CADMUS

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Appendix A.

Key Achievements and Figures for State of Wisconsin and Focus on Energy

Program Participants

Residential: 1,011,259

Non-Residential: 6,429

Total: 1,017,688

Total Electric and Natural Gas Energy Use

Electric Sales to Wisconsin Retail Customers Megawatt hours (MWh): 68,752,000

Wisconsin Aggregated Electric Utilities Noncoincident Peak Demand Megawatts (MW): 14,577

Natural Gas Consumption (Therms): 3,336,000,000

Total Net Verified Annual Savings

Energy Savings (MWh): 649,898

Demand Reduction (MW): 94.22

Natural Gas Savings (Therms): 26,170,452

Total Gross Verified Lifecycle Savings

Energy Savings (MWh): 5,061,282

Demand Reduction (MW): 66.82

Natural Gas Savings (Therms): 228,419,472

Population Numbers

Statewide Census Population: 5,726,398

Eligible Residential Electric Accounts: 2,561,588

Eligible Residential Gas Accounts: 1,666,480

Eligible Nonresidential Electric Accounts: 337,965

Eligible Nonresidential Gas Accounts: 167,531

	Residential	Nonresidential	Total
Incentive Costs [1]	$17,540,611	$31,233,437	$48,774,048
Administrative Cost	$4,216,256	$3,752,393	$7,968,649
Delivery Costs	$9,614,943	$15,322,583	$24,937,526
Incremental Costs (in thousand $)	$44,069,866	$137,324,482	$181,394,348
Total Nonincentive Costs	**$57,901,065**	**$156,399,457**	**$214,300,523**
Electric Benefits	$62,982,556	$231,487,510	$294,470,066
Gas Benefits	$45,814,017	$138,965,812	$184,779,829
Emissions Benefits	$30,961,768.92	$110,122,130.32	$141,083,899
Total TRC Benefits	**$139,758,343**	**$480,575,452**	**$620,333,795**
TRC Benefits Minus Costs	**$81,857,277**	**$324,175,995**	**$406,033,272**
TRC Ratio [2]	**2.41**	**3.07**	**2.89**

[1] *Incentive costs are not included in TRC calculation.*

[2] *TRC Ratio equals total TRC benefits divided by non-incentive costs.*

	Residential	Nonresidential	Total
Incentive Costs	$17,540,611	$31,233,437	$48,774,048
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TRC Net Benefits	**$81,857,277**	**$324,175,995**	**$406,033,272**
TRC Ratio	**2.41**	**3.07**	**2.89**

*** Incentive costs are not included in TRC calculation**

Appendix B. Glossary Of Terms

Term	Definition
Attribution	The establishment of a causal relationship between action(s) taken by a group or Program and an outcome.
Avoided Costs	Costs avoided by the implementation of an energy-efficiency measure, program, or practice. These costs generally include generation or distribution costs.
Baseline	Conditions (including energy consumption) that would have occurred without implementation of the subject measure or project.
Benefit-Cost Ratio	Mathematical relationship between the benefits and costs associated with the implementation of energy-efficiency measures, programs, practices, or emissions reductions.
Claimed Savings	The energy savings the Program Administrator or Implementer reports before they are verified by the Evaluation Team. (These are also called "reported savings" or "tracked savings.")
Cost-Effectiveness	Indicator of relative performance or economic attractiveness associated with the implementation of energy-efficiency measures, programs, practices, or emissions reductions.
Custom Savings	Savings for nonprescriptive measures that are calculated by a program implementer or administrator at the time of project completion. The result reflects the savings for the specific project based on pre-installation and post-installation energy use.
Deemed Savings	An estimate of energy, demand, or gas savings for a single unit of an installed energy-efficient measure. Deemed savings are typically developed from data sources and analytical methods that are: (1) widely considered acceptable for the measure and (2) applicable to the situation.
***Ex Ante* Savings Estimate**	Forecasted savings used for program and portfolio planning purposes.
***Ex Post* Evaluation**	An assessment of the impact(s) of an activity after completion.
Estimated Saving	Savings estimates an evaluator reports after a completed energy-impact evaluation.
Freeriders	Participants who would have adopted the energy-efficient measure without the program.
Gross Savings	Change in energy consumption and/or demand that results from program related actions taken by participants in an efficiency program, regardless of whether they participated and unadjusted by any factors.
Interactive Effects	The influence in energy use between one technology application and the energy required to operate another application.
Locational Marginal Price (LMP)	The incremental cost to serve a unit of energy at a specific location at the time of delivery.
Lifecycle Savings	Energy savings—expressed either as verified gross or verified net—generated in the current program cycle. Savings incorporate annual savings and each measure's estimated useful life.
Lifetime Savings	Energy savings—expressed as either verified gross or verified net—produced as a result of measures installed in the current program cycle and in the previous program cycle(s), provided the reporting period is within the measure's useful life. Savings incorporate annual savings and each measure's estimated useful life.

Term	Definition
Market Effects	Changes in marketplace practices, services, and promotional efforts that induce businesses and consumers to buy energy-saving products and services without direct program assistance. Evaluators generally considered these effects a result of program impacts on the market.
Measure Life	The life of an energy consuming measure, including its equipment life and measure persistence.
Net Savings	Savings "net" of what would have occurred in the program's absence. (These are the observed impacts attributable to the program.) Evaluators typically calculate the savings by applying the net-to-gross ratio to the gross verified savings.
Net-to-Gross Ratio (NTG)	The ratio of the verified net savings attributed to the program after evaluation to the verified gross savings.
Nonenergy Benefits (NEBs)	An array of valued attributes derived from energy-efficient measures in addition to energy savings, such as increased property value or reduced water usage.
Participant Spillover	Participants who, after an initial program experience, go on to adopt more energy-saving products or practices without program assistance.
Precision	The degree to which repeated measurements under unchanged conditions produce the same results.
Realization Rate	Ratio of gross savings to verified gross savings.
Reported Savings	Energy savings the Program Administrator or Implementer reports before they are verified by the Evaluation Team. Also referred to as tracked savings or claimed savings.
Standard Error	A measure of the variability in a data sample. In other words, how far a typical data point is from the mean of a sample.
Tracked Savings	Energy savings the Program Administrator or Implementer reports before they are verified by the Evaluation Team. These are also called reported savings or claimed savings.
Unclaimed Rewards	Incentives set aside for customers who fail to submit the paperwork to claim program incentives.
Verified Gross Savings	Energy savings verified by an independent evaluation team based on inspections and reviews of the number and types of implemented energy efficiency measures and the engineering calculations used to estimate the energy saved. Verified gross savings reflect the total calculated savings without considering the influence of freeriders or spillover.
Verified Net Savings	Energy savings that evaluators can confidently attribute to program efforts. For verified net savings, the evaluation team makes adjustments for outside influences, such as freeridership and spillover.

Appendix C. Net-To-Gross Ratios Used In Carryover And Legacy Analysis

The Evaluation Team used stipulated net-to-gross ratios, based on the results of the Focus on Energy 2010 evaluation to estimate net savings. The Table below shows the net-to-gross ratios the Evaluation Team used to calculate net savings for every measure category included in Focus on Energy programs. The measure categories with particularly low net to gross values are marked with an asterisk.

Net-To-Gross Ratios Used In Carryover And Legacy Analysis

Sector	Measure Category Name	Net-To-Gross
Nonresidential	Solar Electric	79%
Nonresidential	HVAC	66%
Nonresidential	Process	66%
Nonresidential	T8/T5 Fluorescent Lighting	60%
Nonresidential	Biogas	63%
Nonresidential	Wind	93%
Nonresidential	Motors & Drives	65%
Nonresidential	Whole Building	66%
Nonresidential	Energy Recovery	95%
Nonresidential	Solar Thermal	51%
Nonresidential	Lighting	60%
Nonresidential	Compressor Equipment	59%
Nonresidential	Refrigeration	51%
Nonresidential	Boiler Equipment	28%*
Nonresidential	Other	100%
Nonresidential	LED Lighting	60%
Nonresidential	Bonus	100%
Nonresidential	Aeration System	59%
Nonresidential	Lighting Controls	60%
Nonresidential	Building Shell	52%
Nonresidential	Refrigeration Controls	51%
Nonresidential	Biomass	39%*
Nonresidential	Hot Water	55%
Nonresidential	Agriculture	55%
Nonresidential	IT	67%
Nonresidential	Boiler Controls	28%*
Nonresidential	CFL	82%
Nonresidential	Food Service	58%
Nonresidential	High Intensity Discharge (HID)	86%

Nonresidential	Compressor Service	59%
Nonresidential	Laundry	54%
Nonresidential	HVAC Controls	42%*
Nonresidential	Waste Water Treatment	59%
Nonresidential	Pools	52%
Nonresidential	Non Energy	100%
Nonresidential	Design	100%
Nonresidential	Dishwasher	61%
Nonresidential	Boiler Service	28%*
Nonresidential	Vending, Plug Loads	67%
Nonresidential	Greenhouse	52%
Nonresidential	Conversion	100%
Nonresidential	Scheduling	46%*
Nonresidential	Fixtures	60%
Nonresidential	Water Heat	100%
Nonresidential	LED Holiday Light	60%
Residential	Furnace	38%*
Residential	Solar Electric	82%
Residential	Building Shell	79%
Residential	Other	86%
Residential	HVAC	57%
Residential	CFL	66%
Residential	Boiler Equipment	79%
Residential	Whole Building	100%
Residential	Solar Thermal	40%*
Residential	Non Energy	100%
Residential	Hot Water	65%
Residential	Wind	51%
Residential	Bonus	100%
Residential	Fixtures	79%
Residential	Refrigeration	65%
Residential	Conversion	71%
Residential	Lighting	70%
Residential	LED Holiday Light	95%
Residential	Dishwasher	100%
Residential	Motors & Drives	58%
Residential	T8/T5 Fluorescent Lighting	54%

Residential	Controls	100%
Residential	LED Lighting	99%
Residential	Energy Recovery	100%
Residential	Laundry	55%
Residential	Lighting Controls	59%
Residential	HVAC Service	100%
Residential	HVAC Controls	100%
Residential	Conversion - Other	100%
Residential	Boiler Service	38%*
Residential	Dehumidifier	72%
Residential	Water Heat	100%
Residential	High Intensity Discharge (HID)	100%
Residential	Ceiling Fan	100%
Residential	Energy Savings	100%

Appendix D. Summary Of Savings By Sector, By County

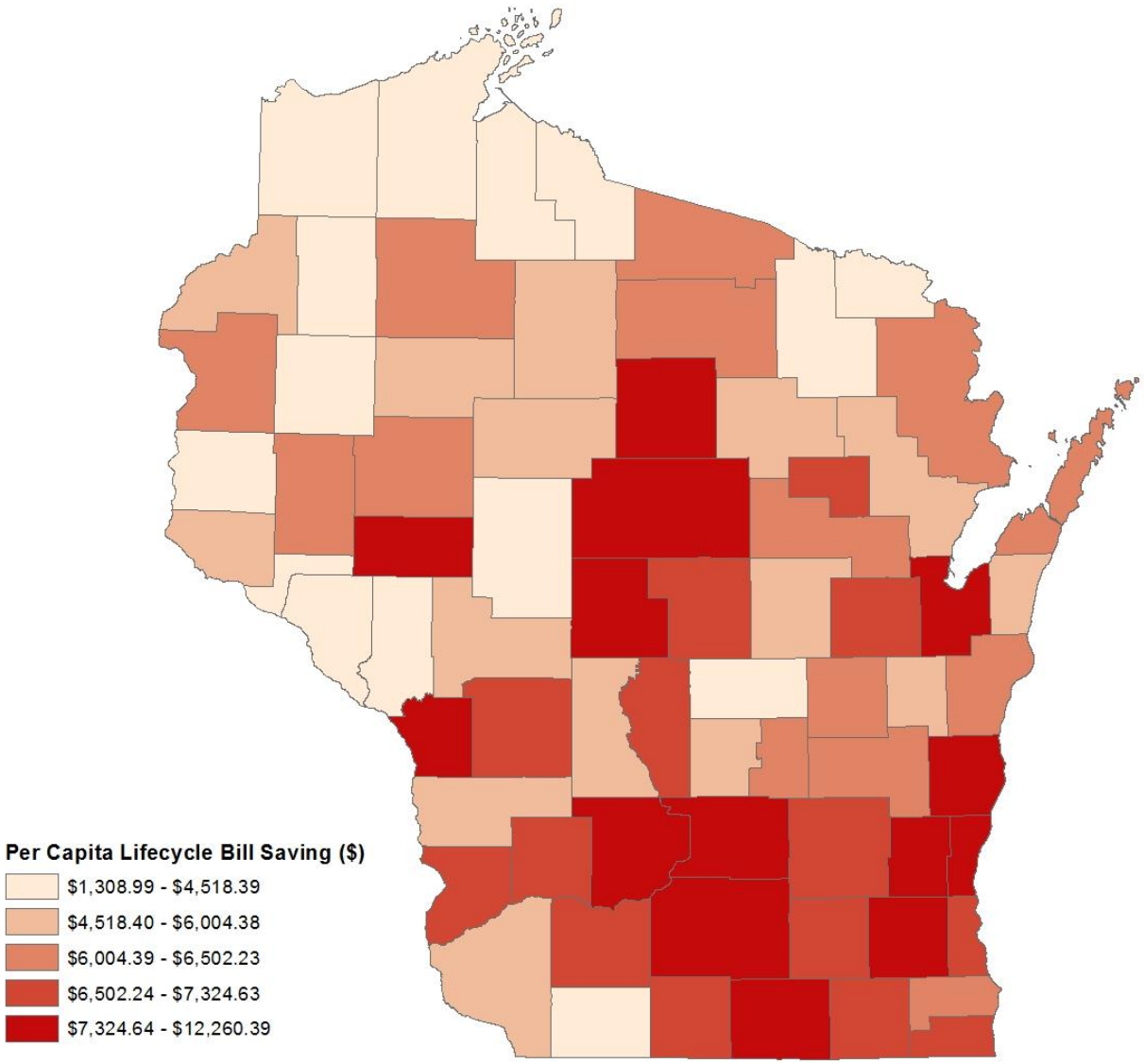
The following section includes nine maps based on the results of the 2012 evaluation: three county-level maps (per capita lifetime bill savings, 2012 participation rates, and per capita incentives paid in 2012) for three primary sectors (residential, industrial, and commercial). Commercial maps include commercial, schools, government, and agricultural entities.

