3436 E-mail: ComEdSmartIdeas@kema.com

Visit our Website at www.ComEd.com/BizIncentives

APPLICANT INFORMATION (REQUIRED)

Pre-approval Date _____

Attach:

- Incentives worksheet for measures installed
- Specification sheets for new equipment
- Scope of work with type, quantity and wattage of old and new equipment

Estimated Project Completion Date _____

Estimated Project Cost _____

Final Application Date _____

Please update project cost and completion date below.

Attach:

- Incentives worksheet for measures installed
- Signed final application agreement (next page)
- Updated scope of work (detailed project description)
- Dated, itemized invoices for the purchase and installation of all equipment
- Equipment specification sheets showing that equipment installed meets program specifications

Actual Project Completion Date _____

Actual Project Cost _____

NAME OF COMPANY	NAME AS IT APPEARS ON YOUR UTILITY BILL
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BUSINESS TYPE (Check One)

- | | | | | | |
|--------------------------------------|---|--------------------------------------|------------------------------------|---|---|
| <input type="checkbox"/> Office | <input type="checkbox"/> Retail/Service | <input type="checkbox"/> Hotel/Motel | <input type="checkbox"/> Grocery | <input type="checkbox"/> Light Industry | <input type="checkbox"/> College/University |
| <input type="checkbox"/> School/K-12 | <input type="checkbox"/> Restaurant | <input type="checkbox"/> Medical | <input type="checkbox"/> Warehouse | <input type="checkbox"/> Heavy Industry | <input type="checkbox"/> Miscellaneous |

NAME OF CONTACT PERSON	TITLE
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TELEPHONE ()	FAX ()
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E-MAIL ADDRESS _____

ADDRESS WHERE MEASURES INSTALLED _____

CITY WHERE MEASURES INSTALLED	STATE	ZIP + 4
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YOUR MAILING ADDRESS _____

YOUR CITY	STATE	ZIP + 4
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COMED ACCOUNT NUMBER (WHERE MEASURES INSTALLED) _____

TAXPAYER ID NUMBER (SSN/FEIN)	TAX STATUS <input type="checkbox"/> Corporation (Inc., LLC, PC, etc.) <input type="checkbox"/> Other (Individual, Partnership – may receive 1099) <input type="checkbox"/> Tax Exempt
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CONTRACTING COMPANY	CONTRACTOR CONTACT NAME
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CONTRACTOR PHONE ()	CONTRACTOR E-MAIL
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CONTRACTOR MAILING ADDRESS _____

CONTRACTOR CITY	STATE	ZIP + 4
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As an eligible customer, I verify the information is correct and request consideration for participation under this program.

CUSTOMER SIGNATURE (COMED CUSTOMER)	PRINT NAME
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TOTAL INCENTIVE REQUESTED*	DATE
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*Incentive cannot exceed 100 percent of the incremental measure cost and 50 percent of the total project cost and must meet all program terms and conditions.

FINAL APPLICATION AGREEMENT

As an eligible ComEd customer, I certify that work was completed on this project between June 1, 2010, and May 31, 2011. My decisions to acquire and install the energy efficiency measures can be demonstrated by documentation indicating contract dates after March 1, 2010. The energy efficiency measures are for use in my business facility and not for resale. I understand that project documentation, including product specification sheets and copies of dated invoices for the purchase and installation of the measures is required and I am submitting that documentation with this final application. (Further documentation requirements can be found in the Policy and Procedures Manual, which can be found at the program Web site www.ComEd.com/BizIncentives or by calling the program hotline.)

I understand that the location or business name on the invoice must be consistent with the application information. Final Applications and all required supporting documentation should be received by May 15, 2011.

I agree to verification by the utility or their representatives of both sales transactions and equipment installation.

I understand that these incentives are available to all customers who pay into the Energy Efficiency and Demand Response Adjustment (Rider EDA) and receive their electricity over ComEd wires, regardless of retail electric supplier.

I certify that the information on this application is true and correct and that the taxpayer ID number and tax status is the applicant's. I understand that incentives over \$600 will be reported to the IRS unless the applicant is exempt. I understand that incentive payments assume related energy benefits over a period of five years or for the life of the product, whichever is less.

I agree that if: (1) I do not install the related product(s) identified in my application or (2) I remove the related product(s) identified in my application before a period of five years or the end of the product life, whichever is less, then I shall refund a prorated amount of incentive funds to ComEd based on the actual period of time in which the related product(s) were installed and operating (or the full amount if the product was never installed). This is necessary to assure that the project's related energy benefits will be achieved.

I understand that the program may be modified or terminated without prior notice.

I understand that the final application and all required documentation must be received by the ComEd *Smart Ideas for Your Business* program within 60 days of project completion. I understand that this documentation must prove that all equipment has been purchased and installed.

I certify that this project involves a facility improvement that results in improved energy efficiency. I certify that replaced equipment has been permanently removed. I also certify that all materials removed, including lamps and PCB ballasts, have been permanently taken out of service and disposed of in accordance with local codes and ordinances, and that no resale of replaced equipment has or will take place. I certify that I have complied with any applicable codes or ordinances. Information about hazardous waste disposal can be found at: www.epa.gov/epawaste/hazard/index.htm.

In no case will ComEd pay more than 100 percent of the incremental measure costs and 50 percent of the total cost of the project. I understand that ComEd or its representatives have the right to ask for additional information at any time. ComEd's *Smart Ideas for Your Business* program will make the final determination of incentive levels for this project.

The program has a limited budget. Applications will be processed until allocated funds are reserved or spent. Final applications should be received by May 15, 2011, to be eligible for funding under the current program period.

I understand that my company may be recognized as a program participant in promotional materials; however, project details will not be released without prior consent. If I choose to opt out of any recognition, I will indicate my choice in a written letter.

I understand that ComEd does not guarantee the energy savings and does not make any warranties associated with the measures eligible for incentives under this program and, further, that ComEd has no obligations regarding and does not endorse or guarantee any claims, promises, work or equipment made, performed or furnished by any contractors or equipment vendors that sell or install any energy efficiency measures.

I understand that in the event the application received pre-approval and funds were reserved based upon the application, such pre-approval or reservation, including the specific dollar amount of reservation, did not represent a guarantee that such funds will be paid. Payment of incentives will be based upon the final application and program terms and conditions, as well as the availability of funds.

I have read and understand the program requirements, measure specifications and terms and conditions set forth in this application and agree to abide by these requirements. Furthermore, I concur that I must meet all eligibility criteria in order to be paid under this program.

CUSTOMER SIGNATURE (COMED CUSTOMER)	PRINT NAME	DATE
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FOR FINAL APPLICATIONS, SIGN AND SUBMIT ONLY AFTER ALL EQUIPMENT HAS BEEN INSTALLED. A CUSTOMER SIGNATURE IS REQUIRED FOR PAYMENT.

PAYMENT RELEASE AUTHORIZATION (OPTIONAL)

Complete this section ONLY if incentive payment is to be paid to an entity other than the ComEd customer listed on the Applicant Information page.

I am authorizing the payment of the incentive to the third party named below and I understand that I will not be receiving the incentive payment

Authorized by:

CUSTOMER SIGNATURE (COMED CUSTOMER)	PRINT NAME	DATE
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Check should be made payable to:

PAYEE: COMPANY/INDIVIDUAL NAME

MAILING ADDRESS

CITY	STATE	ZIP + 4
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TELEPHONE
()

TAXPAYER ID NUMBER (SSN#/FEIN OF PAYEE)	TAX STATUS <input type="checkbox"/> Corporation (Inc., LLC, PC, etc.) <input type="checkbox"/> Other (Individual, Partnership – may receive 1099) <input type="checkbox"/> Tax Exempt
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TERMS AND CONDITIONS

Terms and Conditions

Commonwealth Edison Company (ComEd) is offering prescriptive and custom incentives under the ComEd *Smart Ideas for Your Business* program to facilitate the implementation of cost-effective energy efficiency improvements for non-residential (commercial and industrial) customers.

Funds are limited and subject to availability.

Program Effective Dates

Smart Ideas for Your Business energy efficiency incentives are offered until approved funds are exhausted or May 31 of each program year, whichever comes first. The effective dates of Program Year 3 (June 1, 2010 through May 31, 2011) of the *Smart Ideas for Your Business* program and application submittal requirements are as follows:

- ✓ Projects with a final completion date before June 1, 2010, are not eligible for an incentive.
- ✓ All Program Year 3 *Smart Ideas for Your Business* projects must be completed and final applications received no later than May 15, 2011.
- ✓ Subsequent program year budgets and plans will be made available toward the end of the existing program year. At the current time, ComEd has a commitment to provide this program through May 31, 2011.

Program and Project Eligibility

The *Smart Ideas for Your Business* program offers both prescriptive incentives for some of the more common energy efficiency measures and custom incentives for those eligible improvements not included on the list of prescriptive measures. Program incentives are available under the *Smart Ideas for Your Business* program to non-residential customers within ComEd's service territory. These incentives are available to all non-residential customers who pay into the Energy Efficiency and Demand Response Adjustment (Rider EDA) and receive their electricity over ComEd wires, regardless of retail electric supplier.

Public buildings such as government buildings, municipal facilities and public schools should refer to the Illinois Department of Commerce and Economic Opportunity (DCEO) Program (www.illinoisenergy.org).

Custom projects must involve measures that result in a reduction in electric energy usage due to an improvement in system efficiency. Projects that result in reduced energy consumption without an improvement in system efficiency are not eligible for a custom incentive. However, projects that involve an automated control technology such as energy management system programming may be eligible for an incentive. All projects must meet ComEd's cost-effectiveness requirements.

Projects involving measures covered by the prescriptive incentive portion of the program are not eligible for a custom incentive. However, the applicant has the option to apply for a custom incentive for projects that involve a combination of prescriptive incentive measures and measures that are not eligible for prescriptive incentives. For example, a chiller system upgrade project that includes a chiller replacement could be a custom project, even though the chiller replacement would normally go through the prescriptive portion.

Project requirements under the *Smart Ideas for Your Business* program include the following:

- ✓ Projects must involve a new facility improvement that results in a permanent reduction in electrical energy usage (kWh).
- ✓ Equipment must be installed and operational.
- ✓ Projects that are NOT eligible for an incentive include the following:
 - Fuel switching (e.g. electric to gas or gas to electric)
 - Changes in operational and/or maintenance practices or simple control modifications not involving capital costs
 - On-site electricity generation
 - Projects involving gas-driven equipment in place of electric equipment (such as a chiller)
 - Projects focused primarily on power factor improvement

- Projects that involve peak-shifting (and not kWh savings)
- Renewables

- ✓ Any measures installed at a facility must be sustainable and provide 100 percent of the energy benefits as stated in the application for a period of five years or for the life of the product, whichever is less. If the customer ceases to be a delivery service customer of ComEd, or removes the equipment or systems at any time during the five-year period or the life of the product, the customer may be required to return a prorated amount of incentive funds to ComEd.

Incentive Payment Limits

For both the prescriptive and custom programs, the total incentive paid cannot exceed 100 percent of the incremental measure cost and 50 percent of the total project cost. The definition of incremental measure cost depends on whether the measure being installed is considered to be a replacement or a retrofit. For replacement measures, the incremental measure cost is defined as the cost to purchase and install the energy efficient equipment minus the cost to purchase and install similar equipment that would meet federal and local energy standards but not qualify for an incentive under this program. For retrofit measures, the incremental measure cost is simply the cost to purchase and install the qualifying measures. Contractor labor costs can be considered in the project cost. Internal customer labor costs cannot be included in the project cost.

Program year incentive limits per facility for prescriptive or custom incentives are shown in Table 1. A facility is defined as contiguous property for which a single customer is responsible for paying the ComEd electricity bill. Customers may receive up to \$400,000 per program year (June 1, 2010 through May 31, 2011), per facility, as described in the following table:

Table 1. Program Year Incentive Limits per Non-Residential Customer Facility

Prescriptive Incentives	100% of the calculated incentive up to \$100,000 50% of the calculated incentive above \$100,000 Maximum \$200,000 prescriptive incentive per program year (June 1 through May 31)
Custom Incentives	100% of the calculated incentive up to \$100,000 50% of the calculated incentive above \$100,000 Maximum \$200,000 custom incentive per program year (June 1 through May 31)
Total Incentive Limit	\$400,000 per program year (June 1 through May 31)

Final Application

The Final Application must be submitted within 60 days of project completion. Project documentation, including copies of dated invoices for the purchase and installation of the measures and/or product specification sheets, is required.

The location or business name on the invoice must be consistent with the application information. Final applications and all required supporting documentation must be received by May 15, 2011, to be applicable for Program Year Three.

The project invoice should provide sufficient detail to separate the project cost from the cost of other services such as repairs and building code compliance. ComEd reserves the right to request additional supporting documentation as deemed necessary to ensure measure eligibility and verify that the expected energy savings will occur. All customer information will be held in confidence. Requested information could include: equipment purchase dates, installation dates, proof that the equipment is operational, manufacturer specifications, warranty information and proof of customer co-payment.

TERMS AND CONDITIONS

Application Review Process

Pre-approval applications are not a guarantee of program acceptance. ComEd will review final applications for eligibility and completeness. Completed applications will be reviewed in the order received. Funds are reserved for the project when ComEd receives a complete pre-approval application and determines that the project meets the program eligibility requirements. Applicants who submit incomplete applications will be notified of deficiencies upon review of the application, and could lose their place in line in the review process until all requested information is received. Applicants are encouraged to call the program hotline if they have any questions about documentation requirements.

Inspections

ComEd reserves the right to inspect all projects to verify compliance with program rules and verify the accuracy of project documentation. This may include pre-installation and/or post-installation inspections, detailed lighting layout descriptions, metering, data collection, interviews and utility bill data analyses. The customer must allow access to project documents and the facility where the measures were installed for a period of five years after receipt of incentive payment by ComEd.