Similar to the 2011 evaluation report, the bill savings are defined as evaluated lifecycle verified gross energy savings multiplied by the average retail rate of delivered energy in 2012 and normalized on a per capita basis. The incentive dollars are also reported on a per capita basis.

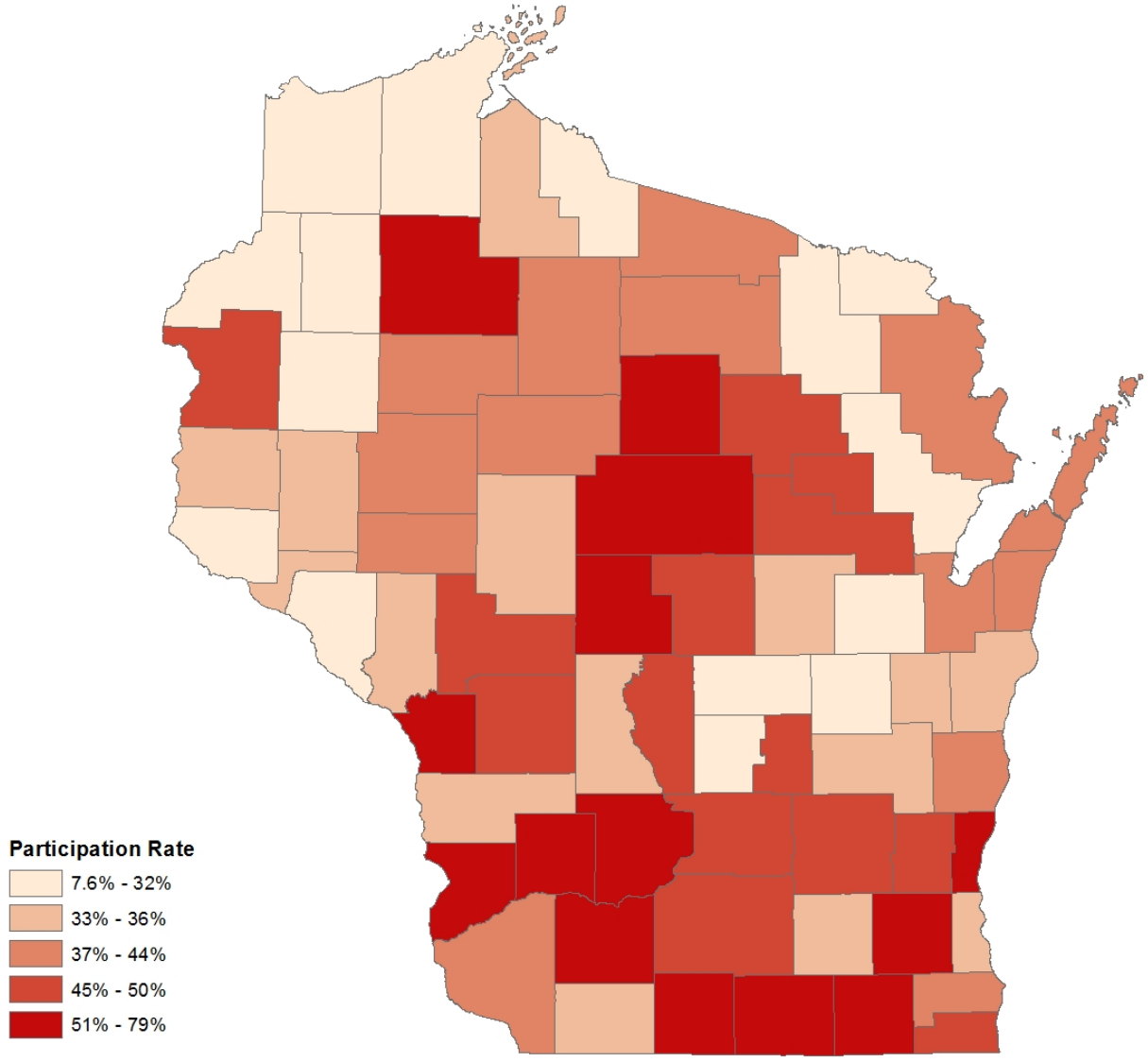
The per capita residential numbers are based on the number of households reported in the most current (2010) US Census. The per capita county numbers for commercial and industrial are based on the county-level total number of active businesses in the 2010 evaluation report. The participation rates are the county-level participation normalized by the county-and sector-level populations.

Residential

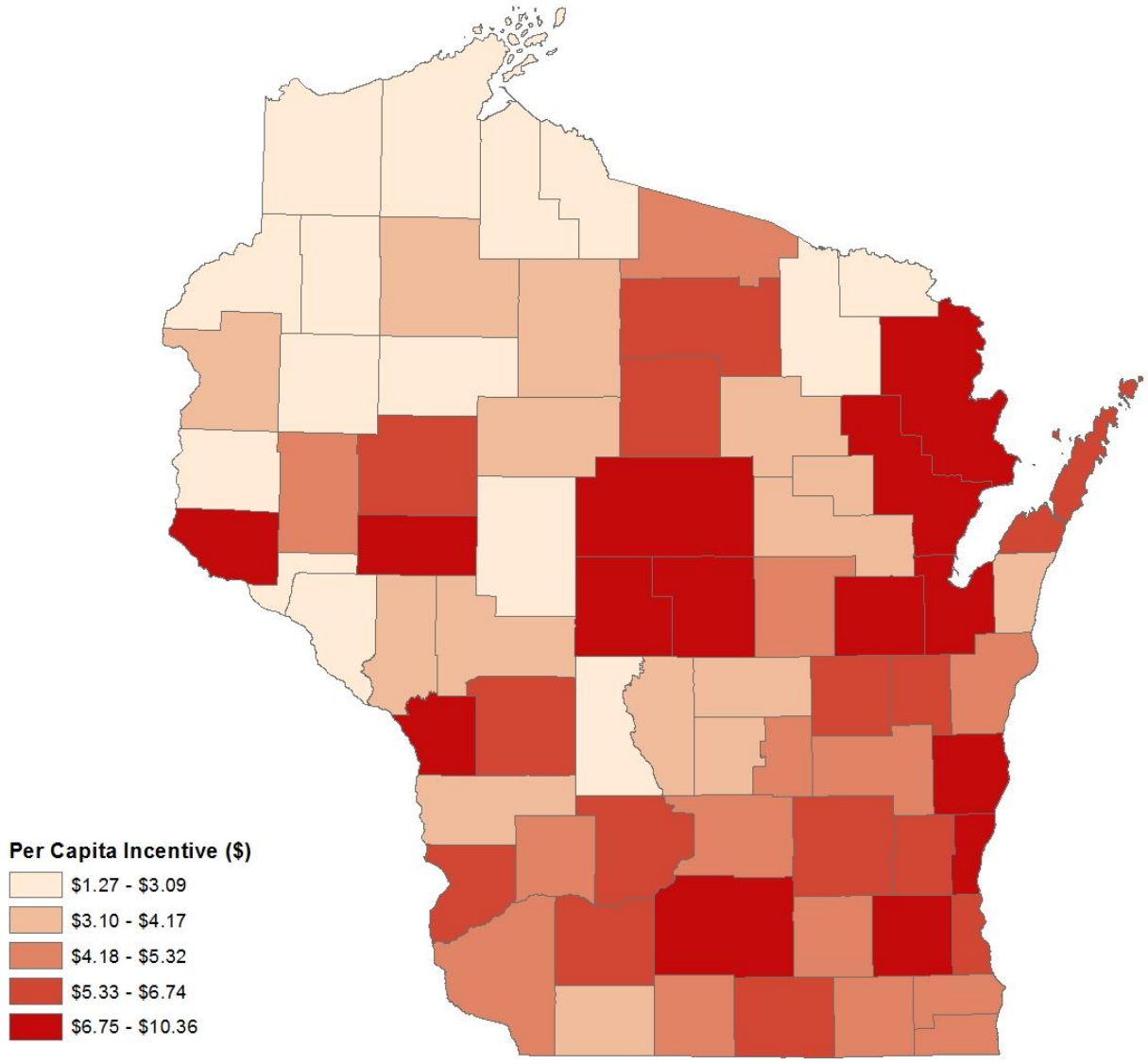
Residential Per Capita Energy Bill Savings By County



Residential Participation Rate By County

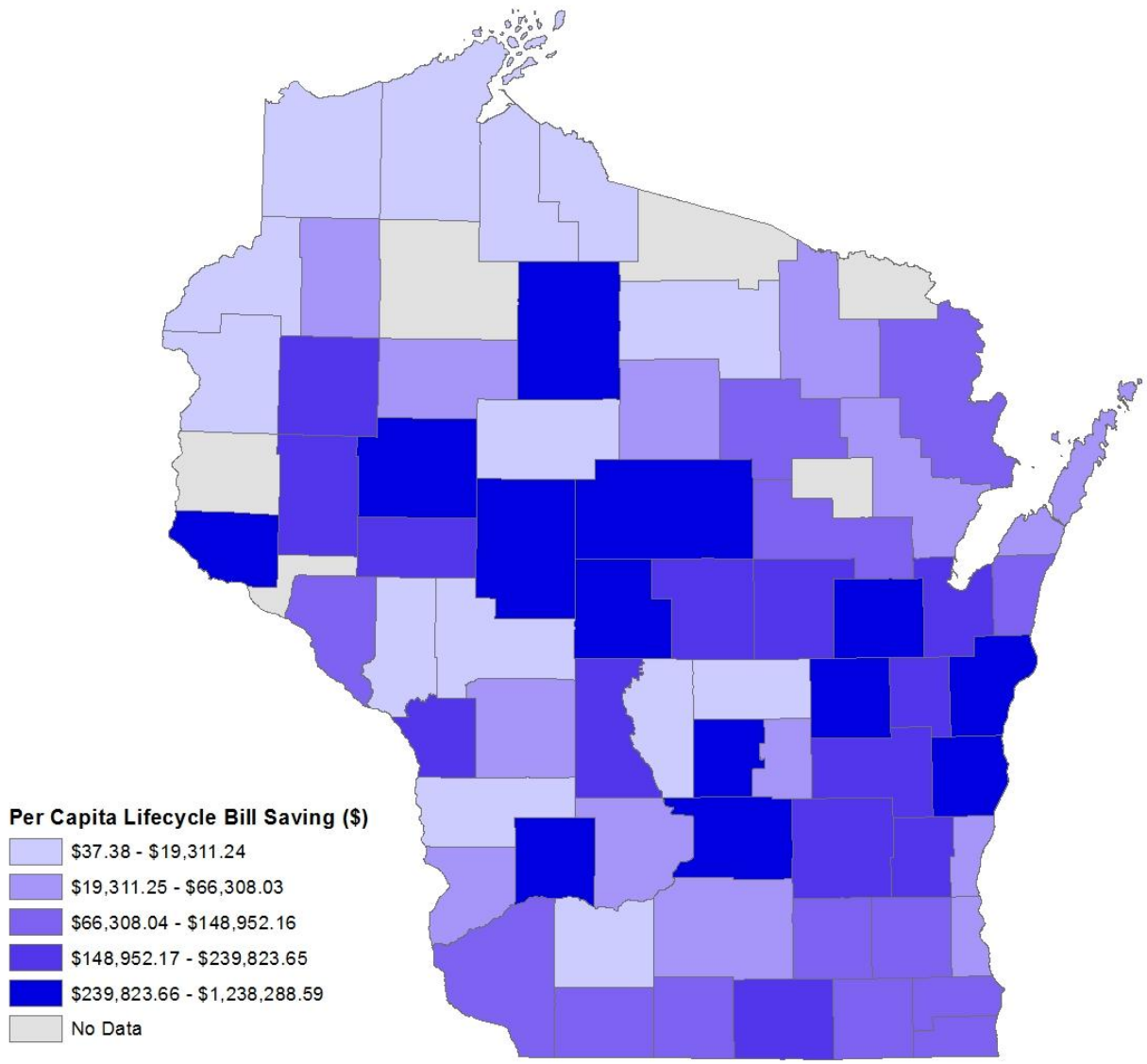


Residential Per Capita Incentive Dollars Awarded By County

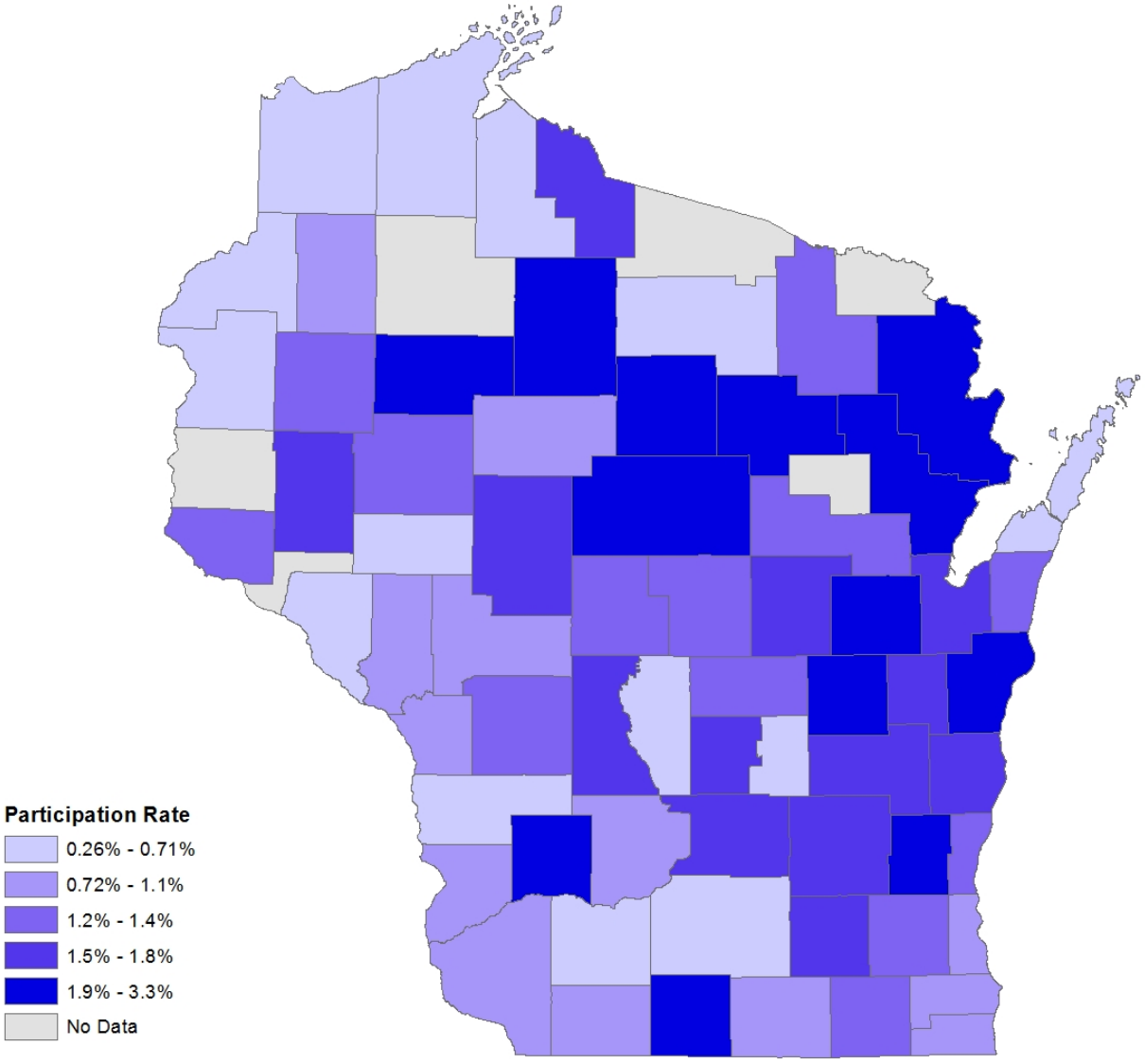


Industrial

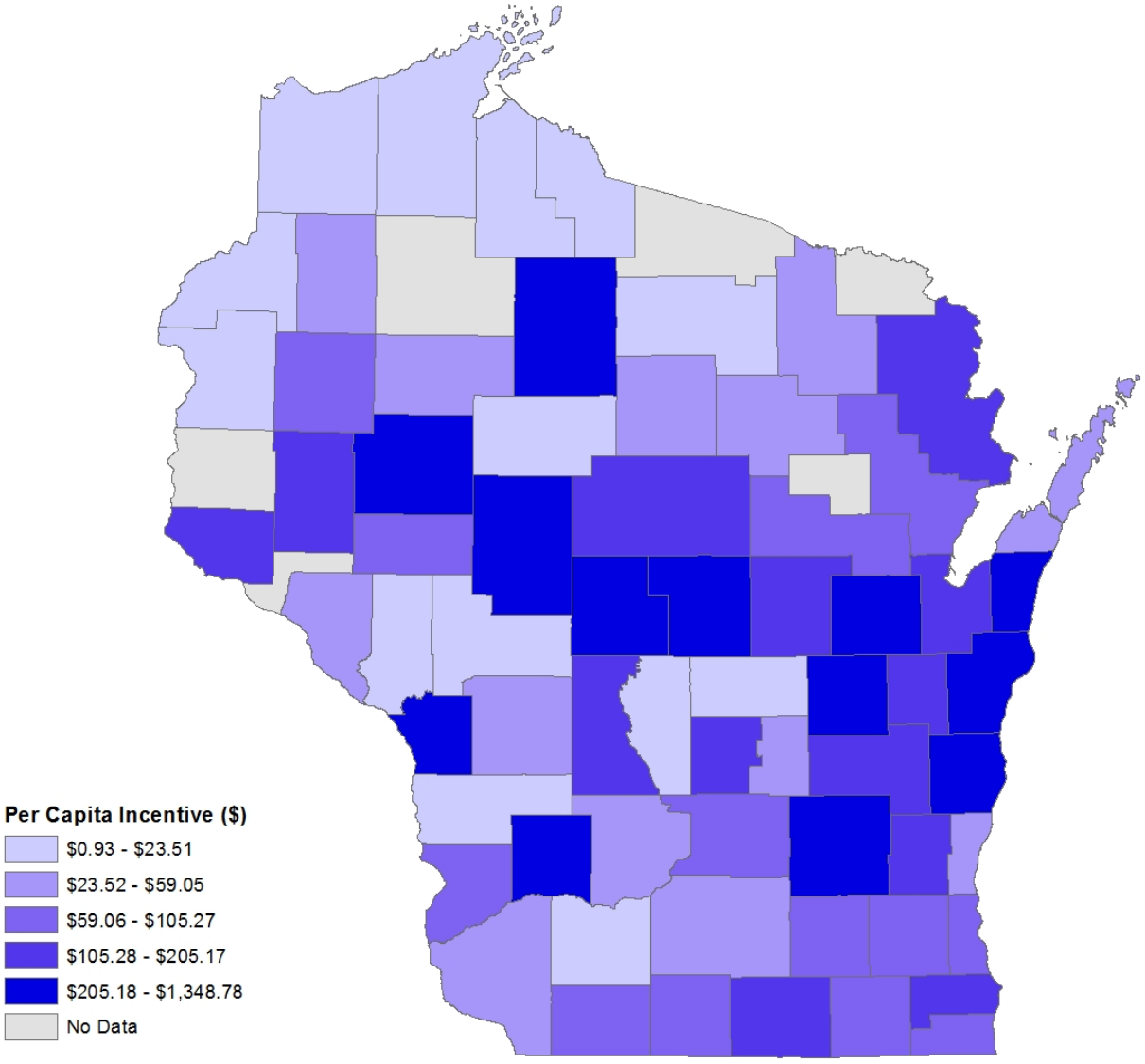
Industrial Per Capita Energy Bill Savings By County