Requirements for Custom Project Electricity Savings Calculation

The annual electricity savings must be calculated for custom projects using industry accepted engineering algorithms or simulation models. The applicant must estimate the annual electricity usage of both the existing and proposed equipment based on the current operation of the facility. If the existing equipment is at the end of its useful life, the applicant must substitute equipment that would meet the applicable federal and local energy codes when calculating the annual energy savings.

The applicant must be able to clearly describe the method used to calculate the savings. The applicant must provide all assumptions used in the calculations and document the source for these assumptions.

The method and assumptions used by the applicant to calculate the annual savings will be reviewed by ComEd. ComEd is solely responsible for the final determination of the annual energy savings to be used in calculating the incentive amount. ComEd also reserves the right to require specific measurement and verification activities including monitoring both before and after the retrofit and to base the incentive payment on the results of these activities.

ComEd may need to conduct inspections both before and after the retrofit projects to verify equipment and operation conditions. The applicant is required to submit a pre-approval application while the existing equipment is still in operation to allow ComEd the opportunity to verify the existing equipment.

Tax Liability

Incentives are taxable and, if more than \$600, will be reported to the IRS unless the customer is tax exempt. ComEd is not responsible for any taxes that may be imposed on your business as a result of your receipt of this incentive.

Disclaimer

ComEd does not guarantee the energy savings and does not make any warranties associated with the measures eligible for incentives under this program. ComEd has no obligations regarding and does not endorse or guarantee any claims, promises, work or equipment made, performed or furnished by any contractors or equipment vendors that sell or install any energy efficiency measures.

CUSTOM PROJECTS

Custom Incentive Levels

	Less than 5-Year Life or Energy Management System Programming	5-Year Life or Longer
Incentive	\$0.03/kWh	\$0.07/kWh
Minimum Payback Period	None	One year
Maximum Payback Period	< 5 years	< 7 years

Custom Projects Description

Facility Type

The project will be (please check all that apply): New equipment project Replacement of existing equipment

Is the existing equipment operational? Yes No

Was this project identified in a ComEd Retro-Commissioning Study? Yes No

PROJECT OVERVIEW:

Baseline or Existing Summary

Baseline System Description	Baseline Material Cost	Baseline Labor Cost
Please describe the specific application or measure for the baseline or existing system	Total material cost for measure	Total labor cost for measure
Check the appropriate box: <input type="checkbox"/> Theoretical Baseline <input type="checkbox"/> Existing System Theoretical baseline systems should represent standard practice <i>EXAMPLE:</i> Existing Uncontrolled Air Compressor System	(Enter "\$o" if retrofitting existing system) \$0.00	(Enter "\$o" if retrofitting existing system) \$0.00

Proposed System Summary

Proposed System Description	Proposed Material Cost	Proposed Labor Cost
<p>Please describe the specific application or measure for the proposed system. Proposed system must offer efficiency levels higher than the current practice design.</p> <p><i>EXAMPLE:</i> Install Air Compressor Controller</p>	<p>Total material cost for measure</p> <p>\$16,500.00</p>	<p>Total labor cost for measure</p> <p>\$5,200.00</p>

Calculation Method

Describe method used to calculate annual energy savings (attach applicable materials to support method):

Incentive Calculation

	Notes
Total Project Cost:	Internal labor costs are not to be included.
Annual Electric Savings (in kWh):	Incentive amount equals 7 cents per annual kWh saved for measures that have an expected life of 5 years or more and involve capital investment in new equipment. The incentive amount is 3 cents per annual kWh for projects that have an expected life of less than 5 years and for projects where the savings are due solely to energy management system programming.
Estimated Annual Electric Savings (in Dollars):	
Payback $\frac{\text{Total Project Costs}}{\text{Estimated Annual Electric Savings}}$:	Maximum allowable payback is 7 years.
Expected Measure Life (in Years):	
Incentive Amount: $\$0.03 \times \frac{\text{Annual Electric Savings (kWh)}}{\text{(kWh savings)}} = \$$ _____ $\$0.07 \times \frac{\text{Annual Electric Savings (kWh)}}{\text{(kWh savings)}} = \$$ _____ Total Proposed Incentives = \$ _____	Incentive cannot exceed 100 percent of the incremental cost and 50 percent of the total project cost. (See terms and conditions for definition of incremental cost.)

Detailed Instructions for Savings Calculation

Custom projects must involve measures that result in a reduction in electric energy due to an improvement in system efficiency. Projects resulting in reduced energy consumption without an improvement in system efficiency are not eligible for a custom incentive. However, projects that involve an automated control technology such as energy management system programming are eligible for an incentive. All projects must meet ComEd's cost-effectiveness requirements. Please see the Custom Incentive Table for incentive levels.

In order to be funded under this program, applications must be accompanied by project documentation. This

documentation should address the criteria necessary to achieve the energy savings estimated in the engineering analysis for this project. Relevant documentation may include: architectural drawings, component specification sheets, equipment efficiency rating documentation and, results from building simulation modeling. At the discretion of ComEd, additional documentation, other than that described in this application, may be required for program participation.

The following serves as guidelines for the minimum required documentation.

ENERGY PERFORMANCE AND DOCUMENTATION REQUIREMENTS

Provide calculations documenting the predicted energy consumption of the existing (or base) and proposed design using the appropriate analytical tools and clearly stated assumptions. Calculations may be performed by "hand" but spreadsheet analysis is preferred, and may be supplied in electronic format. All assumptions such as operating hours, existing and proposed equipment operational details must be presented. Use accepted engineering algorithms and procedures from recognized technical organizations such as ASHRAE, SMACNA, ANSI, etc. Use rated performance factors

tested under accepted procedures specified by recognized rating agencies such as ARI, ANSI, ASTM, etc. Provide an explanation when equipment performance rating conditions vary from standard conditions.

Provide any further documentation that helps to demonstrate the performance characteristics of the project. Please provide any measured data or monitored wherever possible.

SYSTEM PERFORMANCE RELATED TO STANDARD PRACTICE

To be awarded an incentive under this program, proposed process systems and equipment must outperform accepted standard practice. Standard practice can be defined as systems, equipment and operational approaches based on readily available equipment that is commonly installed today. The base case or standard practice systems should be

compared to proposed systems that serve a similar function and address the same load with like capacity. Please supply information documenting the accepted standard practice for the process, and demonstrate that the project will, and to what degree, outperform standard practice.

MINIMUM SUPPORTING DOCUMENTATION (Customer or Contractor: Please check upon completion)

- | | |
|---|---|
| <input type="checkbox"/> Project Description (if needed attach separate sheet): include scope of work from proposal, if applicable. | <input type="checkbox"/> List of System Requirements: pressure, flows, operating hours, control strategies (Attach separate sheets). |
| <input type="checkbox"/> Baseline or Existing System Summary: including make, model number, name plate information (such as operating voltage and rated full load amps), rated capacity, quantities, equipment condition and age, facility operating hours, equipment operating schedule, load curves (If needed, attach separate sheets). | <input type="checkbox"/> Energy Usage of the Existing and Proposed Systems: kW and kWh (attach separate calculation report). |
| <input type="checkbox"/> Proposed System Summary: including make, model number, name plate information (such as operating voltage and rated full load amps), rated capacity, quantities, life of measure, facility operating hours, equipment operating schedule, load curves (If needed, attach separate sheets). | |

INCENTIVES FOR CUSTOM PROJECTS

Do you have plans to replace existing equipment or add new equipment?

Could your current equipment or manufacturing process benefit from newer, more energy-efficient technologies not contained in the prescriptive incentives menu?

*Smart Ideas for Your Business*SM program offers custom incentives for a variety of equipment and process improvements that lead to electricity savings. Incentives are typically granted for implementing energy efficient improvements that exceed standard practice but are not available on the *Smart Ideas for Your Business* prescriptive measures menu.

The more electricity your project saves, the more your business can earn in incentives — up to 7 cents per kWh saved, up to a maximum of \$200,000.

ComEd's *Smart Ideas for Your Business* Custom Incentives Could:

- ✓ Help shorten the payback period associated with energy efficiency projects
- ✓ Lower your energy costs — and your carbon footprint — affording you more energy efficient technologies
- ✓ Increase your productivity by allowing you to purchase energy efficient machines and technologies that offer reduced maintenance requirements or servicing, and better reliability

Program Year Three Incentives and Payback Period Requirements

	Less than 5-Year Life or Energy Management System Programming	5-Year Life or Longer
Incentive	\$0.03/kWh	\$0.07/kWh
Minimum Payback Period	None	One year
Maximum Payback Period	< 5 years	< 7 years

Program Year Three Incentive Limits per Non-Residential Customer Facility

Prescriptive Incentives	100% of the calculated incentive up to \$100,000 50% of the calculated incentive above \$100,000 Maximum \$200,000 prescriptive incentive per program year
Custom Incentives	100% of the calculated incentive up to \$100,000 50% of the calculated incentive above \$100,000 Maximum \$200,000 custom incentive per program year
Total Incentive Limit	\$400,000 per program year

A wide range of electric equipment and process changes may qualify for *Smart Ideas for Your Business* custom incentives, including:

- ✓ **Compressed air technologies** – new equipment; properly sized, reduced hp compressors; compressed air storage systems; vacuum pumps
- ✓ **Controls** – CO₂ based ventilation, building management system programming, chilled water system upgrades
- ✓ **Cooling** – economizers, ventilation fans
- ✓ **Lighting** – LED outdoor lighting
- ✓ **Miscellaneous** – industrial process improvements
- ✓ **Motors & Drives** – Variable frequency drives (VFD) for individual motors greater than 200 hp
- ✓ **Refrigeration** – ammonia compressors, insulated freezer doors

Important Notes:

- ✓ ComEd requires pre-approval of your project before you purchase and install equipment. Applications will be accepted after June 1, 2010.
- ✓ Projects involving fuel switching, combined heat and power, or renewables are not eligible for incentives.
- ✓ ComEd's *Smart Ideas for Your Business* staff will calculate electricity (kWh) savings and pay incentives based on program eligibility and requirements.
- ✓ Incentives are available to all ComEd delivery service customers, regardless of retail electric supplier.
- ✓ Prescriptive measures do not qualify for custom incentives.

To Get Started

ComEd has created custom worksheets for Lighting, Compressed Air, HVAC, Energy Management Systems and Variable Frequency Drive projects. The worksheets will help you organize and submit the information we need to analyze your project. Visit www.ComEd.com/BizIncentives to download worksheets.

Be sure to visit www.ComEd.com/BizIncentives for the latest incentive information and applications, or call the *Smart Ideas* hotline at 888-806-2273.



5.2 Evaluation Data Sources

Table 5-1 provides a summary of the principal data sources contributing to the evaluation of the PY3 Custom Program. For each data element listed, the table provides the targeted population, the sample frame, the sample size, and the timing of data collection.

Table 5-1. Principal Data Sources Contributing to the PY3 Evaluation

Data Collection Type	Targeted Population	Sample Frame	Sample Design	Sample Size	Timing
Tracking Data Analysis	Custom Program Customers, Projects and Measures	ComEd Online Tracking Database	-	All	Ongoing
In-depth Phone Interviews	ComEd Custom Program Staff	Contact information from ComEd	C&I Custom Program Manager	1	May 2011
	Implementation Staff	Contact information from ComEd	KEMA Program Implementation Staff	1	August 2011
	ComEd Account Managers	ComEd Account Manager List	Purposeful sample of Account Managers triggered by participant NTG responses; plus random sample of others	5	September 2011
	Participating Market Actors	ComEd Trade Ally List	Mix of active and inactive market actors, as well as those who completed projects but are not a registered trade ally	15	September / October 2011
	Program staff of utilities with trade ally bonus	Literature Review	Census Attempt (N=10)	7	August/ September 2011
CATI Phone Survey	Custom Program Participants	Tracking Database	Census Attempt (N=200)	61*	August/ September 2011

Data Collection Type	Targeted Population	Sample Frame	Sample Design	Sample Size	Timing
	Non-Participants	ComEd Customer Database	Random Sample of non-participants, excluding small rate class	70	August 2011
Follow-up Calls	Custom Program Participants and Vendors	Selected Net-to-Gross Sample	Selected Projects Where Warranted	Selected Projects Where Warranted	September 2011
In-depth Interviews by Senior Consultant	Custom Program Participants	Tracking Database	Census Attempt (N=3)	3	July/September 2011
Project Application File Review	Projects in the Custom Program	Tracking Database	Stratified Random Sample by Custom Project-Level kWh (3 Strata)	32	May/September 2011
On-Site Visits and Measurement	Projects in the Custom Program	Tracking Database	Stratified Random Sample by Custom Project-Level kWh (3 Strata)	26	May/September 2011

**In addition to these 61 completed interviews, three respondents only completed the net-to-gross questions and three In-depth interviews were conducted by a Senior Consultant. Therefore, a total of 67 responses were available for the net impact analysis.*

5.3 *Other Appendices*

5.3.1 **Implementation Strategy**

Incentive Caps: Incentives are subject to annual limits or caps that are set per facility per year. A facility is defined as contiguous property for which a single customer is responsible for paying the ComEd electricity bill. The Custom incentive cap for PY3 ending May 31, 2011 is \$200,000 per facility.

Incentive Limits: Project incentives cannot exceed 50 percent of the total project cost (includes costs of equipment and contractor labor; excludes in-house labor) and 100 percent of the incremental measure cost.

Pre-approval Application Submittal: Pre-approval is required for all Custom applications to reserve funding.

Pre-Review: The program reviews pre-approval applications for eligibility and completeness. The program contacts the customer or contractor to clarify details or obtain further information, to discuss the overall process and timelines, and to explain the process for inspections where they are required.

Pre-Inspection: Pre-inspections provide the program with the opportunity to verify the existing conditions at the site. They are performed as defined by quality assurance procedures based on the type of measures that the participant submits.

Reservation: The program reserves the project funds once the pre-inspection report and/or initial project review is approved. In the event that a project is not completed within 90 days of the reservation and an extension has not been requested and granted, then the project is cancelled.