Industrial Participation Rate By County

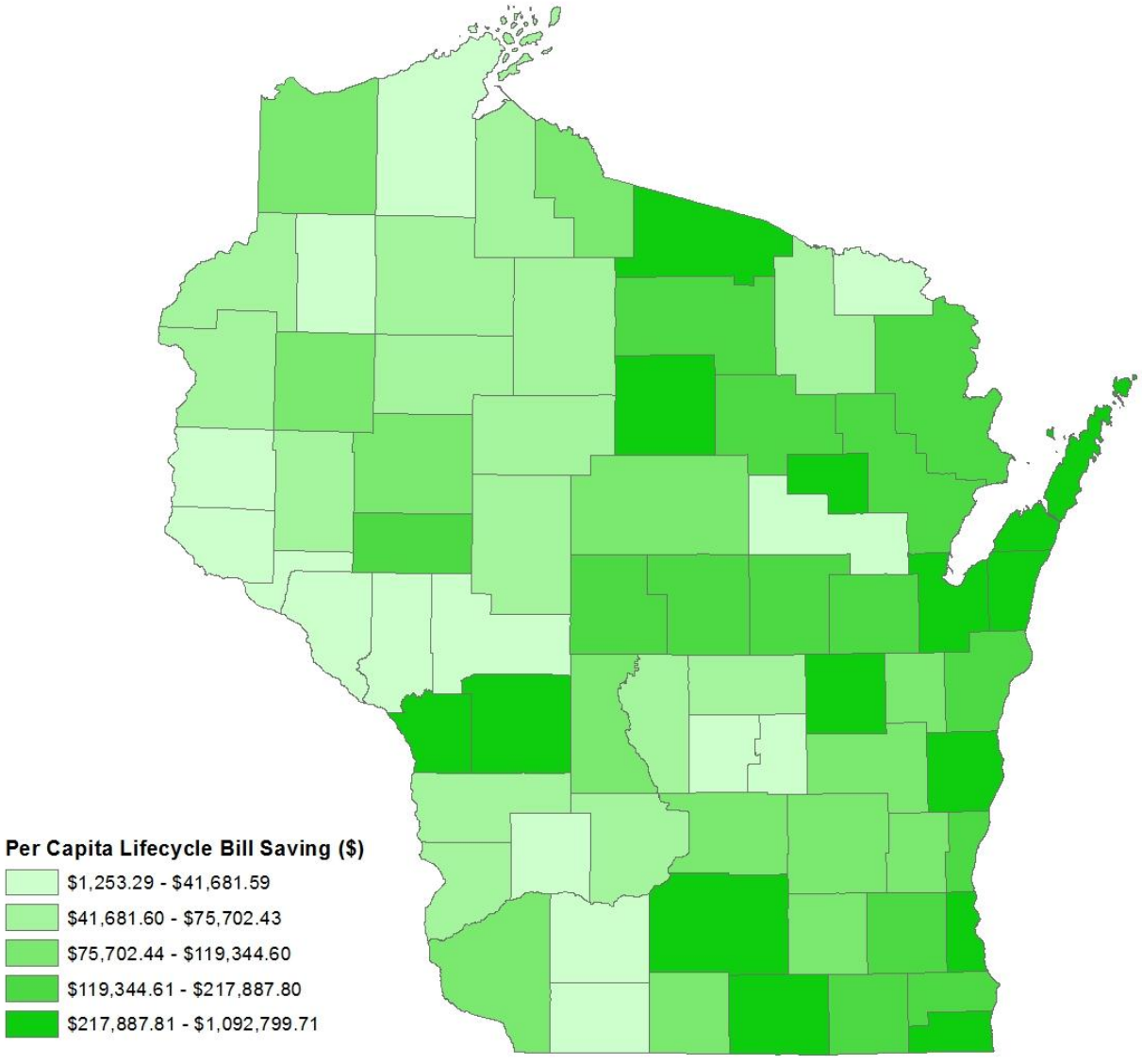


Industrial Per Capita Incentive Dollars Awarded By County

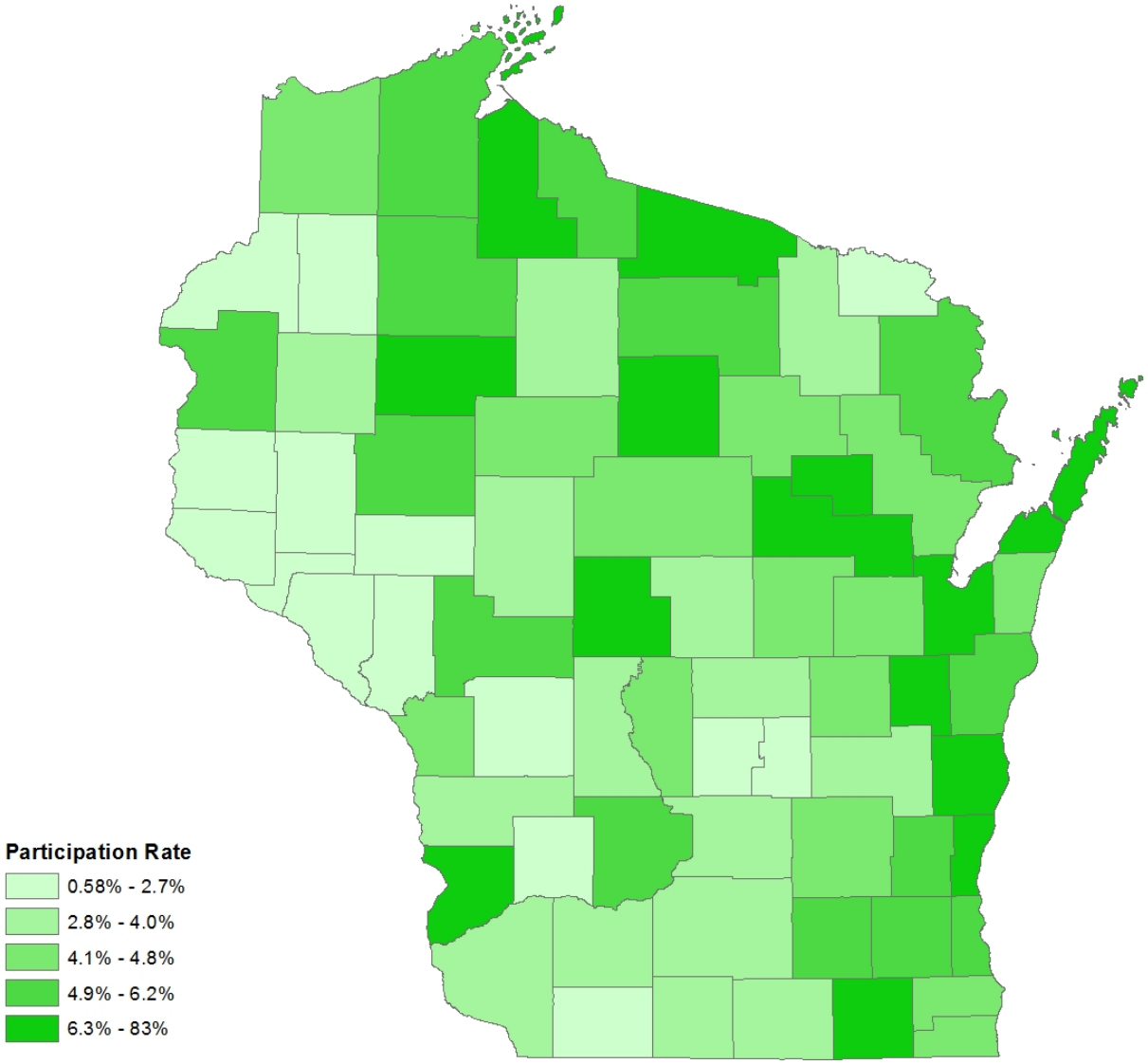


Commercial

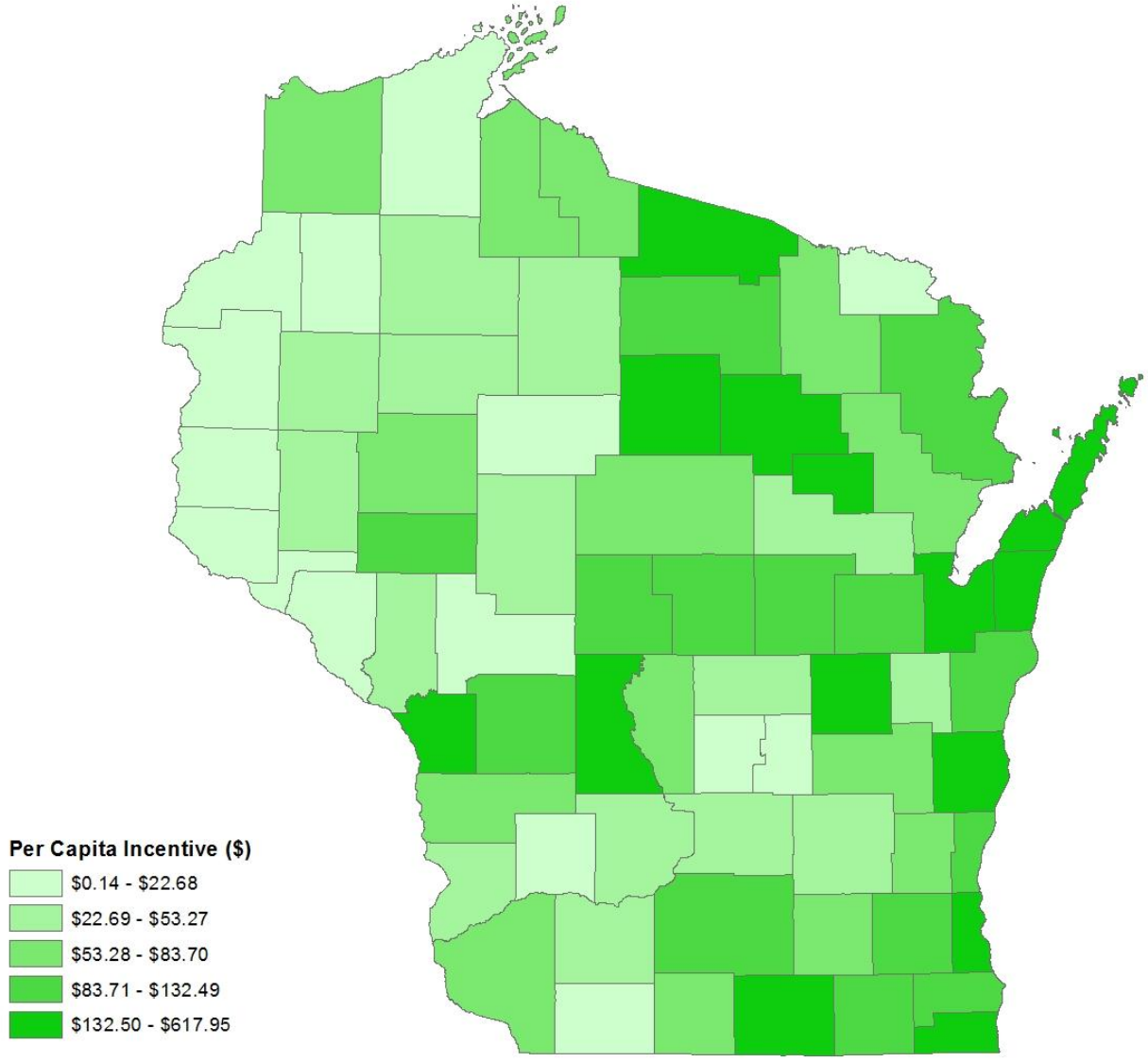
Commercial Per Capita Energy Bill Savings By County



Commercial Participation Rate By County



Commercial Per Capita Incentive Dollars Awarded By County



Appendix D: Table 1. Savings And Participation By County And Segment

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
ADAMS	Commercial	$51,144	4.3%	$61.38
ASHLAND	Commercial	$66,442	12.2%	$54.07
BARRON	Commercial	$81,829	2.8%	$51.06
BAYFIELD	Commercial	$30,338	4.8%	$20.49
BROWN	Commercial	$404,296	7.9%	$241.15
BUFFALO	Commercial	$18,416	0.6%	$6.48
BURNETT	Commercial	$63,795	2.4%	$22.68
CALUMET	Commercial	$86,831	6.3%	$53.27
CHIPPEWA	Commercial	$111,466	5.0%	$80.75
CLARK	Commercial	$60,270	2.8%	$28.67
COLUMBIA	Commercial	$83,123	3.5%	$51.09
CRAWFORD	Commercial	$47,532	7.5%	$23.59
DANE	Commercial	$237,670	3.7%	$129.75
DODGE	Commercial	$91,665	4.7%	$44.72
DOOR	Commercial	$395,960	6.2%	$294.63
DOUGLAS	Commercial	$119,345	4.3%	$69.83
DUNN	Commercial	$71,240	1.3%	$32.71
EAU CLAIRE	Commercial	$217,888	2.7%	$95.67
FLORENCE	Commercial	$17,367	1.8%	$5.10
FOND DU LAC	Commercial	$101,108	4.0%	$57.86
FOREST	Commercial	$62,201	3.9%	$72.81
GRANT	Commercial	$109,072	3.2%	$57.26
GREEN	Commercial	$101,435	3.3%	$58.44
GREEN LAKE	Commercial	$35,334	1.1%	$16.30
IOWA	Commercial	$27,835	3.1%	$27.16
IRON	Commercial	$114,346	5.0%	$55.42
JACKSON	Commercial	$14,836	5.4%	$17.42
JEFFERSON	Commercial	$98,805	4.8%	$62.43
JUNEAU	Commercial	$107,165	3.5%	$141.96
KENOSHA	Commercial	$264,243	4.4%	$151.12
KEWAUNEE	Commercial	$222,068	4.5%	$218.42
LA CROSSE	Commercial	$531,519	4.8%	$276.93
LAFAYETTE	Commercial	$30,105	2.1%	$14.99
LANGLADE	Commercial	$177,956	4.6%	$184.70
LINCOLN	Commercial	$252,084	11.5%	$144.49
MANITOWOC	Commercial	$160,047	5.3%	$132.49
MARATHON	Commercial	$94,193	4.1%	$59.78
MARINETTE	Commercial	$183,352	5.1%	$113.38

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
MARQUETTE	Commercial	$21,188	2.0%	$16.21
MENOMINEE	Commercial	$1,092,800	82.8%	$617.95
MILWAUKEE	Commercial	$320,387	5.8%	$179.47
MONROE	Commercial	$410,177	2.5%	$117.97
OCONTO	Commercial	$131,597	4.1%	$76.21
ONEIDA	Commercial	$157,942	6.1%	$100.75
OUTAGAMIE	Commercial	$182,644	4.7%	$117.93
OZAUKEE	Commercial	$216,940	6.5%	$108.17
PEPIN	Commercial	$29,798	1.3%	$15.16
PIERCE	Commercial	$41,682	1.3%	$12.09
POLK	Commercial	$42,958	4.9%	$20.43
PORTAGE	Commercial	$170,606	3.7%	$129.39
PRICE	Commercial	$56,989	3.8%	$51.38
RACINE	Commercial	$197,091	4.2%	$129.62
RICHLAND	Commercial	$12,289	2.2%	$8.60
ROCK	Commercial	$236,641	3.3%	$138.17
RUSK	Commercial	$43,424	7.1%	$28.62
SAUK	Commercial	$75,702	4.9%	$45.20
SAWYER	Commercial	$61,531	5.3%	$44.91
SHAWANO	Commercial	$33,647	8.4%	$22.84
SHEBOYGAN	Commercial	$279,835	6.5%	$234.65
ST. CROIX	Commercial	$1,253	2.6%	$0.14
TAYLOR	Commercial	$46,840	4.3%	$18.63
TREMPEALEA	Commercial	$40,057	0.9%	$23.97
VERNON	Commercial	$61,269	3.4%	$63.94
VILAS	Commercial	$435,694	7.6%	$202.15
WALWORTH	Commercial	$124,547	8.3%	$111.76
WASHBURN	Commercial	$27,686	1.7%	$21.19
WASHINGTO	Commercial	$110,233	5.6%	$83.70
WAUKESHA	Commercial	$214,747	6.2%	$112.27
WAUPACA	Commercial	$129,509	4.6%	$119.45
WAUSHARA	Commercial	$65,072	2.7%	$39.97
WINNEBAGO	Commercial	$245,419	4.7%	$193.33
WOOD	Commercial	$146,353	7.0%	$115.02
ADAMS	Industrial	$10,963	0.5%	$13.96
ASHLAND	Industrial	$1,537	0.3%	$1.22
BARRON	Industrial	$200,114	1.2%	$89.88
BAYFIELD	Industrial	$17,888	0.4%	$16.13
BROWN	Industrial	$164,193	1.8%	$126.85

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
BUFFALO	Industrial	$76,187	0.6%	$28.89
BURNETT	Industrial	$1,554	0.4%	$0.93
CALUMET	Industrial	$198,000	1.8%	$148.92
CHIPPEWA	Industrial	$442,946	1.1%	$380.81
CLARK	Industrial	$1,238,289	1.5%	$504.08
COLUMBIA	Industrial	$834,504	1.6%	$105.27
CRAWFORD	Industrial	$19,704	0.9%	$66.82
DANE	Industrial	$29,947	0.5%	$30.31
DODGE	Industrial	$156,053	1.6%	$233.41
DOOR	Industrial	$56,865	0.7%	$29.41
DOUGLAS	Industrial	$3,541	0.5%	$1.93
DUNN	Industrial	$175,470	1.4%	$187.96
EAU CLAIRE	Industrial	$167,534	0.6%	$98.99
FOND DU LAC	Industrial	$167,453	1.5%	$160.71
FOREST	Industrial	$40,800	1.2%	$28.36
GRANT	Industrial	$79,913	0.9%	$39.71
GREEN	Industrial	$66,996	2.0%	$62.38
GREEN LAKE	Industrial	$45,657	0.6%	$25.78
IOWA	Industrial	$11,669	0.3%	$23.51
IRON	Industrial	$8,191	1.7%	$4.87
JACKSON	Industrial	$37	1.0%	$6.38
JEFFERSON	Industrial	$112,552	1.6%	$101.58
JUNEAU	Industrial	$153,673	1.6%	$117.12
KENOSHA	Industrial	$72,859	0.8%	$74.99
KEWAUNEE	Industrial	$93,802	1.3%	$251.47
LA CROSSE	Industrial	$184,842	0.8%	$313.32
LAFAYETTE	Industrial	$110,536	1.0%	$81.18
LANGLADE	Industrial	$70,999	2.9%	$59.05
LINCOLN	Industrial	$51,309	2.0%	$41.90
MANITOWOC	Industrial	$243,106	3.3%	$285.37
MARATHON	Industrial	$327,246	2.0%	$203.08
MARINETTE	Industrial	$107,348	3.1%	$143.43
MARQUETTE	Industrial	$285,929	1.5%	$199.72
MILWAUKEE	Industrial	$57,182	0.8%	$73.29
MONROE	Industrial	$29,697	1.4%	$26.10
OCONTO	Industrial	$41,472	1.8%	$59.11
ONEIDA	Industrial	$19,311	0.3%	$15.86
OUTAGAMIE	Industrial	$305,986	1.8%	$253.57
OZAUKEE	Industrial	$66,308	1.4%	$51.44