Final Application Submittal: The Final Application requires the submittal of documentation to demonstrate the installation of each energy efficiency improvement, including project invoices to document the costs to procure and install the project. Final applications must be submitted within 60 days of project completion and include the appropriate back-up documentation to verify the project is complete and meets the program requirements. ComEd reserves the right to request additional information from the sponsoring customer that demonstrates the effectiveness of the technology deployed. The program reviews final applications for eligibility and completeness.

Final Inspection: The program performs final inspections as defined by quality assurance/quality control procedures to verify the measure installations.

Incentive Payment: Once the program accepts a project for payment, incentives are processed and delivered.

Cancellation: When a project either does not meet the program guidelines or is cancelled by the customer, the project is moved to a cancelled status. The project details remain in the database, but the project no longer counts towards the active program goals.

Wait List: Custom projects were not placed on a waiting list in PY3. Projects might be wait listed if PY3 program funds were already committed. This would allow for a potential carry-over to PY4 for wait listed projects and give those projects priority placement in the reservation list.

Hold: Projects are placed on hold when a customer with a reserved project decides not to move forward in the current program year and indicates that they may move forward with their project in the following year. Projects on hold are not included in the active program totals.

5.3.2 Impact Evaluation Methods

Gross Program Savings

The objective of this element of the impact evaluation is to verify the veracity and accuracy of the PY3 ex ante gross savings estimates in the Custom program tracking system. The savings reported in ComEd's online tracking system were evaluated using an M&V approach in some instances and desk reviews in others. Additional information regarding the gross impact methods is shown below.

Selection of IPMVP Approach

Ex post gross annual energy and demand impacts were assessed using an array of methods that are compliant with and defined by the International Performance Measurement and Verification Protocols (IPMVP). Flexibility was also considered in applying these protocols, with an eye towards deployment of a cost-effective M&V approach (i.e., reduction in uncertainty per evaluation dollar spent). Choices include IPMVP Option A (retrofit isolation: key parameter measurement), Option B (retrofit isolation all parameter measurement), Option C (normalized annual consumption model or a fully specified regression model) and Option D (calibrated building energy simulation models).

Baseline Assessment

Development of baseline is a crucial step in accurately assessing custom measure ex post savings, and it is sometimes the case that the ex post evaluation-defined baseline does not agree with the program-defined baseline. In each case, an investigation is needed to determine whether the existing equipment was at the end of its life and whether there is an efficiency increment among new equipment available in the market. If the equipment is at the end of its

life and there is variation among new equipment efficiencies, then the savings should be based on the delta between the efficiency of the standard baseline equipment and program induced installation. If the equipment is at the end of its life (i.e., no evidence of program-induced early replacement) and there is little or no difference in efficiencies among new equipment choices, then the savings will essentially be zero. The evaluation acknowledges that early replacement activities would normally yield an array of annual (and peak demand) savings throughout the effective useful life (EUL) of the new equipment, involving impacts in the first series of years that reflect differences in usage versus the pre-existing system, and in later years versus the likely equipment adoption in the absence of the program (i.e., two different baselines might be applied). However, this evaluation seeks to identify the predominant baseline condition, and derive a single (representative) year estimate of annual and peak demand savings. The point here is to simply illustrate that baseline determination and analysis are an integral and extremely important part of custom impact evaluation, and to acknowledge the complexities involved in the actual grid-level impacts.

Production Adjustments

Changes in production between the pre-retrofit and post-retrofit periods must be accounted for in this evaluation. Changes in production have a direct impact on total energy usage and energy savings.

Guidelines in place for this evaluation requires energy savings calculations to be based on the pre retrofit production levels if the measure caused the change in production, on the other hand, if market demand causes a change in production, then post retrofit production levels would be used. Following these guidelines ensures that all the projects with production changes are addressed in a consistent manner.

Review Applications and Prepare Analysis Plans

For each selected application, an in-depth application review is performed to assess the engineering methods, parameters and assumptions used to generate all ex ante impact estimates. Application review serves to familiarize the assigned engineer with the gross impact approach applied in the program calculations. This also forms the basis for determining the additional data and monitoring needs that are required to complete each analysis and the likely sources for obtaining those analytic inputs. For most projects on-site sources include interviews that are completed at the time of the on-site, visual inspection of the systems and equipment, EMS data downloads, spot measurements, and short-term monitoring (e.g., less than four weeks). For some projects, data sources also include program implementers, interviews with

vendors and other Energy Efficiency Service Providers (EESPs)²⁷ that participated in a given project.

From the total of 32 gross impact sites analyzed in PY3, 19 projects utilized IPMVP Option A, and two projects each utilized IPMVP Option B and utilized IPMVP Option C. Three projects utilized a hybrid IPMVP approach (Option C whole facility billing analysis in conjunction with Option A). Additionally, desk reviews were performed to analyze six small lighting projects in PY3.

Each review results in a formal analysis plan. Each plan explains the general gross impact approach used (including monitoring plans), provides an analysis of the current inputs (based on the application and other available sources at that time), and identifies sources that will be used to verify data or obtain newly identified inputs for the ex post gross impact approach. Sometimes initial plans are adjusted to reflect actual in-field conditions. Where warranted the evaluation team refines the initial plan based on better/more information as each M&V site data collection and analysis effort develops. There are also situations where the favored data collection and analysis approach turns out to be infeasible – for example, if a site contact did not provide requested EMS trend data.

Schedule and Conduct On-Site Data Collection

On-site surveys are completed for each of the customer applications sampled. The engineer assigned to each project first calls to set up an appointment with the customer.

During the on-site audit, data identified in the analysis plan is collected, including monitoring records (such as instantaneous spot watt measurements for relevant equipment, measured temperatures, data from equipment logs and EMS/SCADA system downloads), equipment nameplate data, system operation sequences and operating schedules, and, of course, a careful description of site conditions that might contribute to baseline selection.

For the six desk review projects, the data collection will involve customer interviews to collect operating schedules, review invoices to confirm quantity of installed fixtures, use manufacturer data or the standard wattage tables to verify fixture wattages and review of ex ante calculations to verify the reported savings.

All engineers who conduct audits are trained and experienced in completing inspections for related types of projects. Each carries all equipment required to conduct the planned activities. They check in with the site contact upon arrival at the building, and check out with that same

²⁷ Energy Efficiency Service Providers are supply-side market actors that might assist customers in completing one or more tasks for a given project. This might include consultants, designers, vendors, contractors and energy services companies (ESCO's).

site contact, or a designated alternate, on departure. The on-site audit consists of a combination of interviewing and taking measurements. During the interview, the engineer meets with a building representative who is knowledgeable about the facility's equipment and operation, and asks a series of questions regarding operating schedules, location of equipment, and equipment operating practices. Following this interview, the engineer makes a series of detailed observations and measurements of the building and equipment. All information is recorded and checked for completeness before leaving the site.

Conduct Site-Specific Impact Calculations and Prepare Draft Site Reports

After all of the field data is collected, including any monitoring data, annual energy and demand impacts are developed based on the on-site data, monitoring data, application information, and, in some cases, billing or interval data. Each program engineering analysis is based on calibrated engineering models that make use of hard copy application review and on-site gathered information surrounding the equipment installed through the program (and the operation of those systems).

Energy and demand savings calculations are accomplished using methods that include short-term monitoring-based assessments, simulation modeling (e.g., DOE-2), bin models, application of ASHRAE methods and algorithms, analysis of pre- and post-installation billing and interval data, and other specialized algorithms and models.

For this study, peak hours are defined as non-holiday weekdays between 1:00 PM and 5:00 PM Central Prevailing Time (CPT) from June 1 to August 31. This is in accordance with the PJM manual 18, *Energy Efficiency and Verification*, of Mar 1 2010.

Peak demand savings for both baseline and post retrofit conditions are the average demand kW savings for the 1 pm to 5 pm weekday time period. If this energy savings measure is determined to have weather dependency then the peak kW savings are based on the zonal weighted temperature humidity index (WTHI) standard posted by PJM. The zonal WTHI is the mean of the zonal WTHI values on the days in which PJM peak load occurred in the past ten years. This mean WTHI value is 80.4. Demand savings is the difference in kW between the baseline and post retrofit conditions.

After completion of the engineering analysis, a site-specific draft impact evaluation report is prepared that summarizes the M&V plan, the data collected at the site, and all of the calculations and parameters used to estimate savings.

Quality Control Review and Final Site Reports

The focus of the engineering review is on the quality and clarity of the documentation and consistency and validity of the estimation methods.

Each draft site report including calculations underwent extensive senior engineer review, providing feedback to each assigned engineer for revisions or other improvements. Each assigned engineer then revised the draft reports as necessary to produce the final site reports.

5.3.3 Net Impact

Additional information regarding the net impact evaluation methodology is shown below.

Basic Free-Ridership Assessment

Free ridership was assessed using a customer self-report approach following a framework that was developed for evaluating net savings of California's 2006-2008 nonresidential energy efficiency programs. This method calculates free-ridership using data collected during participant phone surveys concerning the following three items:

A **Program Components** score that reflects the importance of various program and program related elements in the customer's decision and timing of the decision in selecting a specific program measure.

A **Program Influence** score that reflects the degree of influence the program had on the customer's decision to install the specified measures. This score is cut in half if they learned about the program after they decided to implement the measures.

A **No-Program** score that captures the likelihood of various actions the customer might have taken at this time and in the future if the program had not been available. This score accounts for deferred free ridership by incorporating the likelihood that the customer would have installed program-qualifying measures at a later date if the program had not been available.

Each of these scores represents the highest response or the average of several responses given to one or more questions about the decision to install a program measure. The rationale for using the maximum value is to capture the most important element in the participant's decision making. This approach and scoring algorithm is identical to that used by the Ameren Illinois evaluators with the exact same questions.

The calculation of free-ridership for the Custom program is a multi-step process. The survey covers a battery of questions used to assess net-to-gross ratio for a specific end-use and site.

Responses are used to calculate a Program Components score, a Program Influence score and a No-Program score for each project covered through the survey. These three scores can take values of 0 to 10 where a lower score indicates a higher level of free-ridership. The calculation then averages those three scores to come up with a project-level net-to-gross ratio. If the customer has additional projects at other sites covering the same end-use, the survey asks

whether the responses also apply to the other projects. If that is the case, the additional projects are given the same score.

The scoring approach used to calculate free-ridership from data collected through participant phone surveys is summarized in Table 5-2.

Table 5-2. Basic Net-to-Gross Scoring Algorithm for the PY3 Custom Program

Scoring Element	Calculation
<p>Program Components score. The maximum score (on a scale of 0 to 10 where 0 equals not at all influential and 10 equals very influential) among the self-reported influence level the program had for:</p> <ul style="list-style-type: none"> A. Availability of the program incentive B. Technical assistance from utility or program staff C. Recommendation from utility or program staff D. Information from utility or program marketing materials E. Endorsement or recommendation by a utility account rep 	<p>Maximum of A, B, C, D, and E</p>
<p>Program Influence score. “If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the <ENDUSE>, and you had to divide those 100 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?”</p>	<p>Points awarded to the program (divided by 10) Divide by 2 if the customer learned about the program AFTER deciding to implement the measure that was installed</p>
<p>No-Program score. “Using a likelihood scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”, if the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment?”</p> <p>Adjustments to the “likelihood score” are made for timing: “Without the program, when do you think you would have installed this equipment?” Free-ridership diminishes as the timing of the installation without the program moves further into the future.</p>	<p>Interpolate between No Program Likelihood Score and 10 where “At the same time” or within 6 months equals No Program score, and 48 months later equals 10 (no free-ridership)</p>
<p>Project-level Free-ridership (ranges from 0.00 to 1.00)</p>	<p>1 – Sum of scores (Program Components, Program Influence, No-Program)/30</p>
<p>PY3 Project level Net-to-Gross Ratio (ranges from 0.00 to 1.00)</p>	<p>1 – Project level Free-ridership</p>

Scoring Element	Calculation
Apply score to other end-uses within the same project?	If yes, assign score to other end-uses of the same project
Apply score to other projects of the same end-use?	If yes, assign score to same end-use of the additional projects

Standard Free-Ridership Assessment

For projects that receive greater program funding levels in excess of \$50,000, an effort is made during the customer telephone survey to more completely examine project influence sources in order to allow for any analyst-determined adjustments to customer self-reported score calculations using the Basic approach outlined above. Additional survey batteries examine other project decision-making influences including the vendor, age, and condition of existing equipment, corporate policy for efficiency improvements and so on. Any adjustments made on this basis are carefully documented and the rationale for any adjustments is provided, to ensure their transparency to the reviewer.

Additional Data Sources, Call-Backs and Free-Ridership Adjustments

All project free-ridership scores and responses (including open-ends) were carefully reviewed prior to finalization and, in certain instances, additional data sources were examined and follow-up calls were found to be warranted in order to finalize and adjust each free-ridership score. In those instances interviews were conducted for sampled projects with a selected representative of the program implementer to better understand the evolution of each project from concept to installation, and gather any knowledge concerning project implementation, including vendors, utility staff, program staff and other players that had participated. Callbacks were placed with the respondents to 1) resolve apparent discrepancy in responses, 2) obtain a clearer understanding of the equipment installation decision making, 3) examine the influence of corporate policy and 4) examine any other project influences. Calls were placed with the vendors associated with a given project where their customer-supplied importance scores (that is, project influence) warranted it; they were also done in cases where there was implementer or customer information provided that suggested the current net-to-gross ratio might significantly increase. Adjustments were made where warranted. Any adjustments made on this basis were carefully documented and the rationale for any adjustments is provided, to ensure their transparency to the reviewer.