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
PIERCE	Industrial	$348,373	1.2%	$111.86
POLK	Industrial	$7,665	0.3%	$6.59
PORTAGE	Industrial	$167,193	1.3%	$312.96
PRICE	Industrial	$517,828	3.0%	$1,348.78
RACINE	Industrial	$148,952	1.1%	$159.68
RICHLAND	Industrial	$591,244	2.8%	$367.78
ROCK	Industrial	$234,307	0.9%	$202.48
RUSK	Industrial	$40,729	2.4%	$45.07
SAUK	Industrial	$38,867	1.0%	$38.05
SHAWANO	Industrial	$109,504	1.1%	$94.27
SHEBOYGAN	Industrial	$350,089	1.5%	$304.90
TAYLOR	Industrial	$9,119	0.8%	$17.13
TREMPEALEA	Industrial	$7,685	1.0%	$7.95
VERNON	Industrial	$11,514	0.3%	$9.62
WALWORTH	Industrial	$89,465	1.3%	$70.42
WASHBURN	Industrial	$41,799	0.9%	$28.00
WASHINGTO	Industrial	$186,031	1.9%	$145.66
WAUKESHA	Industrial	$92,915	1.2%	$96.76
WAUPACA	Industrial	$239,824	1.6%	$205.17
WAUSHARA	Industrial	$5,029	1.1%	$6.12
WINNEBAGO	Industrial	$594,931	2.7%	$459.71
WOOD	Industrial	$575,813	1.1%	$336.51
ADAMS	Residential	$6,554	44.1%	$3.94
ASHLAND	Residential	$4,324	34.4%	$2.83
BARRON	Residential	$3,201	27.5%	$2.31
BAYFIELD	Residential	$3,770	23.2%	$2.53
BROWN	Residential	$7,701	40.4%	$10.10
BUFFALO	Residential	$3,002	20.0%	$2.35
BURNETT	Residential	$5,375	26.8%	$2.53
CALUMET	Residential	$5,987	33.3%	$5.79
CHIPPEWA	Residential	$6,267	37.2%	$6.30
CLARK	Residential	$4,207	32.6%	$2.81
COLUMBIA	Residential	$7,857	49.5%	$4.93
CRAWFORD	Residential	$7,267	55.2%	$6.11
DANE	Residential	$10,941	48.7%	$10.36
DODGE	Residential	$7,325	49.6%	$5.65
DOOR	Residential	$6,093	37.2%	$5.41
DOUGLAS	Residential	$4,077	31.8%	$2.87
DUNN	Residential	$6,433	33.3%	$4.95

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
EAU CLAIRE	Residential	$8,173	40.5%	$7.85
FLORENCE	Residential	$1,309	7.6%	$1.72
FOND DU LAC	Residential	$6,272	35.5%	$5.09
FOREST	Residential	$4,401	31.9%	$3.09
GRANT	Residential	$5,686	37.0%	$4.81
GREEN	Residential	$6,936	52.3%	$4.74
GREEN LAKE	Residential	$6,502	48.0%	$4.62
IOWA	Residential	$7,068	54.3%	$5.75
IRON	Residential	$4,332	19.2%	$1.27
JACKSON	Residential	$5,811	49.3%	$3.42
JEFFERSON	Residential	$6,626	36.3%	$5.19
JUNEAU	Residential	$4,625	33.3%	$2.98
KENOSHA	Residential	$6,929	47.8%	$5.30
KEWAUNEE	Residential	$5,369	36.8%	$3.78
LA CROSSE	Residential	$8,356	60.1%	$8.57
LAFAYETTE	Residential	$4,325	32.1%	$3.13
LANGLADE	Residential	$5,987	50.3%	$3.89
LINCOLN	Residential	$7,500	56.7%	$5.51
MANITOWOC	Residential	$6,195	34.6%	$5.27
MARATHON	Residential	$7,642	57.2%	$6.95
MARINETTE	Residential	$6,079	43.6%	$8.08
MARQUETTE	Residential	$5,058	31.4%	$3.32
MENOMINEE	Residential	$6,521	48.7%	$3.13
MILWAUKEE	Residential	$6,820	35.4%	$6.74
MONROE	Residential	$7,138	47.5%	$6.30
OCONTO	Residential	$5,783	31.2%	$7.55
ONEIDA	Residential	$6,100	42.6%	$6.14
OUTAGAMIE	Residential	$6,825	29.9%	$8.05
OZAUKEE	Residential	$12,260	79.3%	$10.03
PEPIN	Residential	$3,963	32.0%	$2.43
PIERCE	Residential	$5,910	21.9%	$6.75
POLK	Residential	$6,258	44.2%	$4.11
PORTAGE	Residential	$7,198	47.3%	$7.59
PRICE	Residential	$4,678	38.6%	$3.30
RACINE	Residential	$6,393	41.3%	$5.32
RICHLAND	Residential	$7,254	53.1%	$4.63
ROCK	Residential	$7,931	59.3%	$6.06
RUSK	Residential	$4,664	40.0%	$2.37
SAUK	Residential	$9,264	62.6%	$5.65

County	Segment	Per Capita Lifecycle Bill Savings ($)	Participation Rate (%)	Per Capita Incentive ($)
SAWYER	Residential	$6,266	50.7%	$3.67
SHAWANO	Residential	$6,172	45.5%	$3.56
SHEBOYGAN	Residential	$7,371	43.9%	$7.18
ST. CROIX	Residential	$4,179	36.2%	$2.36
TAYLOR	Residential	$5,418	41.9%	$3.84
TREMPEALEA	Residential	$4,163	32.6%	$4.17
VERNON	Residential	$6,004	36.0%	$4.14
VILAS	Residential	$6,265	41.3%	$4.67
WALWORTH	Residential	$7,283	53.4%	$4.63
WASHBURN	Residential	$3,603	30.3%	$1.96
WASHINGTO	Residential	$7,523	46.9%	$6.28
WAUKESHA	Residential	$11,111	58.5%	$8.88
WAUPACA	Residential	$5,207	36.4%	$4.19
WAUSHARA	Residential	$4,518	30.7%	$3.29
WINNEBAGO	Residential	$6,361	32.0%	$5.92
WOOD	Residential	$8,712	50%	$7.70

Appendix E. Summary Of Savings By Political District

The maps in this appendix summarize the evaluation findings by Assembly District and Senate District in the residential, commercial, and industrial sectors.

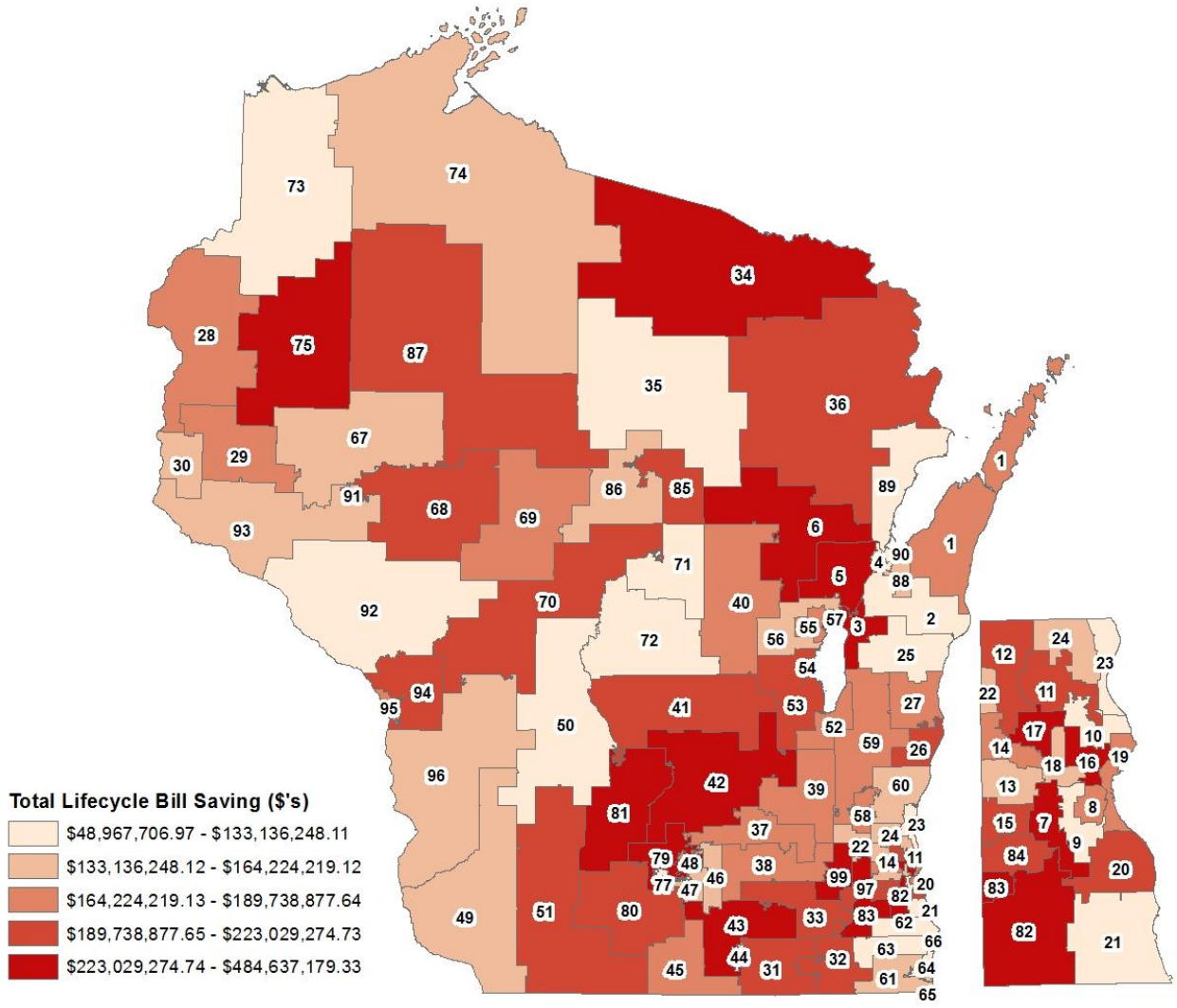
2012 Savings By Segment, By Assembly District

The following section includes eighteen maps based on the results of the 2012 evaluation: three Assembly District and three Senate District maps (total lifetime bill savings, total 2012 participation, and total incentive paid in 2012) each for three primary segments (residential, industrial, and commercial). Commercial maps include commercial businesses, schools, government, and agricultural entities.

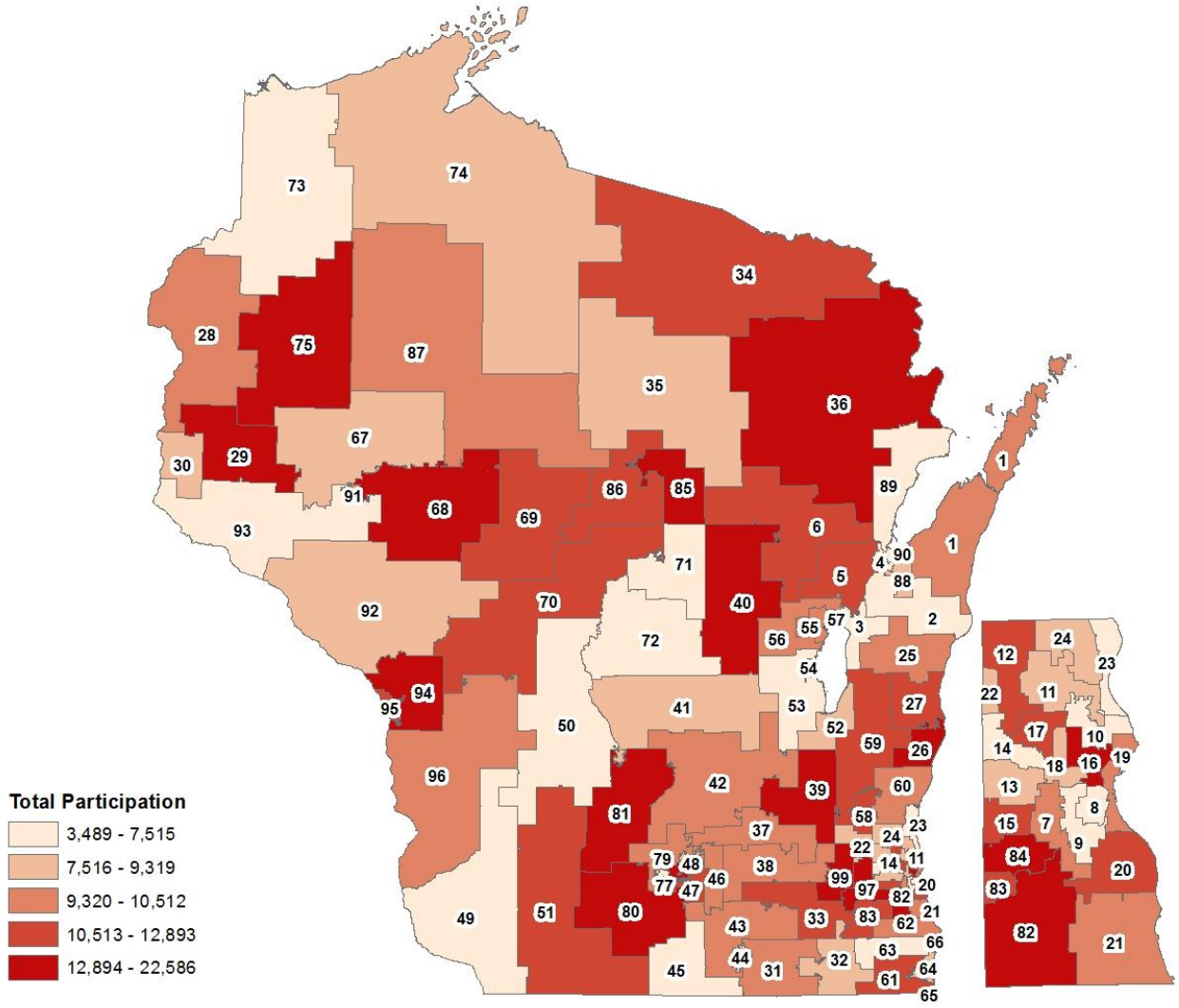
Due to recent redistricting efforts and time constraints on evaluation activities, the three key parameters for the Assembly and Senate Districts are all defined on a total and not per capita basis. Similar to the 2011 evaluation report, the bill savings are defined as evaluated lifecycle verified gross energy savings multiplied by the retail rate of delivered energy in 2012. The participation is defined as total participation within each Assembly / Senate District. The incentives are defined as total incentives within each Assembly / Senate District.