Spillover

For the PY3 Custom program evaluation, a battery of questions was asked to assess spillover. Below are paraphrased versions of the spillover questions that were asked:

1. Since your participation in the ComEd program, did you implement any ADDITIONAL energy efficiency measures at this facility that did NOT receive incentives through any utility or government program?
2. What specifically were the measures that you implemented?
3. Why are you not expecting an incentive for these measures?
4. Why did you not install this measure through the ComEd Program?
5. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of these measures.
6. Please describe the EFFICIENCY of these measures.
7. Please describe the QUANTITY installed of these measures.
8. Were these measures specifically recommended by a program related audit, report or program technical specialist?
9. How significant was your experience in the ComEd Program in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all significant and 10 is extremely significant?
10. Why do you give the ComEd program this influence rating?
11. If you had not participated in the ComEd program, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure?

Responses to these questions allow us to assess whether spillover may be occurring and the type of equipment involved, but do not offer enough detail to quantify the spillover.

5.3.4 Process Evaluation Methods

Six research activities were conducted in support of the process evaluation: (1) interviews with program and implementation staff, (2) in-depth interviews with participating market actors, (3) in-depth interviews with ComEd Account Managers, (4) a quantitative telephone survey with 61 participating customers, (5) a quantitative telephone survey with 70 non-participating customers, and (6) a literature review and utility staff interviews regarding upstream bonuses for trade allies. These activities are further described below.

Tracking Data

The tracking data delivered for this evaluation was extracted from a copy of the ComEd online database uploaded to the evaluation team SharePoint site on a periodic basis. The tracking data used to support this evaluation was uploaded on August 2, 2011. Half of the impact and survey samples were drawn from a database extract dated April 5, 2011 to allow an early start of the impact efforts; the second half of the samples were drawn from an extract dated July 13, 2011. The Custom measures show no substantive differences between the July 13, 2011 version and the final August 2, 2011 version.

Program and Implementer Staff Interviews

The evaluation team conducted one call with the Program Manager of the Custom Program. This call covered key changes to the program design and implementation for PY3. We also conducted an interview with staff members at KEMA responsible for program implementation and marketing strategies.

Account Manager Interviews

We conducted interviews with five ComEd Account Managers as part of the PY3 evaluation of the Smart Ideas for Your Business Program. The interviews focused on program awareness and customer interest and participation. The five interviewed Account Managers represent a mix in terms of the number of customers they represent and their customers' participation in the Smart Ideas for Your Business Program.

The interview guide is included in Appendix 5.4.1.

Market Actor Depth Interviews

We interviewed 15 market actors as part of the PY3 evaluation of the Custom Program. The interviews focused on (1) how the Smart Ideas for Your Business Program has affected business practices and market trends, (2) barriers to installation of energy efficient equipment and customer participation in the program, and (3) satisfaction with the program and participation processes.

Of the 15 interviewed market actors, 7 have completed projects in the Custom Program but are *not* a registered trade ally. The remaining 8 interviews represent a mix of high activity and low activity *registered* trade allies who participated in the Custom Program in PY3.

The interview guide is included in Appendix 5.4.2.

Interviews with Program Staff of Utilities with Trade Ally Bonus

The evaluation team conducted interviews with seven individuals presenting utility programs that have employed a trade ally bonus. These programs were identified through a literature review and included both residential and business programs.

The interview guide is included in Appendix 5.4.3.

CATI Phone Survey of Participating Customers

A Computer-Assisted Telephone Interviewing (CATI) survey was conducted with 61 participants in the Custom Program.²⁸ The survey was directed toward unique customer contact names drawn from the tracking system for PY3 paid Custom projects. This survey focused on two key areas: (1) questions to estimate net program impacts (quantitative assessment of free-ridership and qualitative assessment of spillover) and (2) questions to support the process evaluation. The survey was implemented in two waves: The first wave took place in June and July, the second in August and September. All 61 CATI interviews were completed by Opinion Dynamics Corporation's call center.

In addition, two interviews were conducted by a Senior Consultant using the same survey instrument. These interviews targeted the largest PY3 custom projects and focused on net impact questions (a subset of the process questions were also asked). While responses to the process questions could not be integrated into the CATI results, they were generally consistent with responses given by the 61 CATI interviewees.

The CATI survey instrument is included in Appendix 5.4.4.

CATI Phone Survey of Non-Participating Customers

A CATI survey was conducted with a random sample of non-participating customers. The survey excluded customers in the small rate class (C28 – customers with demand less than 100 kW). The survey included questions about barriers to participation, program awareness, customer decision making processes, and general energy efficiency behaviors and attitudes. All interviews were completed in August and September of 2011.

The survey instrument is included in Appendix 5.4.5.

5.4 Data Collection Instruments

5.4.1 Account Manager Interview Guide

²⁸ Three respondents terminated the interview after completing the net-to-gross module; as such, 64 completed CATI interviews were available for the net-to-gross analysis.

ComEd Smart Ideas for Your Business C&I Programs: Account Manager Interviews
FINAL

Hello, this is _____ from Opinion Dynamics. We are the independent contractor hired by ComEd to conduct the evaluation of the Smart Ideas for Your Business Program. We are doing a brief survey with ComEd Account Managers. We are interested in your experience with the <Prescriptive and/or Custom> Program and any feedback you may have received about the program from your customers.

Is now still a good time or is there a more convenient time when I could call back?

Alert interviewee that the call will be recorded.

Note that responses will remain confidential and only be reported in aggregate with other responses.

Background

1. How long have you been an Account Manager at ComEd?
2. What kind of customers do you serve? *[Probe for business sector, size, chains]* Approximately how many customers do you serve?
3. How frequently do you interact with your customers? What is the primary mode of communication? *[Probe for if they visit location, call, send out emails, letters]* Does this vary by customer type or size?

NTG Battery

4. According to our records <SCOMP> is a customer of yours who implemented a <EUSE> project through the Prescriptive Program at <ADDR>. Were you aware of their participation?
5. Did you ever promote the Smart Ideas for Your Business Program to <SCOMP>? How frequently did you discuss the program with them? *(Probe for when the first began discussing the program, use <DATE> as a reference point)*
6. Did you play a role in their decision to implement <EUSE> project? Please explain. From your perspective, what were the main factors in <SCOMP> decision to install high efficiency equipment and participate in the program?
 - a. If promote it/involved: Without your involvement, how likely would they have been to implement the project through the program? *(Probe for very likely, somewhat likely, not at all likely)*

Program Awareness

7. How familiar would you say you are with the Smart Ideas for Your Business Program? [*Probe: very, somewhat, not very, not at all familiar*]
8. Have you attended any lunch-and-learn presentations? How many? How useful did you find these presentations? How did you use the information from the Lunch N Learns? Please explain.
9. How often do you discuss energy efficiency with your customers? How often do you promote the program? Does this vary by customer type or size?
If not often: why not?
10. What do you find to be the best way to reach your customers about energy efficiency opportunities? Does this vary by customer type or size?
11. What information about the program do you typically provide? [*probe for fact sheets, case studies*]
If provide materials: How useful have you found these marketing materials to be? What could make them more useful?
12. Do you use the website as a resource for program information? Do you find that the materials on the website are easily accessible? Do you have any suggestions on how to make program materials more accessible?
13. Do you feel you have enough information about the program to effectively promote it and assist customers in getting started with their participation?
14. Is there anything that the program could do to help you be more effective in promoting the program? (*probe for better marketing materials, more training, ...*)
15. Did you attend last year's (2010) EE Expo? Did you promote the Expo to your customers? Did any of your customers attend the Expo?
 - a. Did you find this EE Expo useful in providing information to your customers or promoting the program? Are there any changes that would make it better in the future?
 - b. How about this year's (2011) Expo that just took place? Did you attend? Did you promote it to your customers? Did your customers attend? How useful was the Expo in providing information about the program?
16. Is there a formal process for tracking leads? Do you keep track of your communications with your customers with respect to the Smart Ideas program? Is this information passed along to Program staff?
 - a. Do you find this process is working? Why/Why not?

Customer Awareness/Interest/Participation

17. What percentage of your customers, do you think, are aware of the Smart Ideas for Your Business Program? What percentage is interested? Why or why not? Does this vary by customer type or size?
18. How aware are you of your customers' participation and status in the program? Do you find that the weekly updates are useful? Do they provide enough information? Do you prefer to get updates in any other way?
19. Approximately what percentage of your customers has participated in the Smart Ideas Program? Does this vary by customer type or size?
20. Have you gotten any feedback from customers about the Smart Ideas Program? What is the nature of that feedback? Does this vary by customer type or size?
21. In your view, what are the major barriers to participating in the Smart Ideas for Your Business program?
22. What are the major barriers to your customers in installing energy efficient equipment?
23. This was the first year that the program initiated goals for account executives. (*To bring customers to EE expo, bring in \$15 million in paid/reserved projects by Nov, and to attend a certain amount of lunch-and-learns*). Did you achieve these goals? How did you feel about these goals? Did you find them realistic?

Those are all the questions I had. Thank you very much for your time today!

5.4.2 Market Actor Depth Interview Guide

**Trade Ally Survey for the ComEd Prescriptive Program
FINAL**

Hello, this is _____ from Opinion Dynamics calling on behalf of ComEd. THIS IS NOT A SALES CALL. We are doing a brief survey with program allies who have been involved in projects supported by the Smart Ideas for Your Business Program.

We are interested in your experience with the program and any feedback you may have received from your customers about the program. ComEd plans to use the information to improve the energy efficiency programs and services it offers to its business customers.

[If name does not match name on list] Who might be the best person to speak with about the Smart Ideas for Your Business Program?

[If name matches name on list] Would you be willing to speak with me for about 15 minutes? Is now a good time or is there a more convenient time when I could call back?

Alert interviewee that the call will be recorded.

Note that responses will remain confidential and only be reported in aggregate with other responses.

Firmographics

I first have a few general questions about your company.

- F1 What is your business category? (Probe for: contractor, engineer, ESCO, equipment vendor, architect)

- F2 What type of equipment, if any, would you say is your company's area of expertise? (Probe, if necessary: lighting, HVAC, refrigeration, motors, food service)
 - a. If multiple areas: What is the MAIN area? → [RECORD THIS AREA AS "ENDUSE"]
 - b. Approximately how many total commercial or industrial [ENDUSE] projects does your company implement in a typical year?

- F3 Approximately, how many employees does your company have? (Fewer than 5, 5-10, 11-50, over 50)

- F4 What are the key business sectors your company serves? (Probe for light/heavy industry, retail, office, restaurant, etc.)

Freeridership Module [ASK ONLY IF IDENTIFIED BY CUSTOMER]

I now have a few specific questions about your firm's recent involvement in <%CUSTOMER>'s installation of <%MEASURE> through the Smart Ideas for Your Business Program at <%ADDRESS> in <%MONTH/YEAR >.

FR1 <%CUSTOMER> has indicated that your firm was involved in the implementation of this project. Is this correct? Are you the person that is most knowledgeable about your firm's involvement in this project?

[IF NO, PROBE TO SEE IF THERE IS SOMEONE ELSE IN FIRM WHO MAY HAVE KNOWLEDGE OF THIS PROJECT, ELSE SKIP TO FR4]

FR2 Can you please describe your firm's role in the selection and installation of <%MEASURE> at <%CUSTOMER>'s facility? (Probe if firm merely supplied or installed equipment or if they had a role in selecting it. Probe about perceived level of influence firm's recommendation had on customer's choice.)

[IF NO ROLE IN SELECTING EQUIPMENT, SKIP TO FR4]

FR3a On a scale of 0 to 10 where 0 is NOT AT ALL IMPORTANT and 10 is EXTREMELY IMPORTANT, how important was the PROGRAM, including incentives as well as program services and information, in influencing your decision to recommend that <%CUSTOMER> install the energy efficiency MEASURE at this time? [SCALE 0-10]

FR3b And using a 0 to 10 likelihood scale where 0 is NOT AT ALL LIKELY and 10 is EXTREMELY LIKELY, if the PROGRAM, including incentives as well as program services and information, had not been available, what is the likelihood that you would have recommended this specific MEASURE to <%CUSTOMER>? [SCALE 0-10]

FR4 Do you know of any other vendors that worked with <%CUSTOMER> during their implementation and/or installation of <%MEASURE>, for example engineers or designers? If so, do you have their name and phone number?

Market Trends & Effect of Program on Business

I now have a few questions about the market for commercial and industrial [ENDUSE] equipment and the influence of the Smart Ideas for Your Business Program on your business practices.

- M1 Over the last 12 months, approximately what percentage of your [ENDUSE] equipment sales in ComEd's service territory were energy efficient models?
- Of these energy efficiency models, approximately what percentage would qualify for incentives from the program?
 - And of the installations that would qualify for incentives, approximately what percentage did NOT receive an incentive? Why do you think they did not receive an incentive? (*Probe for other reasons, if only one is mentioned.*)
- M2 You just told me that about ___% of your [ENDUSE] sales involve high efficiency equipment. Has this percentage *changed* in the past three years? How? In other words, do more of your sales involve high efficiency equipment?
- If increase:
- How important was the Smart Ideas Program in this change? (*Probe for specific program components: incentives, training, program website, other program components.*)
 - How important are other factors not related to the program? What are these other factors? (*Probe for tax credits/gov't rebates, general EE awareness, change in codes or standards.*)
- M3 In what percent of sales situations do you recommend high efficiency [ENDUSE] products?
- [If not 100%] When you don't recommend high efficiency products, what are the reasons?
- M4 Has the frequency with which you recommend high efficiency [ENDUSE] equipment changed in the past three years? How?
- If change noted:
- How important was the Smart Ideas Program in this change? (*Probe for specific program components: incentives, training, program website, other program components.*)
 - How important are other factors not related to the program? What are these other factors? (*Probe for tax credits/gov't rebates, general EE awareness, change in codes or standards.*)
- M5 As a result of the Smart Ideas Program...
- have you changed the type of equipment you supply and sell?
 - have you changed any other business practices as a result of the program? (*Probe for: hired more staff, opened up new offices, changed marketing.*)
 - Has the program caused an increase in business?

- M6 How aware, would you say, are your customers of energy efficiency and options available to make their facilities more energy efficient? How interested would you say are they? (*Probe for very, somewhat, not very, not at all aware/interested*)
Has this (awareness/interest) changed over time?
- M7 What do you view as the main barriers to the installation of energy efficient equipment for your customers? Does this vary by customer type or size? Anything else? What could be done to overcome these barriers?

Process Module

- P1 How aware, would you say, are your customers of the Smart Ideas for Your Business program? How interested are they in it? Does this vary by customer type or size?
- P2 How frequently do you promote the program to your customers? (Always, most of the time, sometimes, rarely, never?) If sometimes/rarely/never: Why? Does this vary by customer type or size?
- P3 Have you received any marketing materials from the program? If so, what did you receive? (*Probe for fact sheets, case studies, The Wire newsletter, "toolkit" from training session*) Do you provide these materials to your customers?
- If yes: How useful do you think are these materials in providing information about the program and encouraging customers to participate? If not useful, what would make them more useful?
 - If no: why not?
 - Are there any specific promotional materials that you would like ComEd to provide? If yes, what are they (e.g., case studies, point-of-sale technical handouts, website tools/enhancements)?

[IF REGISTERED TRADE ALLY]

- P4 Our records show that you are a registered Trade Ally, is that correct?
- Last year, ComEd instituted new requirements for becoming a registered Trade Ally. These included attending the Basic training once a year and completing at least one project. How do you feel about these new requirements? Did your firm have any problems meeting the requirements?
 - Has the designation of "Trade Ally" changed any of your business practices? How?
 - What do you see as the main benefits of being a registered Trade Ally? (*Probe: marketing materials, listing on ComEd website, group training, application status, sales coaching, discount on technical training, eligibility for trade ally bonus*)

[IF NOT A REGISTERED TRADE ALLY]

- P5 Our records show that you are **not** a registered trade ally, is that correct?
- Last year, ComEd instituted new requirements for becoming a registered Trade Ally. These included attending the Basic training once a year and completing at least one project. Were you aware of these new restrictions? How do you feel about these new requirements?
 - Why has your company not registered to become a Trade Ally?
 - Are you planning on becoming a registered trade ally?
 - What, if any, do you see as the main benefits of being a registered Trade Ally? (*Probe: marketing materials, listing on ComEd website, group training, application status, sales coaching, discount on technical training*)
 - What Trade Ally benefits could the Smart Ideas Program add that may convince you to become a registered trade ally? (*Probe for trade ally bonus*)
- P6 Were you aware that ComEd offered trade ally bonuses in the fall of 2010, where registered trade allies were awarded a 5% bonus of the incentive amount for projects that received \$10,000 or more in incentives?

[IF REGISTERED TRADE ALLY]

If aware:

- Did your company receive a bonus?
 - Did the bonus offering lead to an increased promotion of the program on your behalf? Did it lead to any other changes in your business practices? Do you think it resulted in more or bigger projects?
 - How did you feel about the restrictions/rules of the bonus? Was the bonus amount adequate?
 - What changes, if any, would you make to a trade ally bonus offering to make it more effective at bringing in more large projects? (*Probe: timing of bonus, length of promotion*)
- P7 What do you view as the main barriers to customer participation in the Smart Ideas for Your Business program? What could be done to overcome these barriers?
- P8 How satisfied are you with your participation in the Smart Ideas for Your Business program? (*Ask very, somewhat, not very, not at all satisfied.*) If not very satisfied or not at all satisfied: why?
- measures offered
 - incentive amounts
 - communication with Smart Ideas program staff
 - the program overall

[ask if total # of proj<4]

- P9 Our records indicate that you only participated in [X] project(s) through the program between June 2010 and May 2011. Can you briefly describe what prevented you from more active participation?
- P10 Do you have any recommendations of how the Smart Ideas for Your Business Program could be improved?

This concludes our survey. On behalf of ComEd, thank you very much for your time today!

5.4.3 Trade Ally Bonus Interview Guide

**ComEd Process Evaluation:
In-Depth Interview Guide: Literature Review of Trade Ally Bonus Programs**

August 16, 2011 FINAL

Name of Interviewee: _____ Date: _____
Title: _____ Utility/Program: _____

[Note to Reviewer] The Interview Guide is a tool to guide in-depth interviews with utility staff to understand more about the bonuses/incentives offered to trade allies. The guide helps to ensure the interviews include questions concerning the most important issues being investigated in this study. Follow-up questions are a normal part of these types of interviews. Therefore, there will be sets of questions that will be more fully explored with some individuals than with others. The depth of the exploration with any particular respondent will be guided by the role that individual played in the program's design and operation, i.e., where they have significant experiences for meaningful responses. The interviews will be audio taped and transcribed.

Introduction

Hi,

My name is ___ and I'm calling from Opinion Dynamics. We are part of the team that is conducting the evaluation of ComEd's Energy Efficiency programs. As part of our evaluation, we are researching programs that offer upstream bonuses or incentives to trade allies or contractors to incentivize their recruitment of program participants and applications. We have identified [INSERT NAME OF UTILITY PROGRAM] as offering such a bonus and would like to ask you some questions about the program. The questions will take less than 15 minutes. Is this a good time to talk? [IF NOT, SCHEDULE A CALL BACK.]

Screener

1. Our research indicates that your program offers a trade ally or contractor bonus, paid directly to that trade ally/contractor. Is this correct?
2. *If no:* Did you offer a bonus of this type during a previous program year?

IF NO to BOTH, THANK AND TERMINATE

Description of Bonus Offering

3. CONFIRM NAME OF PROGRAM AND RESIDENTIAL/COMMERCIAL
4. Could you briefly describe the process by which a contractor in your service area becomes a trade ally? What are the requirements for becoming a trade ally? What are the benefits for trade allies?
5. Do you have different kinds of trade allies, or different levels for trade allies?
6. Approximately how many trade allies do you have who are eligible for this bonus program?
7. Can you explain eligibility requirements for trade allies/contractors to receive the bonus? (*Probe: Do contractors have to be "registered" with the program to be eligible?*)
8. How long have you offered this bonus to trade allies/contractors? Is it a permanent offering or was it offered for a limited time? *If limited time:* For how long? What months? When in the program year?
9. Can you describe the bonus structure? (*Probe: What is the bonus or incentive amount offered to trade allies? Does it vary based on overall incentive amount of the project? Does it vary based on project size/estimated savings? Is it limited to specific measures? If so, what measures?*)
10. What was the main reason for offering this bonus? What were the main outcomes the program was hoping to achieve? (*Probe for: attract more projects, larger projects, projects of different type*)

Success of Bonus Offering

11. Approximately, what percentage of applications received a trade ally bonus? What percentage of trade allies/participating contractors took advantage of the bonus?
12. In your opinion, how successful has the bonus/incentive been? Do you think it has motivated trade allies/contractors to be more active in promoting the program? Please explain. Has it met its objectives?
13. *If very successful:* What do you think was the key to making this successful?
14. Is there anything that could have been done differently to make the bonus offering more successful?
15. What kind of feedback have you received from trade allies/contractors about this offering?

16. Have any evaluations been conducted which analyzed the impact of the trade ally/contractor bonus program?
If so, is the evaluation publicly available? Can we obtain a copy?
If not publicly available: Can you briefly summarize the findings of that analysis?
17. Will you be continuing the program/offering the same or similar incentive in the next project year? If not, why not?
18. What advice, if any, would you have for a manager of a C&I program thinking about offering a trade ally bonus?

Thank you very much for taking the time to speak with me.

5.4.4 Phone Survey of Participating Customers

COMED SMART IDEAS FOR YOUR BUSINESS PROGRAM

PARTICIPANT SURVEY – CUSTOM PROJECTS

PY3 FINAL

INTRODUCTION

[READ IF CONTACT=1]

Hello, this is _____ from Opinion Dynamics calling on behalf of ComEd. This is not a sales call. May I please speak with <PROGRAM CONTACT>?

Our records show that <COMPANY> purchased <ENDUSE>, which was recently installed and received an incentive from ComEd. We are calling to do a follow-up study about <COMPANY>'s participation in this program, which is called the Smart Ideas for Your Business Program. I was told you're the person most knowledgeable about this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 15 minutes. Is now a good time? [If no, schedule call-back]

[READ IF CONTACT=0]

Hello, this is _____ from Opinion Dynamics calling on behalf of ComEd. I would like to speak with the person most knowledgeable about recent changes in cooling, lighting, or other energy-related equipment for your firm at this location.

[IF NEEDED] Our records show that <COMPANY> purchased <ENDUSE>, which was recently installed and received an incentive from ComEd. We are calling to do a follow-up study about your firm's participation in this program, which is called the Smart Ideas for Your Business Program. I was told you're the person most knowledgeable about this project. Is that correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

This survey will take about 15 minutes. Is now a good time? [If no, schedule call-back]

SCREENING QUESTIONS

- A1. Just to confirm, between June 1, 2010 and May 31, 2011 did <COMPANY> participate in ComEd's Smart Ideas for Your Business Program at <ADDRESS>? (IF NEEDED: This is a program where your business received an incentive for installing one or more energy-efficient products covered under the program.)
- 1 (Yes, participated as described)
 - 2 (Yes, participated but at another location)
 - 3 (NO, did NOT participate in program)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[SKIP A2 IF A1=1,2]

- A2. Is it possible that someone else dealt with the energy-efficient product installation?
- 1 (Yes, someone else dealt with it)
 - 2 (No)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[IF A2=1, ask to be transferred to that person. If not available, thank and terminate. If available, go back to A1]

[IF A1=2, 3, 00, 98, 99: Thank and terminate. Record dispo as "Could not confirm participation".]

Before we begin, I want to emphasize that this survey will only be about the <ENDUSE> you installed through the Smart Ideas for Your Business Program at <ADDRESS>. [IF NECESSARY, READ PROJECT DESCRIPTION: <PROJDESC>]

PY2 NET-TO-GROSS MODULE

Variables for the net-to-gross module:

<NTG> (B=Basic rigor level, S= Standard rigor level. All questions here are asked if the standard rigor level is designated. Basic rigor level is designated through skip patterns)

<UTILITY> (ComEd or Ameren Illinois Utilities)

<PROGRAM> (Name of energy efficiency program)

<ENDUSE> (Type of measure installed; from program tracking dataset)

<VEND1> (Contractor who installed new equipment, from program tracking dataset)

<TECH_ASSIST> (If participant conducted Feasibility Study, Audit, or received Technical Assistance through the program; from program tracking database)

<OTHERPTS> (Variable to be calculated based on responses. Equals 1- minus response to N3p.)

<FINCRIT1> (Variable to be calculated based on responses. Equals 1 if payback period WITHOUT incentive is shorter than company requirement. See instructions below.)

<FINCRIT2> (Variable to be calculated based on responses. Equals 1 if payback period WITH incentive is shorter than company requirement. See instructions below.)

<MSAME> (Equals 1 if same customer had more than one project of the same measure type; from program tracking database)

<NSAME> (Number of additional projects of the same measure type implemented by the same customer; from program tracking database)

<FSAME> (Equals 1 if same customer also had a project of a different measure type at the same facility; from program tracking database)

<FDESC> (Type of project of a different measure type at the same facility; from program tracking database)

VENDOR INFORMATION

[SKIP TO V4 IF NTG=B]

I would like to get some information on the VENDORS that may have helped you with the implementation of this equipment.

- V1 Did you work with a contractor or vendor that helped you with the choice of this equipment?
- 1 (Yes)
 - 2 (No)
 - 8 (Don't Know)
 - 9 (Refused)

[SKIP TO V4 IF V1=2, 8, or 9]

V2 BLANK

- V3 Did you also use a DESIGN or CONSULTING Engineer?
- 1 (Yes)
 - 2 (No)
 - 8 (Don't know)
 - 9 (Refused)
- V4 Did your utility account manager assist you with the project that you implemented through the <UTILITY> <PROGRAM>?
- 1 (Yes)
 - 2 (No, don't have a utility account manager)
 - 3 (No, have a utility account manager but they weren't involved)
 - 8 (Don't know)
 - 9 (Refused)

NET-TO-GROSS BATTERY

I'd now like to ask a few questions about the <ENDUSE> you installed through the program.

- N1 When did you first learn about <UTILITY>'s Program? Was it BEFORE or AFTER you first began to THINK about implementing this measure? (NOTE TO INTERVIEWER: "this measure" refers to the specific energy efficient equipment installed through the program.)
- 1 (Before)
 - 2 (After)
 - 8 (Don't know)
 - 9 (Refused)

[ASK N2 IF N1=2, 8, 9]

- N2 Did you learn about <UTILITY>'s Program BEFORE or AFTER you DECIDED to implement the measure that was installed? (NOTE TO INTERVIEWER: "the measure" refers to the specific energy efficient equipment installed through the program.)
- 1 (Before)
 - 2 (After)
 - 8 (Don't know)
 - 9 (Refused)

- N3 Next, I'm going to ask you to rate the importance of the program as well as other factors that might have influenced your decision to implement this measure. Think of the degree of importance as being shown on a scale with equally spaced units from 0 to 10, where 0 means not at all important and 10 means extremely important. Now using this scale please rate the importance of each of the following in your decision to implement the measure at this time. [FOR N3a-n, RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused]

(If needed: How important in your DECISION to implement the project was...)

[SKIP N3a IF NTG=B]

N3a. The age or condition of the old equipment

N3b. Availability of the PROGRAM incentive

[ASK IF N3b=8, 9, 10]

N3bb. Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[SKIP TO N3f IF NTG=B]

[ASK IF <TECH_ASSIST>=1, ELSE SKIP TO N3d]

N3c. Information provided through the technical assistance you received from <UTILITY> or KEMA field staff

[SKIP N3cc IF NTG=B]

[ASK IF N3c=8, 9, 10]

N3cc. Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[ASK N3d IF V1=1]

N3d. Recommendation from an equipment vendor or contractor that helped you with the choice of the equipment

N3e. Previous experience with this type of equipment

N3f. Recommendation from a <UTILITY> program staff person

[SKIP N3ff IF NTG=B]

[ASK N3ff IF N3f=8, 9, 10]

N3ff. Why do you give it this rating?