Residential

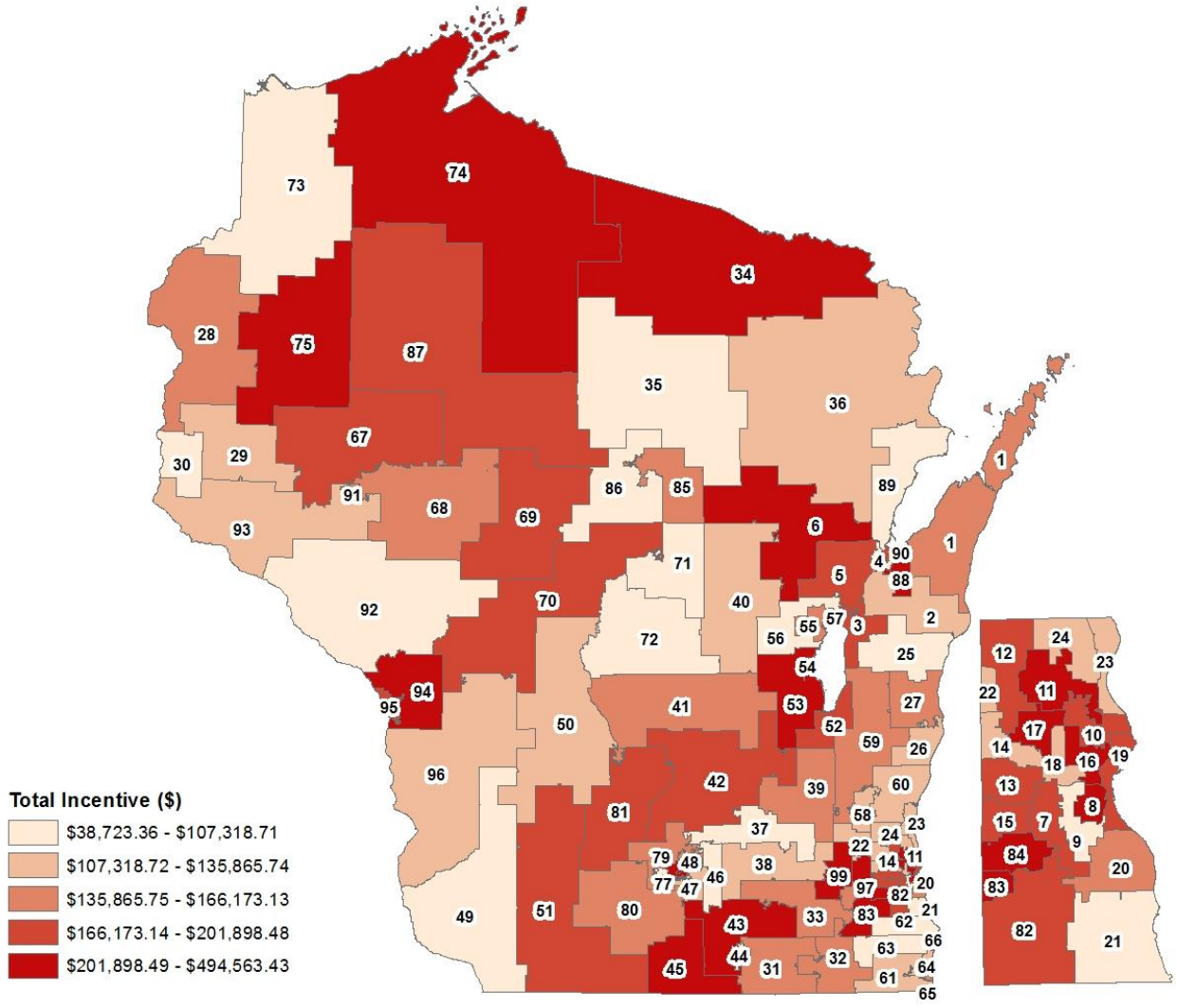
Residential Energy Bill Savings By Assembly District



Residential Participation By Assembly District

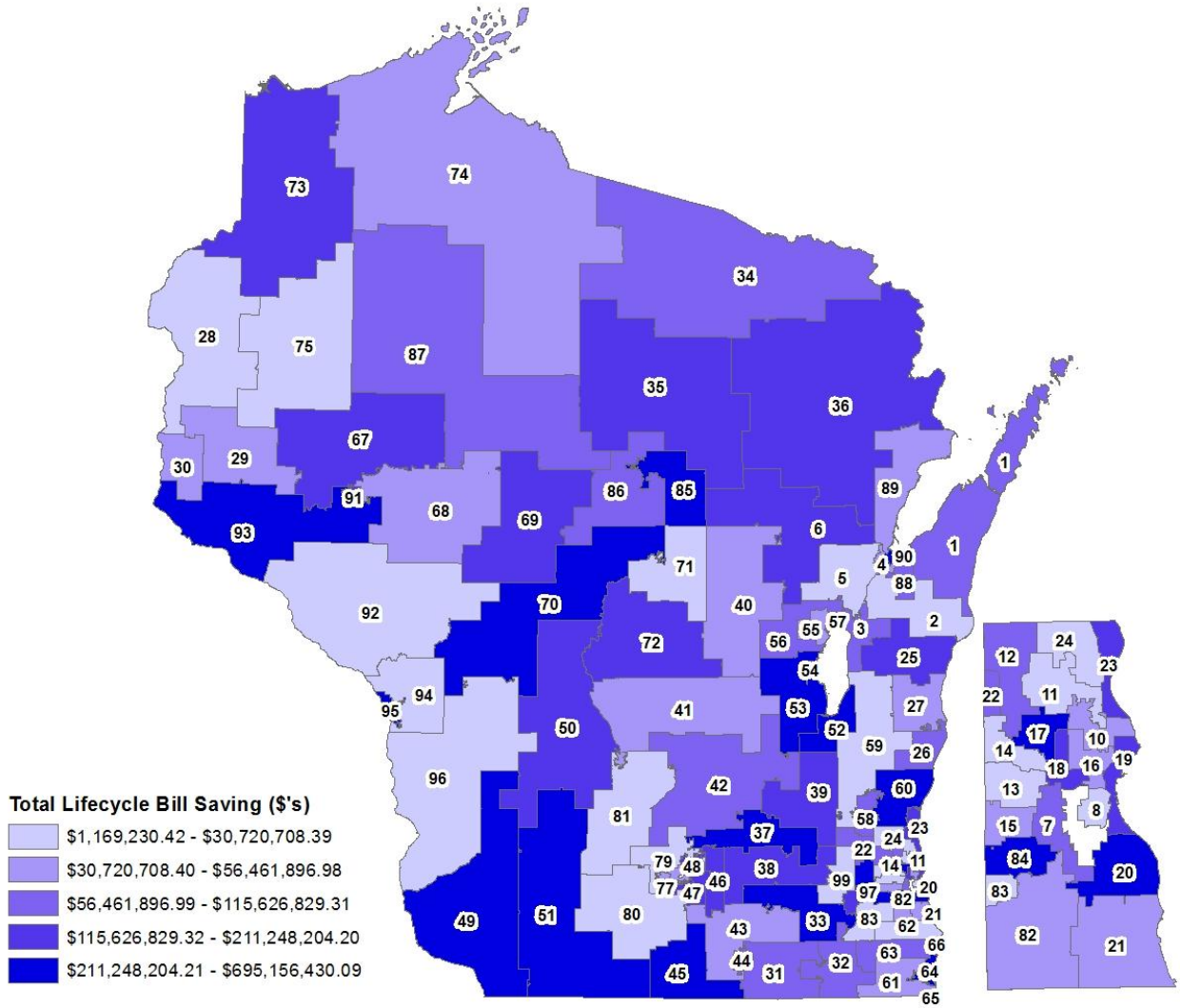


Residential Incentive Dollars Awarded By Assembly District

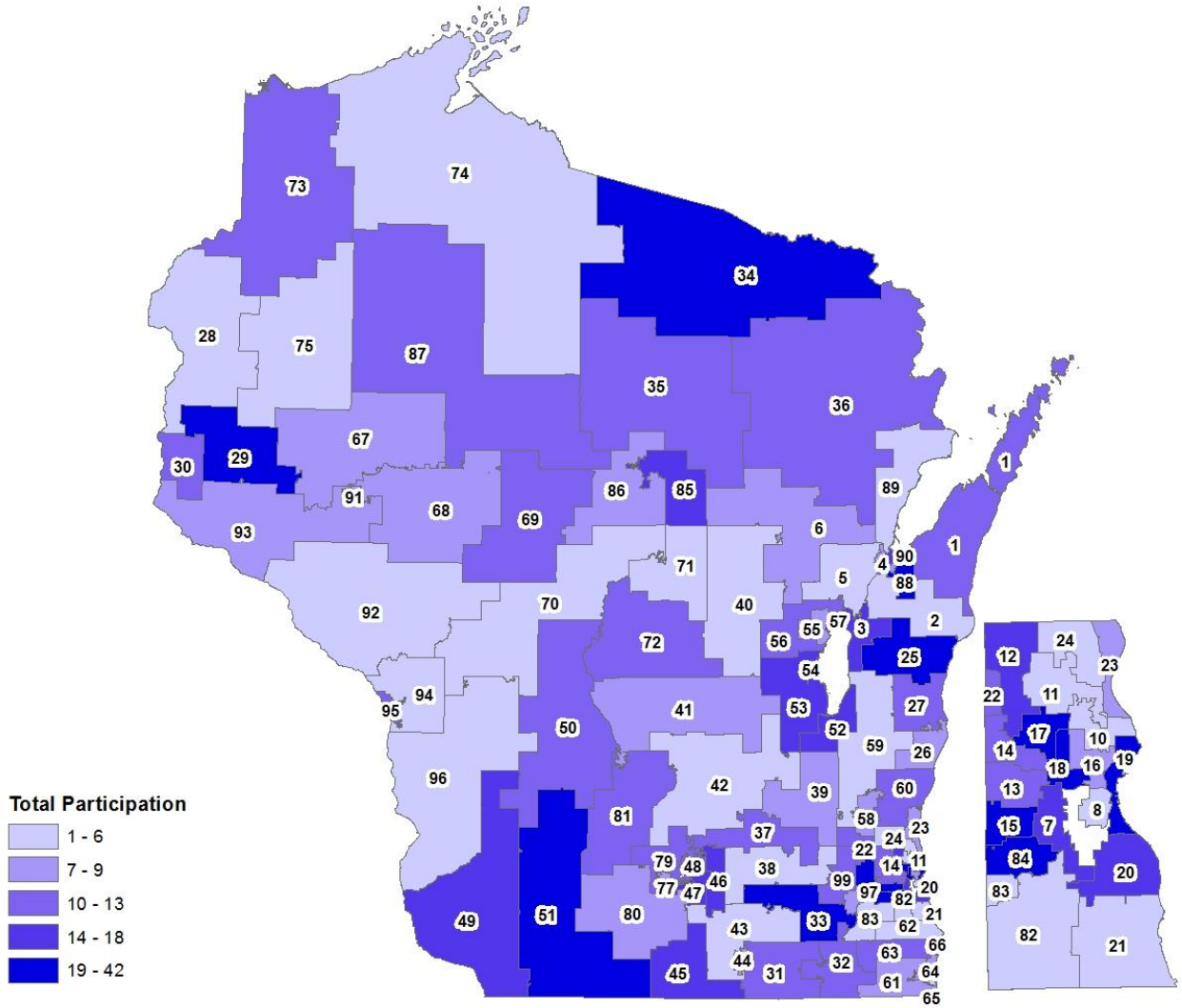


Industrial

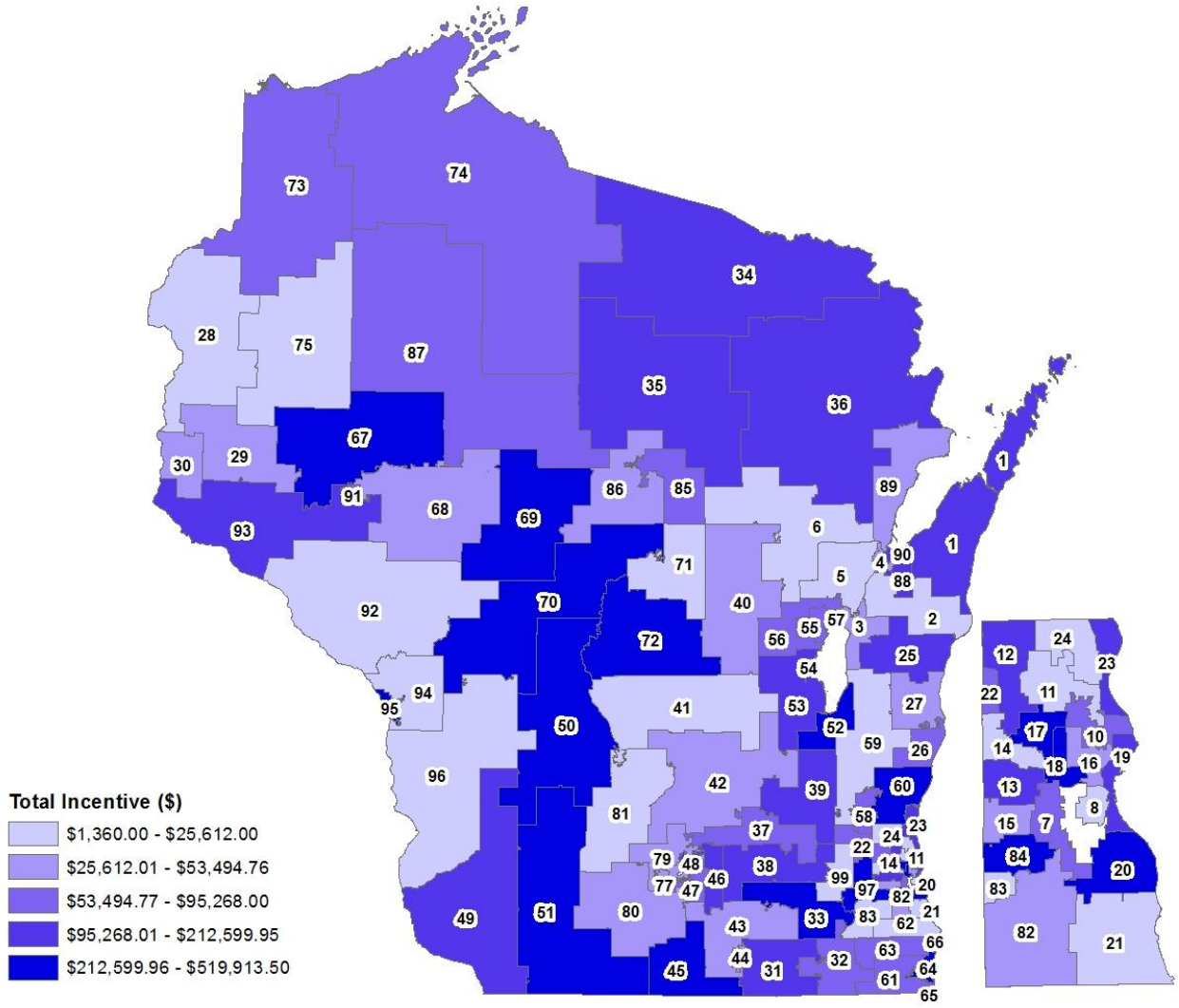
Industrial Energy Bill Savings By Assembly District