N3h. Information from <PROGRAM> or <UTILITY> marketing materials

[SKIP N3hh IF NTG=B]

[ASK IF N3h=8, 9, 10]

N3hh. Why do you give it this rating?

[SKIP TO N3k IF NTG=B]

[ASK N3i IF V3=1]

N3i. A recommendation from a design or consulting engineer

N3j. Standard practice in your business/industry

[SKIP N3k IF V4>1]

N3k. Endorsement or recommendation by a <UTILITY> account manager

[SKIP N3kk IF NTG=B]

[ASK IF N3k=8, 9, 10]

N3kk. Why do you say that?

[SKIP TO N3n IF NTG=B]

N3l. Corporate policy or guidelines

N3m. Payback on the investment

N3n. Were there any other factors we haven't discussed that were influential in your decision to install this MEASURE?

00 [Record verbatim]

96 (Nothing else influential)

98 (Don't Know)

99 (Refused)

[ASK N3nn IF N3n=00]

N3nn. Using the same zero to 10 scale, how would you rate the influence of this factor? [RECORD 0 to 10; 98=Don't Know; 99=Refused]

Thinking about this differently, I would like you to compare the importance of the PROGRAM with the importance of other factors in implementing the <ENDUSE> project.

[SKIP TO N3p IF NTG=B]

[READ IF (N3A, N3D, N3E, N3I, N3J, N3L, N3M, OR N3N)=8,9,10; ELSE SKIP TO N3p]

You just told me that the following other factors were important:

[READ IN ONLY ITEMS WHERE THEY GAVE A RATING OF 8 or higher]

(N3A) Age or condition of old equipment,

(N3D) Equipment Vendor recommendation

(N3E) Previous experience with this measure

(N3I) Recommendation from a design or consulting engineer

(N3J) Standard practice in your business/industry

(N3L) Corporate policy or guidelines

(N3M) Payback on investment

(N3N) Other factor

N3p If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the <ENDUSE>, and you had to divide those 100 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?
Points given to program: [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[CALCULATE VARIABLE "OTHERPTS" AS: 100 MINUS N3p RESPONSE; IF N3p=998, 999, SET OTHERPTS=BLANK]

N3o And how many points would you give to other factors? [RECORD 0 to 100; 998=Don't Know; 999=Refused] [The response should be <OTHERPTS> because both numbers should equal 100. If response is not <OTHERPTS> ask INC1]

INC1 The last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N3p RESPONSE> points to the program. Does that mean you would give <OTHERPTS> points to other factors?

- 1 (Yes)
- 2 (No)
- 98 (Don't know)
- 99 (Refused)

[IF INC1=2, go back to N3p]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE SCORE

[ASK IF (N3p>69 AND ALL OF (N3b, N3c, N3f, N3h, AND N3k)=0,1,2,3), ELSE SKIP TO N4aa]

N4 You just gave <N3p RESPONSE> points to the importance of the program, I would interpret that to mean that the program was quite important to your decision to install this equipment. Earlier, when I asked about the importance of individual elements of the program I recorded some answers that would imply that they were not that important to you. Just to make sure I have recorded this properly, I have a couple questions to ask you.

N4a When asked about THE AVAILABILITY OF THE PROGRAM INCENTIVE, you gave a rating of ...<N3B RESPONSE> ... out of ten, indicating that the program incentive was not that important to you.

Can you tell me why the incentive was not that important?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[SKIP N4b IF NTG=B OR<TECH ASSIST>=0]

N4b When I asked you about THE INFORMATION PROVIDED THROUGH THE TECHNICAL ASSISTANCE, you gave a rating of ...<N3C RESPONSE> ... out of ten, indicating that the information provided

was not that important to you. Can you tell me why the information provided was not that important?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N4c When I asked you about THE RECOMMENDATION FROM A <UTILITY> PROGRAM STAFF PERSON, you gave a rating of ...<N3F RESPONSE> ... out of ten, indicating that the information provided was not that important to you. Can you tell me why the information provided was not that important?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

N4d When asked about THE INFORMATION from the <PROGRAM> or <UTILITY> MARKETING MATERIALS, you gave a rating of ...<N3H RESPONSE> ... out of ten, indicating that this information from the program or utility marketing materials was not that important to you. Can you tell me why this information was not that important?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[SKIP N4e IF V4>1 or N3k=96,98,99]

N4e When asked about THE ENDORSEMENT or RECOMMENDATION by YOUR UTILITY ACCOUNT MANAGER, you gave a rating of <N3K RESPONSE> ... out of ten, indicating that this Account manager endorsement was not that important to you. Can you tell me why this endorsement was not that important?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK IF N3p<31 AND ANY ONE OF (N3b, N3c, N3f, N3h, OR N3k=8,9,10) ELSE SKIP TO N5]

N4aa You just gave <N3p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was not very important to your decision to install this equipment. Earlier, when I asked about the importance of individual elements of the program I recorded some answers that would imply that they were very important to you. Just to make sure I understand, would you explain why the program was not very important in your decision to install this equipment?

Now I would like you to think about the action you would have taken with regard to the installation of this equipment if the utility program had not been available.

N5 Using a likelihood scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”, if the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [RECORD 0 to 10; 98=Don't know; 99=Refused]

CONSISTENCY CHECKS

[ASK N5a-d IF N3b=8,9,10 AND N5=7,8,9,10]

N5a When you answered ...<N3B RESPONSE> ... for the question about the influence of the incentive, I would interpret that to mean that the incentive was quite important to your decision to install. Then, when you answered <N5 RESPONSE> for how likely you would be to install the same equipment without the incentive, it sounds like the incentive was not very important in your installation decision.

I want to check to see if I am misunderstanding your answers or if the questions may have been unclear. Will you explain the role the incentive played in your decision to install this efficient equipment?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N5b Would you like for me to change your score on the importance of the incentive that you gave a rating of <N3B RESPONSE> or change your rating on the likelihood you would install the same equipment without the incentive which you gave a rating of <N5 RESPONSE> and/or we can change both if you wish?

1 (Change importance of incentive rating)

2 (Change likelihood to install the same equipment rating)

3 (Change both)

4 (No, don't change)

8 (Don't know)

9 (Refused)

[ASK IF N5b=1,3]

N5c How important was... availability of the PROGRAM incentive? (IF NEEDED: in your DECISION to implement the project) [Scale of 0 to 10, where 0 means not at all important and 10 means extremely important; 98=Don't know, 99=Refused]

[ASK IF N5b=2,3]

N5d If the utility program had not been available, what is the likelihood that you would have installed exactly the same equipment? [Scale of 0 to 10, where 0 means "Not at all likely" and 10 means "Extremely likely"; 98=Don't know, 99=Refused]

[ASK IF N3j>7]

N6 In an earlier question, you rated the importance of STANDARD PRACTICE in your industry very highly in your decision making. Could you please rate the importance of the PROGRAM, relative to this standard industry practice, in influencing your decision to install this measure. Would you say the program was much more important, somewhat more important, equally important, somewhat less important, or much less important than the standard practice or policy?

- 1 (Much more important)
- 2 (Somewhat more important)
- 3 (Equally important)
- 4 (Somewhat less important)
- 5 (Much less important)
- 8 (Don't know)
- 9 (Refused)

[ASK IF N5>0, ELSE SKIP TO N8]

N7 You indicated earlier that there was a <N5 RESPONSE> in 10 likelihood that you would have installed the same equipment if the program had not been available. Without the program, when do you think you would have installed this equipment? Would you say...

- 1 At the same time
- 2 Earlier
- 3 Later
- 4 (Never)
- 8 (Don't know)
- 9 (Refused)

[ASK N7a IF N7=3]

N7a. How much later would you have installed this equipment? Would you say...

- 1 Within 6 months?
- 2 6 months to 1 year later
- 3 1 - 2 years later
- 4 2 - 3 years later?
- 5 3 - 4 years later?
- 6 4 or more years later
- 8 Don't know
- 9 Refused

[ASK N7b IF N7a=6]

- N7b. Why do you think it would have been 4 or more years later?
00 [Record VERBATIM]
98 (Don't know)
99 (Refused)

PAYBACK BATTERY [ASK N8-N10e IF N3m=6,7,8,9,10]

I'd like to find out more about the payback criteria <COMPANY> uses for its investments.

- N8 What financial calculations does <COMPANY> make before proceeding with installation of a MEASURE like this one?
00 [Record VERBATIM]
98 (Don't know)
99 (Refused)

- N9 What is the payback cut-off point <COMPANY> uses (in months) before deciding to proceed with an investment? Would you say...
- 1 0 to 6 months
 - 2 7 months to 1 year
 - 3 more than 1 year up to 2 years
 - 4 more than 2 years up to 3 years
 - 5 more than 3 years up to 5 years
 - 6 Over 5 years
 - 8 (Don't know)
 - 9 (Refused)

- N10a What was the estimated payback period for the new <ENDUSE>, in months, WITH the incentive from the <PROGRAM>?
00 [NUMERIC OPEN END, UP TO 240]
998 (Don't know)
999 (Refused)

- N10b And what was the estimated payback period for the <ENDUSE>, in months, WITHOUT the incentive from the <PROGRAM>?
00 [NUMERIC OPEN END, UP TO 240]
998 (Don't know)
999 (Refused)

[CREATE VARIABLE FINCRIT1. SET FINCRIT1 = BLANK IF: N9=8,9 OR N10b=998,999. SET FINCRIT1 = 1 IF: (N9=1 AND N10b<7) OR (N9=2 AND N10b<13) OR (N9=3 AND N10b<25) OR (N9=4 AND N10b<37) OR (N9=5 AND N10b<61) OR (N9=6). ELSE, SET FINCRIT1 = 0.]

[ASK N10c IF FINCRIT1=1]

N10c Even without the incentive, the <ENDUSE> project met <COMPANY>'s financial criteria. Would you have gone ahead with it even without the incentive?

- 1 (Yes)
- 2 (No)
- 3 (Maybe)
- 8 (Don't know)
- 9 (Refused)

[CREATE VARIABLE FINCRIT2. SET FINCRIT2 = BLANK IF: N9=8,9 OR N10a=998,999. SET FINCRIT2 = 1 IF: (N9=1 AND N10a<7) OR (N9=2 AND N10a<13) OR (N9=3 AND N10a<25) OR (N9=4 AND N10a<37) OR (N9=5 AND N10a<61) OR (N9=6). ELSE, SET FINCRIT2 = 0.

[ASK N10d IF FINCRIT2=1 AND FINCRIT1=0 AND N3b=0,1,2,3,4]

N10d The incentive seemed to make the difference between meeting your financial criteria and not meeting them, but you are saying that the incentive didn't have much effect on your decision, why is that?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK N10e IF FINCRIT2=0 AND N3b=8,9,10]

N10e. The incentive didn't cause this <ENDUSE> project to meet <COMPANY>'s financial criteria, but you said that the incentive had an impact on the decision to install the <ENDUSE>. Why did it have an impact?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

CORPORATE POLICY BATTERY [ASK N11-N17 IF N3L=6,7,8,9,10]

N11 Does your organization have a corporate environmental policy to reduce environmental emissions or energy use? Some examples would be to "buy green" or use sustainable approaches to business investments.

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

[ASK N12-N17 IF N11=1]

N12 What specific corporate policy influenced your decision to adopt or install the <ENDUSE> through the <UTILITY> program?

00 [RECORD VERBATIM]

98 (Don't know)

99 (Refused)

N13 Had that policy caused you to adopt energy efficient <ENDUSE> at this facility before participating in the <UTILITY> program?

1 (Yes)

2 (No)

8 (Don't know)

9 (Refused)

N14 Had that policy caused you to adopt energy efficient <ENDUSE> at other facilities before participating in the <UTILITY> Program?

1 (Yes)

2 (No)

8 (Don't know)

9 (Refused)

[ASK N15-N16 IF N13=1 OR N14=1]

N15 Did you receive an incentive for a previous installation of <ENDUSE>?

1 (Yes)

2 (No)

8 (Don't know)

9 (Refused)

[ASK N16 IF N15=1]

N16 To the best of your ability, please describe.... [Record VERBATIM; 98=Don't know; 99=Refused]

a. the amount of incentive received

b. the approximate timing

c. the name of the program that provided the incentive

[ASK N17 IF N13=1 OR N14=1]

N17 If I understand you correctly, you said that <COMPANY> 's corporate policy has caused you to install energy efficient <ENDUSE> previously at this and/or other facilities. I want to make sure I fully understand how this corporate policy influenced your decision versus the <UTILITY> program. Can you please clarify that?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

STANDARD PRACTICE BATTERY [ASK N18-N22 IF N3j=6,7,8,9,10]

N18 Approximately, how long has use of energy efficient <ENDUSE> been standard practice in your industry?

M [00 Record Number of Months; 98=Don't know, 99=Refused]

Y [00 Record Number of Years; 98=Don't know, 99=Refused]

N19 Does <COMPANY> ever deviate from the standard practice?

1 (Yes)

2 (No)

8 (Don't know)

9 (Refused)

[ASK IF N19=1]

N19a Please describe the conditions under which <COMPANY> deviates from this standard practice.

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N20 How did this standard practice influence your decision to install the <ENDUSE> through the <PROGRAM>?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

N20a Could you please rate the importance of the <PROGRAM>, versus this standard industry practice in influencing your decision to install the <ENDUSE>. Would you say the <PROGRAM> was...

1 Much more important

2 Somewhat more important

3 Equally important

4 Somewhat less important

5 Much less important

8 (Don't know)

9 (Refused)

N21 What industry group or trade organization do you look to to establish standard practice for your industry?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

- N22 How do you and other firms in your industry receive information on updates in standard practice?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

DESIGN ASSISTANCE

- N23 Who provided the most assistance in the design or specification of the <ENDUSE> you installed through the <PROGRAM>? (If necessary, probe from the list below.)
- 1 (Designer)
 - 2 (Consultant)
 - 3 (Equipment distributor)
 - 4 (Installer)
 - 5 (<UTILITY> account manager)
 - 6 (<PROGRAM> staff)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[SKIP N24 IF N23=98, 99]

- N24 Please describe the type of assistance that they provided.
- 00 Record VERBATIM
 - 98 Don't know
 - 99 Refused

ADDITIONAL PROJECTS

[ASK N26 IF MSAME=1]

Our records show that <COMPANY> also received an incentive from <UTILITY> for <NSAME> other <ENDUSE> project(s).

- N26 Was it a single decision to complete all of those <ENDUSE> projects for which you received an incentive from <UTILITY> or did each project go through its own decision process?
- 1 (Single Decision)
 - 2 (Each project went through its own decision process)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[ASK N27 IF FSAME=1 ELSE SKIP TO SPILLOVER MODULE]

Our records show that <COMPANY> also received an incentive from <UTILITY> for a <FDESC> project at < ADDRESS >.

N27 Was the decision making process for the <FDESC> project the same as for the <ENDUSE> project we have been talking about?

- 1 (Same decision making process)
- 2 (Different decision making process)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

PY2 SPILLOVER MODULE

Thank you for discussing the new <ENDUSE> that you installed through the <PROGRAM>. Next, I would like to discuss any energy efficient equipment you might have installed OUTSIDE of the program.

SP1 Since your participation in the <UTILITY> program, did you implement any ADDITIONAL energy efficiency measures at this facility or at your other facilities within ComEd's service territory that did NOT receive incentives through any utility or government program?

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

[ASK SP2-SP7i IF SP1=1, ELSE SKIP TO S0]

SP2 What was the first measure that you implemented? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (Didn't implement any measures)
- 98 (Don't know)
- 99 (Refused)

[SKIP TO S0 IF SP2=96, 98, 99]

SP3 What was the second measure? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (There was no second measure)
- 98 (Don't know)
- 99 (Refused)

[SKIP SP4 IF SP3=96, 98, 99]

SP4 What was the third measure? (IF RESPONSE IS GENERAL, E.G., "LIGHTING EQUIPMENT", PROBE FOR SPECIFIC MEASURE. PROBE FROM LIST, IF NECESSARY.)

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)
- 4 (Lighting: CFLs)
- 5 (Lighting: Controls / Occupancy sensors)
- 6 (Lighting: LED lamps)
- 7 (Cooling: Unitary/Split Air Conditioning System)
- 8 (Cooling: Room air conditioners)
- 9 (Cooling: Variable Frequency Drives (VFD/VSD) on HVAC Motors)
- 10 (Motors: Efficient motors)
- 11 (Refrigeration: Strip curtains)
- 12 (Refrigeration: Anti-sweat controls)
- 13 (Refrigeration: EC motor for WALK-IN cooler/freezer)
- 14 (Refrigeration: EC motor for REACH-IN cooler/freezer)
- 00 (Other, specify)
- 96 (There was no third measure)
- 98 (Don't know)
- 99 (Refused)

SP5 I have a few questions about the FIRST measure that you installed. (If needed, read back measure: <SP2 RESPONSE>) [OPEN END]

- a. Why did you not receive an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. How many of this measure did you install?

SP5f. Was this measure specifically recommended by a program related audit, report or program technical specialist?

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

SP5g. How significant was your experience in the <UTILITY> Program in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all significant and 10 is extremely significant? [SCALE 0-10; 98=Don't Know; 99=Refused]

[SKIP SP5h IF SP5g = 98, 99]

SP5h. Why do you give it this rating? [OPEN END]

SP5i. If you had not participated in the <UTILITY> program, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure? [SCALE 0-10; 98=Don't Know; 99=Refused]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING

[ASK CC1a IF SP5g=0,1,2,3 AND SP5i =0,1,2,3]

CC1a When you answered ...<SP5g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was not very important to your decision. However, when you answered the previous question, it sounds like it was not very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK CC1b IF SP5g=8,9,10 AND SP5i =8,9,10]

CC1b When you answered ...<SP5g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was quite important to your decision. However, when you answered the previous question, it sounds like it was very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[SKIP SP6-SP7i IF SP3=96, 98, 99]

SP6 I have a few questions about the SECOND measure that you installed. (If needed, read back measure: <SP3 RESPONSE>) [OPEN END]

- a. Why did you not receive an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. How many of this measure did you install?

SP6f. Was this measure specifically recommended by a program related audit, report or program technical specialist?

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

SP6g. How significant was your experience in the <UTILITY> Program in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all significant and 10 is extremely significant? [SCALE 0-10; 98=Don't Know; 99=Refused]

[SKIP SP6h IF SP6g = 98, 99]

SP6h. Why do you give it this rating? [OPEN END]

SP6i. If you had not participated in the <UTILITY> program, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure? [SCALE 0-10; 98=Don't Know; 99=Refused]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING

[ASK CC2a IF SP6g=0,1,2,3 AND SP6i =0,1,2,3]

CC2a When you answered ...<SP6g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was not very important to your decision. However, when you answered the previous question, it sounds like it was not very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK CC2b IF SP6g=8,9,10 AND SP6i =8,9,10]

CC2b When you answered ...<SP6g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was quite important to your decision. However, when you answered the previous question, it sounds like it was very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[SKIP SP7 – SP7i IF SP4=96, 98, 99]

SP7 I have a few questions about the THIRD measure that you installed. (If needed, read back measure: <SP3 RESPONSE>) [OPEN END]

- a. Why did you not receive an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. How many of this measure did you install?

SP7f. Was this measure specifically recommended by a program related audit, report or program technical specialist?

- 1 (Yes)
- 2 (No)
- 8 (Don't know)
- 9 (Refused)

SP7g. How significant was your experience in the <UTILITY> Program in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all significant and 10 is extremely significant? [SCALE 0-10; 98=Don't Know; 99=Refused]

[SKIP SP7h IF SP7g = 98, 99]

SP7h. Why do you give it this rating? [OPEN END]

SP7i. If you had not participated in the <UTILITY> program, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure? [SCALE 0-10; 98=Don't Know; 99=Refused]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING

[ASK CC3a IF SP7g=0,1,2,3 AND SP7i =0,1,2,3]

CC3a When you answered ...<SP7g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was not very important to your decision. However, when you answered the previous question, it sounds like it was not very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

[ASK CC3b IF SP7g=8,9,10 AND SP7i =8,9,10]

CC3b When you answered ...<SP7g RESPONSE> ... for the question about the influence of the <UTILITY> Program on your decision to install this measure, I would interpret that to mean the Program was quite important to your decision. However, when you answered the previous question, it sounds like it was very likely that you would have installed this measure had you not participated in the <UTILITY> Program. Can you please explain the role the program made in your decision to implement this measure?

- 00 [Record VERBATIM]
- 98 (Don't know)
- 99 (Refused)

PROCESS MODULE

I'd now like to ask you a few general questions about your participation in the Smart Ideas for Your Business program.

Program Processes and Satisfaction

S0 How did you first hear about the Smart Ideas program?

1. (ComEd Account Manager)
2. (ComEd Website)
4. (Contractor/Trade Ally)
5. (Email)
6. (Friend/colleague/word of mouth)
11. (Vendor)
13. (Consultant)
14. (Supplier)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S1a Did YOU fill out the application forms for the project? (Either the initial or the final program application)

1. (Yes)
2. (No)
8. (Don't know)
9. (Refused)

[ASK S1b IF S1a=1 ELSE SKIP TO S1e]

S1b Did the application forms clearly explain the program requirements and how to participate?

1. (Yes)
2. (No)
3. (Somewhat)
8. (Don't know)
9. (Refused)

S1c How would you rate the application process? Please use a scale of 0 to 10 where 0 is "very difficult" and 10 is "very easy". [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK S1d IF S1c<4]

S1d Why did you rate it that way?

1. (Difficult to understand)
2. (Long process)
00. (Other, specify)

- 98. (Don't know)
- 99. (Refused)

[ASK S1e IF S1a=2]

S1e Who filled out the application forms for the project?

- 1. (Someone else at the facility)
- 2. (Someone else at the company)
- 3. (Trade Ally)
- 4. (Contractor)
- 5. (Supplier/Distributor/Vendor)
- 6. (Engineer)
- 7. (Consultant)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S4a Did you use a contractor for your <ENDUSE> project?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S4b IF S4a=1]

S4b Was the contractor you used affiliated with the Smart Ideas program? (IF NEEDED: Was the contractor REGISTERED with the Smart Ideas program?)

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S5 IF S4a=1 ELSE SKIP TO S7]

S5 How would you rate the contractor's ability to meet your needs in terms of implementing your project? Please use a scale from 0 to 10, where 0 is "not at all able to meet needs" and 10 is "completely able to meet needs"? [SCALE 0-10; 98=Don't know, 99=Refused]

S6a Would you recommend the contractor you worked with to other people or companies?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S6b IF S6a=2]

S6b Why not?

- 1. (Too small)
- 00. (Other, specify)

- 98. (Don't know)
- 99. (Refused)

S7 When implementing an energy efficiency project, how important is it to you that the contractor is affiliated with the Smart Ideas Program? Please use a scale from 0 to 10, where 0 is "not at all important" and 10 is "very important"? [SCALE 0-10; 98=Don't know, 99=Refused]

S8 During the course of your participation in the program, did you place any calls to the Smart Ideas for Your Business Call Center?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK S8a IF S8=1]

S8a On a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied;" how would you rate your satisfaction with the Call Center's ability to answer your questions? [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK S8b IF S8a<4]

S8b Why did you rate it that way?

- 1. (Provided inconsistent information)
- 2. (Didn't understand the question)
- 3. (Hard to reach the right person/person with the answer)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S11 On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with... [SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]

- a. the incentive amount
- b. the communication you had with the Smart Ideas program staff
- c. BLANK
- d. the Smart Ideas program overall
- e. ComEd overall

[ASK S12a IF S11a<4]

S12a. You indicated some dissatisfaction with the incentive amount, why did you rate it this way?

[MULTIPLE RESPONSE; UP TO 3]

- 1. (Better rebates in other states)
- 2. (Too small)
- 3. (Equipment didn't qualify)
- 00. (Other, specify)
- 98. (Don't know)

99. (Refused)

[ASK S12b IF S11b<4]

S12b. You indicated some dissatisfaction with the communication you had with the Smart Ideas staff, why did you rate it this way?

1. (Provided inconsistent information)
2. (Didn't understand the question)
3. (Hard to reach the right person/person with the answer)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S12c. BLANK

[ASK S12d IF S11d<4]

S12d. You indicated some dissatisfaction with the Smart Ideas Program overall, why did you rate it this way?

1. (Not as easy as other states)
2. (No clear guidance)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[ASK S12e IF S11e<4]

S12e. You indicated some dissatisfaction with ComEd overall, why did you rate it this way?

1. (Rates are too high)
2. (Took too long to get rebate)
3. (Poor customer service)
4. (Poor power supply/service)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S10a Did you experience any problems during the participation process? (IF NEEDED: Other than what we have already talked about)

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK S10b IF S10a=1]

S10b What problems did you experience?

1. (Process takes too long)
2. (Inconsistent information)

- 3. (Low incentives/rebates)
- 4. (Program ran out of money)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Marketing and Outreach

MK0 I'm now going to ask you about several specific ways in which you might have seen or heard information about the Smart Ideas for Your Business program. Have you ever... [1=Yes, 2=No, 8=(Don't know), 9=(Refused)]

- a. Received information about the program in your monthly utility bill?
- b. Attended a ComEd customer event where the program was discussed?
- c. Discussed the program with a ComEd Account Manager?
- d. Discussed the program with a Contactor or Trade Ally?
- e. Seen information about the program on the ComEd Website?
- f. Received information about the program in an Email?
- g. Heard about the program from a colleague, friend or family member?
- h. Attended a meeting, seminar or workshop where the program was presented?
- i. Attended a webinar where the program was discussed?
- j. Read about the program in a ComEd Newsletter?
- k. Been directly contacted by a ComEd or KEMA outreach staff?

MK01 Have you heard about the Smart Ideas for Your Business program through any other means?

- 1. Yes
- 2. No
- 8. (Don't know)
- 9. (Refused)

[ASK MK02 IF MK01=1]

MK02 How else did you hear about the program? [MULTIPLE RESPONSE; UP TO 3]

- 1. (Supplier/Distributor)
- 2. (Customer)
- 3. (TV/Radio/Newspaper)
- 4. (Professional Association)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

MK1b How useful were the program's marketing materials in providing information about the program? Would you say they were...

- 1. Very useful
- 2. Somewhat useful

- 3. Not very useful
- 4. Not at all useful
- 8. (Don't know)
- 9. (Refused)

[ASK MK1c IF MK1b=3,4]

MK1c What would have made the materials more useful to you? [MULTIPLE RESPONSE, UP TO 3]

- 1. (More detailed information)
- 2. (Where to get additional information)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

MK2 In general, what is the best way of reaching companies like yours to provide information about energy efficiency opportunities like the Smart Ideas for Your Business program? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Bill inserts)
- 2. (Flyers/ads/mailings)
- 3. (e-mail)
- 4. (Telephone)
- 5. (ComEd Account Manager)
- 8. (Trade allies/contractors)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

MK3 BLANK

Benefits and Barriers

B1a What do you see as the main benefits to participating in the Smart Ideas for Your Business program? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Energy Savings)
- 2. (Good for the Environment)
- 3. (Lower Maintenance Costs)
- 4. (Better Quality/New Equipment)
- 5. (Rebate/Incentive)
- 9. (Able to make improvements sooner)
- 10. (Saves money on utility bill)
- 00. (Other, Specify)
- 98. (Don't know)

99. (Refused)

B1b What do you see as the drawbacks to participating in the program? [MULTIPLE RESPONSE, UP TO 3]

1. (Paperwork too burdensome)
2. (Incentives not high enough/not worth the effort)
3. (Program is too complicated)
4. (Cost of equipment)
5. (No drawbacks)
6. (Poor Communication)
7. (Time Consuming)
00. (Other, specify)
98. (Don't know)
99. (Refused)

B2 What do you think are the reasons companies like yours do not participate in this program? [MULTIPLE RESPONSE, UP TO 3]

1. (Lack of awareness of the program)
2. (Financial reasons)
4. (Not aware of savings/don't realize the savings)
5. (Difficulty of Application/Paperwork)
00. (Other, specify)
96. (None/no reasons)
98. (Don't know)
99. (Refused)

B3 Was the scope of your project limited by the program's incentive cap?