Industrial Participation By Assembly District

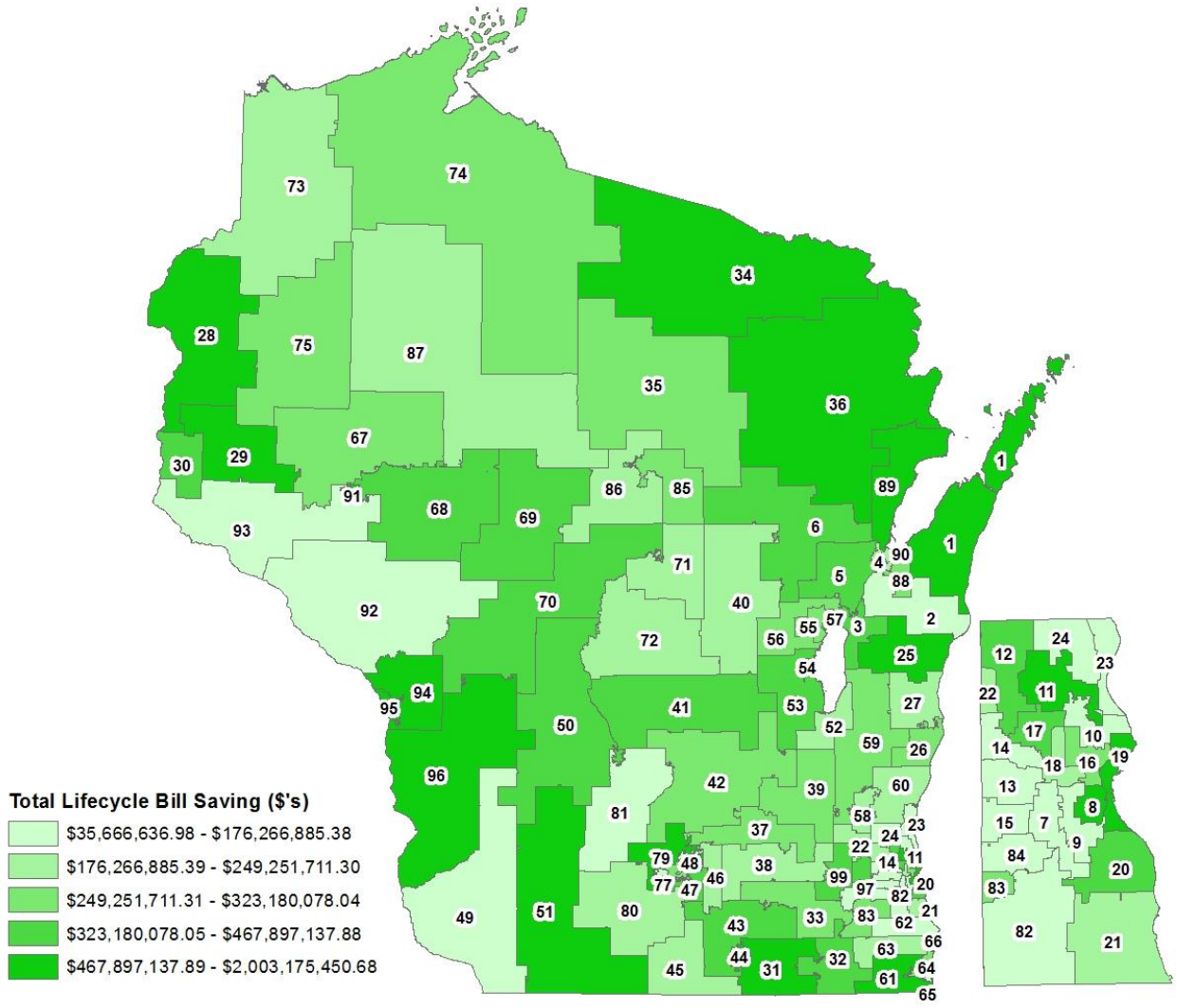


Industrial Incentive Dollars Awarded By Assembly District

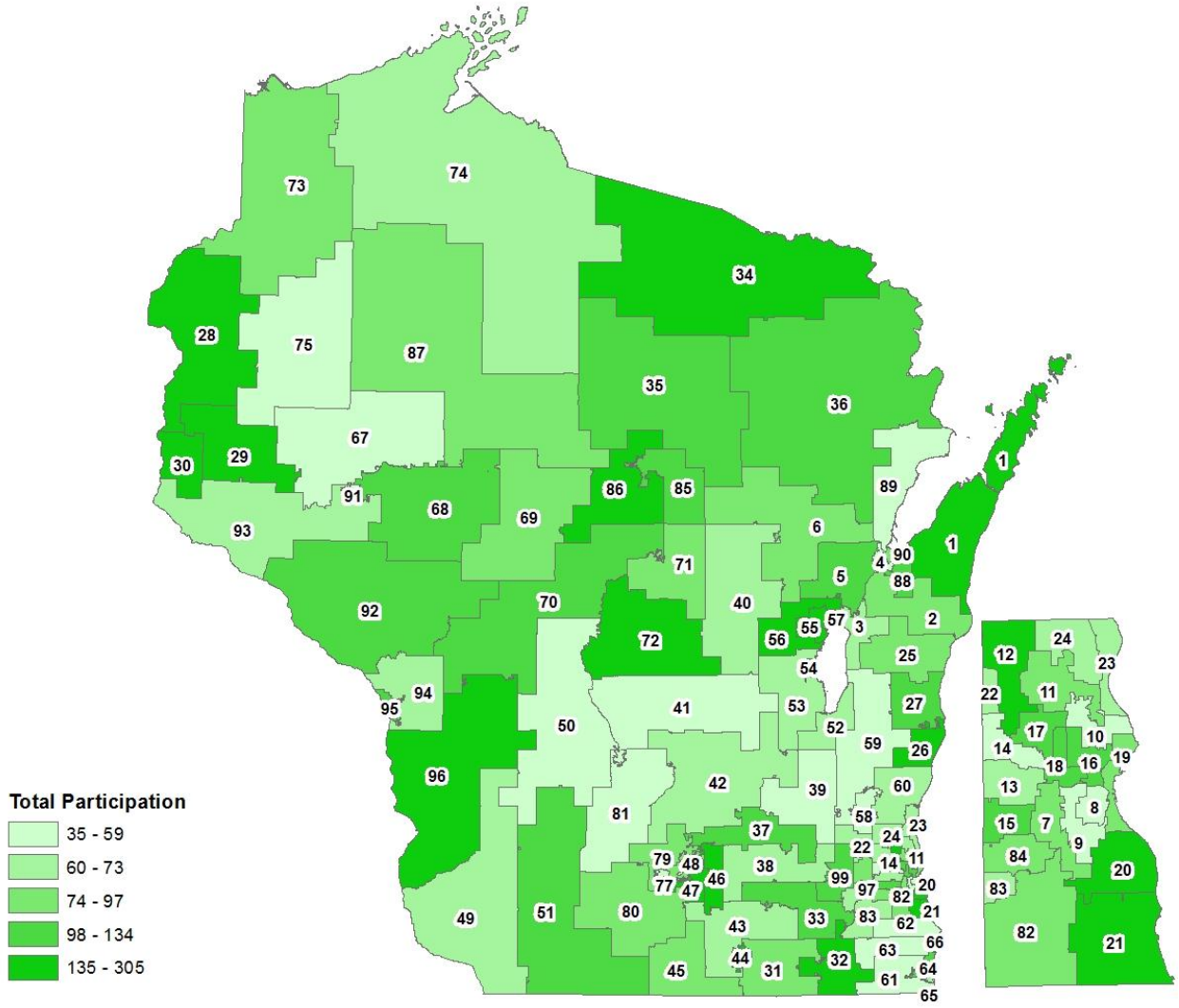


Commercial

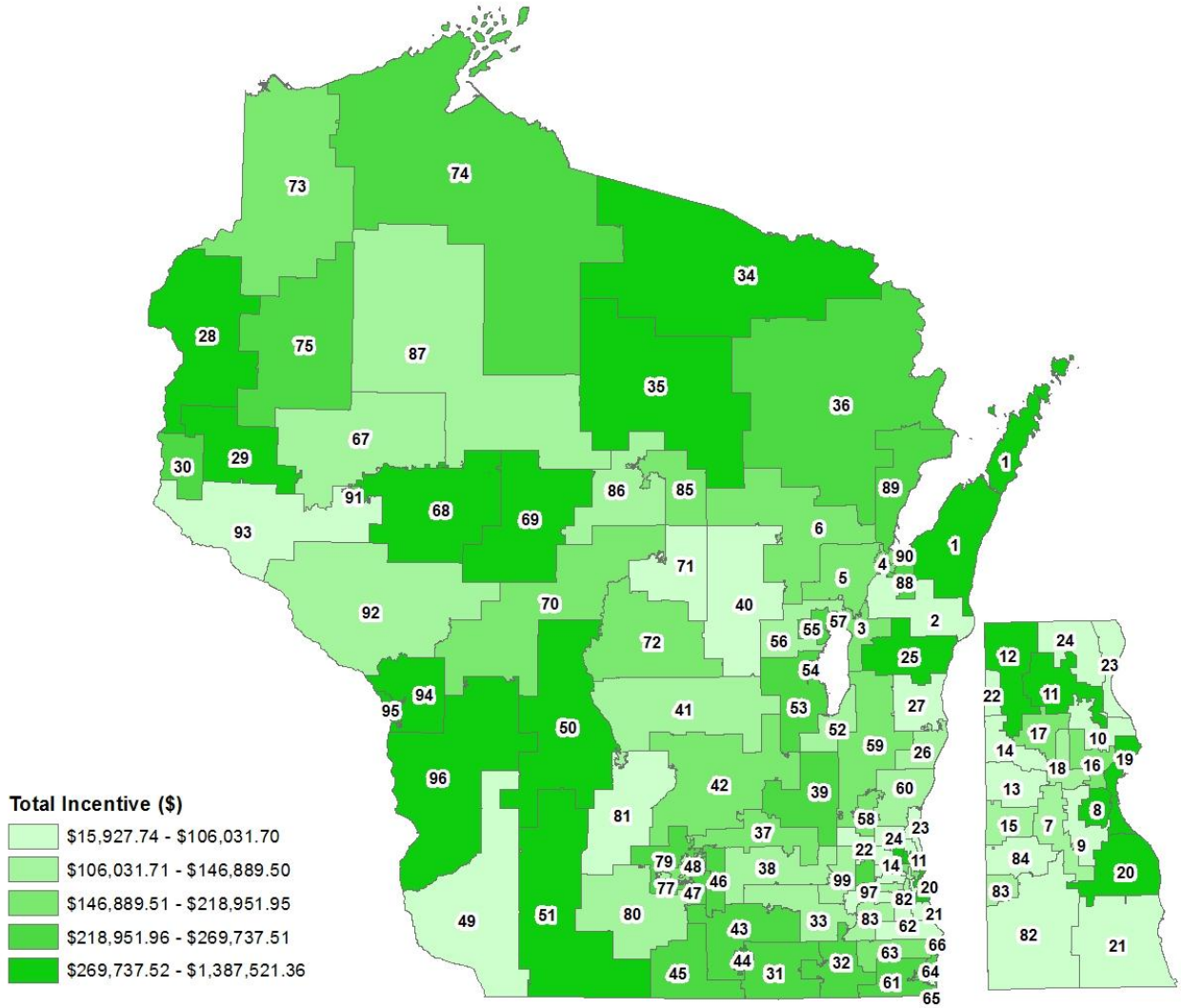
Commercial Energy Bill Savings By Assembly District