1. Yes
2. No
00. (Other, specify)
98. (Don't know)
99. (Refused)

Feedback and Recommendations

R1 Do you plan to participate in the program again in the future?

1. Yes
2. No
3. Maybe
8. (Don't know)
9. (Refused)

R2 How could the Smart Ideas for Your Business Program be improved? [MULTIPLE RESPONSE, UP TO 4]

1. (Higher incentives)
2. (More measures)
3. (Greater publicity)
4. (Better Communication/Improve Program Information)
8. (Simplify application process)
11. (Quicker processing times)
00. (Other, specify)
96. (No recommendations)
98. (Don't know)
99. (Refused)

Firmographics

I only have a few general questions left.

F1a What is <COMPANY>'s business type? (PROBE, IF NECESSARY; IF MANUFACTURING, PROBE IF IT IS LIGHT INDUSTRY OR HEAVY INDUSTRY)

1. (K-12 School)
2. (College/University)
3. (Grocery)
4. (Medical)
5. (Hotel/Motel)
6. (Light Industry)
7. (Heavy Industry)
8. (Office)
9. (Restaurant)
10. (Retail/Service)
11. (Warehouse)
15. (Property Management/Real Estate)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F1b And is the business type of the facility in which the <ENDUSE> was installed the same?

1. Yes
2. No
8. (Don't know)
9. (Refused)

[ASK F1c IF F1b=2]

F1c What is the business type of the facility? (PROBE, IF NECESSARY – CLASS MANUFACTURING AS EITHER LIGHT OR HEAVY INDUSTRY)

1. (K-12 School)
2. (College/University)
3. (Grocery)
4. (Medical)
5. (Hotel/Motel)
6. (Light Industry)
7. (Heavy Industry)
8. (Office)
9. (Restaurant)
10. (Retail/Service)
11. (Warehouse)
15. (Property Management/Real Estate)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F2 Which of the following best describes the ownership of this facility?

1. <COMPANY> owns and occupies this facility
2. <COMPANY> owns this facility but it is rented to someone else
3. <COMPANY> rents this facility
8. (Don't know)
9. (Refused)

[SKIP if F2=1]

F3 Does <COMPANY> pay the electric bill?

1. Yes
2. No
8. (Don't know)
9. (Refused)

F4a How old is this facility? [NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK F4b IF F4a=998]

F4b Do you know the approximate age? Would you say it is...

1. Less than 2 years
2. 2-4 years
3. 5-9 years
4. 10-19 years
5. 20-29 years
6. 30 years or more years
8. (Don't know)
9. (Refused)

F5a How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

[ASK F5b IF F5a=9998]

F5b Do you know the approximate number of employees? Would you say it is...

1. Less than 10
2. 10-49
3. 50-99
4. 100-249
5. 250-499
6. 500 or more
8. (Don't know)
9. (Refused)

F6 Which of the following best describes the facility? This facility is...

1. <COMPANY>'s only location
2. one of several locations owned by <COMPANY>
3. the headquarters location of <COMPANY> with several locations

[SKIP F7 IF F2=2]

F7 In comparison to other companies in your industry, would you describe <COMPANY> as...

1. A small company
2. A medium-sized company
3. A large company
4. (Not applicable)
8. (Don't know)
9. (Refused)

5.4.5 Phone Survey of Non-Participating Customers

COMED SMART IDEAS FOR YOUR BUSINESS PROGRAM

NON-PARTICIPANT SURVEY

Final 08/11/11

INTRODUCTION

Hello, this is _____ from Opinion Dynamics calling on behalf of ComEd. This is not a sales call. We are conducting research on behalf of ComEd to help them develop programs to better serve their business customers. I'm looking to speak with the person responsible for making energy decisions for the company. (IF NEEDED: I am looking to speak with someone who might be involved in any decisions to improve the efficiency of the energy consuming systems your business uses, such as lighting or air conditioning) Could you connect me to the appropriate person?

SCREENING

- S1 Since June 2008, has <COMPANY> received a rebate from ComEd for the installation of one or more energy-efficient measures?
- 1 Yes [THANK AND TERMINATE]
 - 2 No
 - 8 (Don't know)
 - 9 (Refused) [THANK AND TERMINATE]

PROCESS QUESTIONS

Program Awareness and Familiarity

- PA1 Are you aware that ComEd offers energy efficiency programs to help commercial and industrial customers make energy efficiency improvements at their facilities?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)
- PA2 Have you heard of the Smart Ideas for Your Business Program?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[SKIP to MK2 IF PA2=2,8,9]

- PA3 How would you rate your familiarity with the Smart Ideas for Your Business Program? Would you say you are...

- 1 Very familiar
- 2 Somewhat familiar
- 3 Not very familiar
- 4 Not at all familiar
- 8 (Don't know)
- 9 (Refused)

S0 How did you first hear about the Smart Ideas for Your Business Program?

- 1 (ComEd Account Manager)
- 2 (Contractor)
- 3 (Friend/colleague/word of mouth)
- 4 (ComEd Website)
- 5 (Email)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

MK2 In general, what is the best way of reaching your company with information about energy efficiency opportunities like the Smart Ideas for Your Business program? [MULTIPLE RESPONSE, UP TO 3]

- 1. (Bill inserts)
- 2. (Flyers/ads/mailings)
- 3. (e-mail)
- 4. (Telephone)
- 5. (ComEd Account Manager)
- 8. (Contractor)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Energy Efficiency Knowledge and Baseline

EE1 How would you rate your knowledge of the different ways your company can save money by using energy more efficiently? Would you say that you are...

- 1 Very knowledgeable
- 2 Somewhat knowledgeable
- 3 Not very knowledgeable
- 4 Not at all knowledgeable
- 8 (Don't know)
- 9 (Refused)

EE2 On a scale of 0 to 10 where 0 is "not at all efficient" and 10 is "extremely efficient", how energy efficient would you rate your facility? [SCALE 0 to 10; 98=Don't know, 99=Refused]

- EE3 Has this facility ever had an energy audit/consultation to assess its energy efficiency?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

Equipment Purchases

Now I would like to ask you some questions about equipment purchases for this location.

Decision-Making

- EP1 Thinking about the types of equipment at your facility that consume the most energy (such as lighting, heating & cooling systems), when it's time to replace this equipment, who makes the decisions on the type of equipment to install?
- 1 (I/Me)
 - 2 (Somebody else at this facility)
 - 3 (Somebody at the company/corporate office)
 - 4 (The owner/landlord – if facility is rented)
 - 5 (The property management firm)
 - 6 (Contractor/consultant)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[SKIP TO PP1 IF EP1=4,5]

- EP2 In general, when considering purchasing new equipment, what sources do you consult for information and guidance on what type of equipment to select? [MULTIPLE RESPONSE, UP TO 3]
- 1 (Your own experience)
 - 2 (Other employees of the company)
 - 3 (Contractor/Consultant)
 - 4 (ComEd/ComEd Account Manager)
 - 5 (Internet)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

- EP3 On a scale of 0 to 10 where 0 is “not at all important” and 10 is “very important,” how important are the following factors when purchasing new equipment for your facility? [SCALE 0-10; 98=Don't know, 99=Refused]
- a Purchase cost
 - b Operating and maintenance cost
 - c Investment payback period
 - d Energy efficiency
 - e Aesthetics
 - f Availability

EP4 We are interested in understanding how companies like yours make decisions about purchasing energy efficient equipment. I am going to read a list of statements that may or may not apply to your company at this time, but please answer them to the best of your ability. Using a scale from 0 to 10 where 0 is 'Strongly Disagree' and 10 is 'Strongly Agree,' please indicate your level of agreement with the following statements [SCALE 0 to 10; 98=Don't know, 99=Refused]:
[Randomize List]

- a It's hard to figure out if the extra money we might need to spend on an energy efficient piece of equipment is really worth it.
- b It's hard to figure out what the best piece of energy efficient equipment to buy is because of all the technical information we need to find.
- c If we had a question about the energy efficient equipment options available to us, we wouldn't know where to find the answer.
- d Price is the biggest reason why my company might not buy a high efficiency item.
- e It is difficult to get the internal approval we need in order to purchase a piece of energy efficient equipment.

Past Purchases

PP1 In the past three years, have there been any installations of ENERGY EFFICIENT equipment, or other energy efficient upgrades, at this facility?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[SKIP TO PP5 IF PP1=2,8,9]

PP2 What type of energy efficient equipment was installed or upgraded? (IF TOO MUCH DETAIL IS GIVEN, PROMPT FOR MAJOR END-USE CATEGORIES LISTED) [MULTIPLE RESPONSE; UP TO 5]

- 1 (Lighting)
- 2 (Heating/Cooling/HVAC)
- 3 (Motors)
- 4 (Variable Speed Drives/VSDs)
- 5 (Refrigeration equipment)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP TO PP5 IF EP1=4,5]

PP3 What were the reasons for installing energy efficient equipment as opposed to standard efficiency equipment? [MULTIPLE RESPONSE; UP TO 3]

- 1 (Save energy/save money)
- 2 (Improve equipment performance)
- 3 (Benefit from energy efficiency tax credits/incentives)
- 4 (To be a more "green" company)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP IF PA2=2,8,9]

PP4 What were your reasons for not participating in the Smart Ideas for Your Business Program?
[MULTIPLE CHOICE, UP TO 3]

- 1 (Wasn't aware of the program at the time)
- 2 (Didn't have enough information about the program)
- 3 (Incentives not high enough/not worth the effort)
- 4 (Cost of energy efficiency equipment)
- 5 (Program is too complicated/confusing)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

PP5 In the past three years, have there been any installations of equipment, or other upgrades, at this facility that were NOT energy efficient?

- 1 Yes
- 2 No
- 8 (Don't know)
- 9 (Refused)

[SKIP IF PP5=2,8,9 OR EP1=4,5]

PP6 Why didn't you install high efficiency equipment?

- 1 (Costs more/too much)
- 2 (Wasn't available)
- 3 (Was not aware of options)
- 4 (Purchased used equipment)
- 5 (Wasn't recommended by contractor/vendor)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP TO FIRMOGRAPHICS IF EP1=4,5]

PP7 On scale from 0 to 10, where 0 is "not at all" and 10 is "a great deal", to what extent has the current economic downturn adversely affected your investment decisions with respect to purchasing new equipment? [SCALE 0 to 10; 98=Don't know, 99=Refused]

[SKIP if PP7=0]

PP8 And to what extent has the current economic downturn adversely affected your investment decisions with respect to purchasing ENERGY EFFICIENT equipment? Please use the same scale from 0 to 10, where 0 is "not at all" and 10 is "a great deal." [SCALE 0 to 10; 98=Don't know, 99=Refused]

Future Purchases

FP1a Within the next 2 years, do you plan to install any new equipment at this facility?

- 1 Yes
- 2 No
- 3 Maybe
- 8 (Don't know)
- 9 (Refused)

[SKIP TO FIRMOGRAPHICS IF FP1a=2,8,9]

FP1b What type of equipment do you plan to install? (IF TOO MUCH DETAIL IS GIVEN, PROMPT FOR MAJOR END-USE CATEGORIES LISTED) [MULTIPLE RESPONSE; UP TO 5]

- 1 (Lighting)
- 2 (Heating/Cooling/HVAC)
- 3 (Motors)
- 4 (Variable Speed Drives/VSDs)
- 5 (Refrigeration equipment)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

FP2 How likely is it that the equipment you plan to install will be energy efficient? Would you say...

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 8 (Don't know)
- 9 (Refused)

[SKIP TO FIRMOGRAPHICS IF FP2=4,8,9 OR PA2=2,8,9 OR PA3=4,8,9]

FP3a How likely are you to participate in the Smart Ideas for Your Business Program when you install your energy efficient equipment? Would you say you are...

- 1 Very likely
- 2 Somewhat likely
- 3 Not very likely
- 4 Not at all likely
- 8 (Don't know)
- 9 (Refused)

[SKIP IF FP3a=1,2,8,9]

FP3b Why are you not likely to participate in the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Don't have enough information about the program)
- 2 (Incentives not high enough/not worth the effort)
- 3 (Cost of energy efficiency equipment)
- 4 (Program is too complicated/confusing)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

FIRMOGRAPHICS

I only have a few general questions left.

F1 What is the business sector of this facility? (PROBE, IF NECESSARY)

- 1 (K-12 School)
- 2 (College)
- 3 (Grocery)
- 4 (Medical)
- 5 (Hotel/Motel)
- 6 (Light Industry)
- 7 (Heavy Industry)
- 8 (Office)
- 9 (Restaurant)
- 10 (Retail/Service)
- 11 (Warehouse)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F2 Does your company own or rent this facility?

- 1 (Own)
- 2 (Rent)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F4a How old is this facility? [NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

F5a How many employees, full plus part-time, are employed at this facility? [NUMERIC OPEN END, 0 TO 2000; 9998=Don't know, 9999=Refused]

F6 Which of the following best describes your facility? This facility is...

1. my company's only location
2. one of several locations owned by my company
3. the headquarters location of a company with several locations

[SKIP F7 IF F2=2]

F7 In comparison to other companies in your industry, would you describe your company as...

1. A small company
2. A medium-sized company
3. A large company
4. (Not applicable)
8. (Don't know)
9. (Refused)