Commercial Participation By Assembly District



Commercial Incentive Dollars Awarded By Assembly District



Appendix E: Table 1. Savings And Participation By Assembly District And Segment

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
1	Commercial	$12,324,519	194	$715,841
1	Commercial	$2,003,175,450.68	218	$1,387,521.36
2	Commercial	$85,568,412.64	75	$57,013.70
3	Commercial	$436,440,500.61	70	$199,253.15
4	Commercial	$233,095,552.07	52	$158,751.88
5	Commercial	$453,650,319.90	104	$215,462.04
6	Commercial	$336,070,739.94	91	$167,277.09
7	Commercial	$139,522,507.81	77	$110,906.55
8	Commercial	$819,154,299.56	59	$482,592.01
9	Commercial	$61,835,133.47	53	$32,181.12
10	Commercial	$35,666,636.98	38	$15,927.74
11	Commercial	$848,782,323.32	75	$507,888.70
12	Commercial	$465,159,421.30	151	$278,559.31
13	Commercial	$174,946,603.91	64	$78,616.47
14	Commercial	$162,542,831.56	48	$92,451.88
15	Commercial	$163,317,410.74	97	$109,008.15
16	Commercial	$310,825,727.52	130	$201,803.62
17	Commercial	$372,946,912.39	119	$218,951.95
18	Commercial	$218,775,059.56	115	$146,889.50
19	Commercial	$481,120,544.23	81	$354,560.68
20	Commercial	$422,981,612.44	144	$420,953.24
21	Commercial	$183,550,675.39	166	$82,436.67
22	Commercial	$232,704,861.75	68	$106,031.70
23	Commercial	$106,116,105.86	64	$73,641.64
24	Commercial	$159,896,309.90	60	$87,550.46
25	Commercial	$522,122,916.78	80	$443,396.00
26	Commercial	$258,115,835.18	205	$106,998.82
27	Commercial	$196,682,146.08	109	$103,538.46
28	Commercial	$535,280,804.03	140	$282,341.20
29	Commercial	$570,324,854.99	222	$400,340.91
30	Commercial	$467,200,048.18	166	$264,132.53
31	Commercial	$628,972,988.36	89	$269,335.72
32	Commercial	$417,306,421.08	153	$259,674.99
33	Commercial	$259,558,789.03	130	$113,191.03
34	Commercial	$551,463,971.04	140	$325,313.35
35	Commercial	$307,817,487.59	118	$313,447.68
36	Commercial	$507,844,198.21	120	$231,731.11
37	Commercial	$301,140,892.75	101	$164,629.76

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
38	Commercial	$237,544,052.76	66	$136,271.21
39	Commercial	$264,020,995.88	48	$248,016.63
40	Commercial	$237,233,012.26	66	$93,491.62
41	Commercial	$345,650,011.74	53	$142,963.26
42	Commercial	$308,539,842.03	70	$152,694.52
43	Commercial	$360,752,131.69	66	$256,148.11
44	Commercial	$509,676,311.66	170	$274,864.11
45	Commercial	$231,959,482.18	91	$224,103.12
46	Commercial	$228,676,391.32	162	$246,421.74
47	Commercial	$386,714,109.12	183	$234,411.93
48	Commercial	$172,892,936.79	81	$131,747.65
49	Commercial	$130,580,927.30	62	$84,862.88
50	Commercial	$462,356,649.00	51	$394,480.06
51	Commercial	$564,469,399.99	116	$319,181.17
52	Commercial	$186,232,783.11	73	$123,593.61
53	Commercial	$351,684,000.15	69	$220,424.16
54	Commercial	$278,523,620.12	68	$190,505.51
55	Commercial	$261,411,029.08	135	$267,275.64
56	Commercial	$271,548,773.51	240	$137,852.00
57	Commercial	$327,501,070.99	98	$173,826.55
58	Commercial	$210,198,114.92	54	$153,994.60
59	Commercial	$265,797,522.09	41	$157,708.94
60	Commercial	$214,241,769.71	72	$146,710.42
61	Commercial	$480,862,384.15	44	$250,407.77
62	Commercial	$145,798,028.76	35	$99,708.63
63	Commercial	$234,319,965.07	53	$171,144.60
64	Commercial	$277,736,045.07	134	$230,640.37
65	Commercial	$175,414,759.32	73	$104,511.94
66	Commercial	$330,518,455.40	153	$179,304.36
67	Commercial	$323,180,078.04	39	$109,361.10
68	Commercial	$325,311,696.32	134	$276,787.73
69	Commercial	$348,203,690.12	79	$295,093.03
70	Commercial	$330,040,099.62	133	$204,139.05
71	Commercial	$182,284,219.24	75	$104,308.06
72	Commercial	$214,721,118.22	189	$165,751.20
73	Commercial	$249,251,711.30	97	$173,139.33
74	Commercial	$298,680,300.37	70	$256,074.16
75	Commercial	$265,057,819.72	58	$219,962.04
76	Commercial	$274,980,212.63	57	$129,927.11

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
77	Commercial	$307,824,524.36	89	$178,175.29
78	Commercial	$92,845,760.91	37	$127,361.16
79	Commercial	$586,014,064.18	89	$269,737.51
80	Commercial	$201,298,451.61	97	$110,747.15
81	Commercial	$130,465,254.90	35	$66,524.89
82	Commercial	$77,986,218.06	75	$68,042.93
83	Commercial	$266,304,760.51	62	$129,604.23
84	Commercial	$134,650,509.46	78	$92,752.25
85	Commercial	$304,218,159.75	102	$200,888.31
86	Commercial	$238,498,181.82	212	$134,378.45
87	Commercial	$180,643,270.84	83	$130,043.61
88	Commercial	$300,630,064.90	121	$241,948.42
89	Commercial	$484,259,474.37	45	$237,643.79
90	Commercial	$246,668,731.28	83	$204,956.85
91	Commercial	$605,467,162.01	54	$259,044.41
92	Commercial	$170,225,589.90	107	$119,677.33
93	Commercial	$176,266,885.38	63	$69,619.91
94	Commercial	$1,102,897,325.35	66	$446,462.05
95	Commercial	$579,088,230.58	97	$435,140.19
96	Commercial	$1,459,313,719.76	305	$576,373.55
97	Commercial	$82,869,401.25	67	$57,623.65
98	Commercial	$395,090,612.56	83	$236,793.96
99	Commercial	$467,897,137.88	117	$143,257.50
1	Industrial	$80,813,738.52	13	$104,407.00
2	Industrial	$9,933,702.81	6	$17,693.50
3	Industrial	$79,516,696.12	15	$47,737.80
4	Industrial	$36,273,388.66	8	$37,083.85
5	Industrial	$14,304,330.63	4	$3,502.50
6	Industrial	$180,566,400.70	8	$19,395.32
7	Industrial	$111,665,895.88	14	$69,416.06
8	Industrial	$5,862,204.00	1	$3,086.00
10	Industrial	$42,095,861.50	4	$60,765.19
11	Industrial	$23,819,774.12	3	$12,921.00
12	Industrial	$62,567,436.30	18	$127,854.98
13	Industrial	$15,941,387.16	11	$136,209.00
14	Industrial	$27,384,237.40	10	$19,032.00
15	Industrial	$55,713,296.87	20	$42,815.10
16	Industrial	$41,427,689.52	9	$25,943.00
17	Industrial	$228,075,824.92	38	$238,229.49

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
18	Industrial	$207,953,875.34	30	$285,558.29
19	Industrial	$153,567,583.09	19	$127,830.71
20	Industrial	$465,977,337.31	15	$393,876.42
21	Industrial	$31,101,712.31	3	$20,919.70
22	Industrial	$112,716,407.18	11	$79,144.00
23	Industrial	$169,755,263.18	8	$120,984.50
24	Industrial	$27,203,944.29	6	$21,215.63
25	Industrial	$157,724,658.64	19	$123,797.83
26	Industrial	$64,338,111.49	7	$63,112.92
27	Industrial	$52,606,631.69	10	$44,990.35
28	Industrial	$13,504,448.01	2	$9,931.30
29	Industrial	$56,461,896.98	19	$45,969.40
30	Industrial	$53,039,212.82	11	$41,239.37
31	Industrial	$104,624,893.70	11	$97,466.60
32	Industrial	$60,078,825.48	13	$78,644.21
33	Industrial	$344,176,870.13	22	$417,839.05
34	Industrial	$113,492,565.35	29	$104,984.50
35	Industrial	$155,064,883.33	10	$101,274.03
36	Industrial	$127,544,316.79	13	$97,889.55
37	Industrial	$695,156,430.09	12	$75,584.29
38	Industrial	$211,248,204.20	4	$114,551.00
39	Industrial	$138,753,443.63	7	$183,453.11
40	Industrial	$56,072,645.70	6	$53,494.76
41	Industrial	$39,566,750.44	7	$22,240.00
42	Industrial	$57,800,352.64	6	$47,155.63
43	Industrial	$34,356,558.87	5	$27,507.57
44	Industrial	$60,209,891.03	7	$31,340.00
45	Industrial	$444,775,091.63	17	$393,968.86
46	Industrial	$183,181,258.35	16	$122,038.73
47	Industrial	$166,905,924.49	14	$79,422.00
48	Industrial	$176,821,420.00	13	$173,661.00
49	Industrial	$409,487,269.95	17	$145,063.72
50	Industrial	$115,799,381.74	12	$292,010.36
51	Industrial	$623,713,395.84	42	$433,843.40
52	Industrial	$281,636,000.21	16	$256,513.48
53	Industrial	$234,224,755.28	17	$155,525.03
54	Industrial	$89,936,535.88	18	$63,973.80
55	Industrial	$53,148,950.44	8	$54,713.13
56	Industrial	$86,132,851.73	13	$95,268.00

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
57	Industrial	$115,626,829.31	15	$91,686.50
58	Industrial	$98,892,458.62	9	$68,384.74
59	Industrial	$11,682,170.23	4	$9,258.50
60	Industrial	$289,225,214.09	13	$311,431.93
61	Industrial	$35,313,420.31	7	$83,506.60
62	Industrial	$12,657,573.33	2	$1,540.00
63	Industrial	$70,557,916.54	10	$65,089.50
64	Industrial	$359,275,958.05	8	$272,257.50
65	Industrial	$570,708,314.04	6	$263,457.82
66	Industrial	$46,773,667.73	13	$31,789.00
67	Industrial	$163,701,437.71	9	$360,547.28
68	Industrial	$41,321,278.32	8	$34,652.50
69	Industrial	$156,453,396.32	13	$289,856.80
70	Industrial	$563,323,375.11	6	$320,117.50
71	Industrial	$16,139,350.76	5	$10,595.00
72	Industrial	$127,317,576.11	11	$323,681.29
73	Industrial	$148,398,600.50	11	$67,805.79
74	Industrial	$51,024,176.54	3	$68,984.41
75	Industrial	$2,088,805.71	2	$6,466.00
77	Industrial	$47,500,267.71	13	$46,312.31
78	Industrial	$45,723,611.08	7	$26,408.91
79	Industrial	$30,720,708.39	11	$30,350.10
80	Industrial	$13,521,938.32	7	$27,529.25
81	Industrial	$26,835,846.86	11	$25,612.00
82	Industrial	$46,655,408.09	6	$51,450.30
83	Industrial	$1,169,230.42	2	$1,360.00
84	Industrial	$340,352,394.06	21	$325,992.37
85	Industrial	$296,700,918.81	17	$73,148.01
86	Industrial	$69,133,214.95	9	$44,309.47
87	Industrial	$114,645,708.59	10	$71,806.09
88	Industrial	$90,717,961.42	29	$109,684.21
89	Industrial	$36,878,879.94	3	$38,115.87
90	Industrial	$359,360,528.46	16	$212,599.95
91	Industrial	$166,892,121.75	8	$92,079.00
92	Industrial	$14,363,568.80	5	$7,505.50
93	Industrial	$244,698,691.89	9	$162,796.20
94	Industrial	$14,722,225.91	2	$10,393.50
95	Industrial	$301,425,533.13	13	$519,913.50
96	Industrial	$7,201,061.76	3	$16,424.76

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
97	Industrial	$211,002,444.38	9	$319,608.74
98	Industrial	$213,930,251.96	24	$236,008.54
99	Industrial	$16,366,357.18	11	$15,570.00
1	Residential	$186,745,209.99	9,685	$157,817.17
2	Residential	$97,108,092.47	6,415	$114,208.35
3	Residential	$235,781,516.85	5,980	$201,898.48
4	Residential	$78,240,842.51	5,658	$80,865.26
5	Residential	$256,954,841.90	11,672	$192,570.68
6	Residential	$224,146,141.20	12,893	$225,988.91
7	Residential	$252,848,579.91	9,998	$167,185.12
8	Residential	$184,911,329.39	5,970	$228,205.55
9	Residential	$101,731,255.92	7,410	$105,046.11
10	Residential	$128,230,274.60	6,987	$181,496.44
11	Residential	$214,073,069.82	8,039	$269,102.99
12	Residential	$217,354,868.00	11,794	$197,800.69
13	Residential	$135,233,542.87	8,623	$173,580.59
14	Residential	$186,795,047.84	6,048	$111,966.43
15	Residential	$219,275,548.12	12,703	$181,267.91
16	Residential	$319,312,632.60	20,175	$294,102.28
17	Residential	$251,257,332.82	12,432	$217,380.28
18	Residential	$163,642,920.47	7,611	$122,674.13
19	Residential	$179,402,075.30	9,938	$194,044.72
20	Residential	$192,242,955.44	10,781	$148,715.53
21	Residential	$133,136,248.11	9,508	$87,541.47
22	Residential	$160,473,539.85	8,021	$120,958.01
23	Residential	$123,192,008.03	4,983	$119,456.93
24	Residential	$133,973,585.80	7,523	$134,370.05
25	Residential	$132,781,843.90	9,595	$100,292.25
26	Residential	$209,860,467.65	15,243	$125,214.45
27	Residential	$181,849,431.63	11,654	$146,338.42
28	Residential	$168,829,924.24	10,512	$147,516.36
29	Residential	$189,319,796.37	13,190	$126,100.11
30	Residential	$150,716,528.62	9,201	$106,894.99
31	Residential	$208,247,547.00	9,741	$147,386.61
32	Residential	$191,008,405.46	8,353	$156,987.89
33	Residential	$202,080,418.05	12,548	$150,807.66
34	Residential	$234,599,174.10	11,777	$334,866.94
35	Residential	$131,117,567.36	8,157	$103,020.43
36	Residential	$199,038,431.61	13,143	$117,125.63

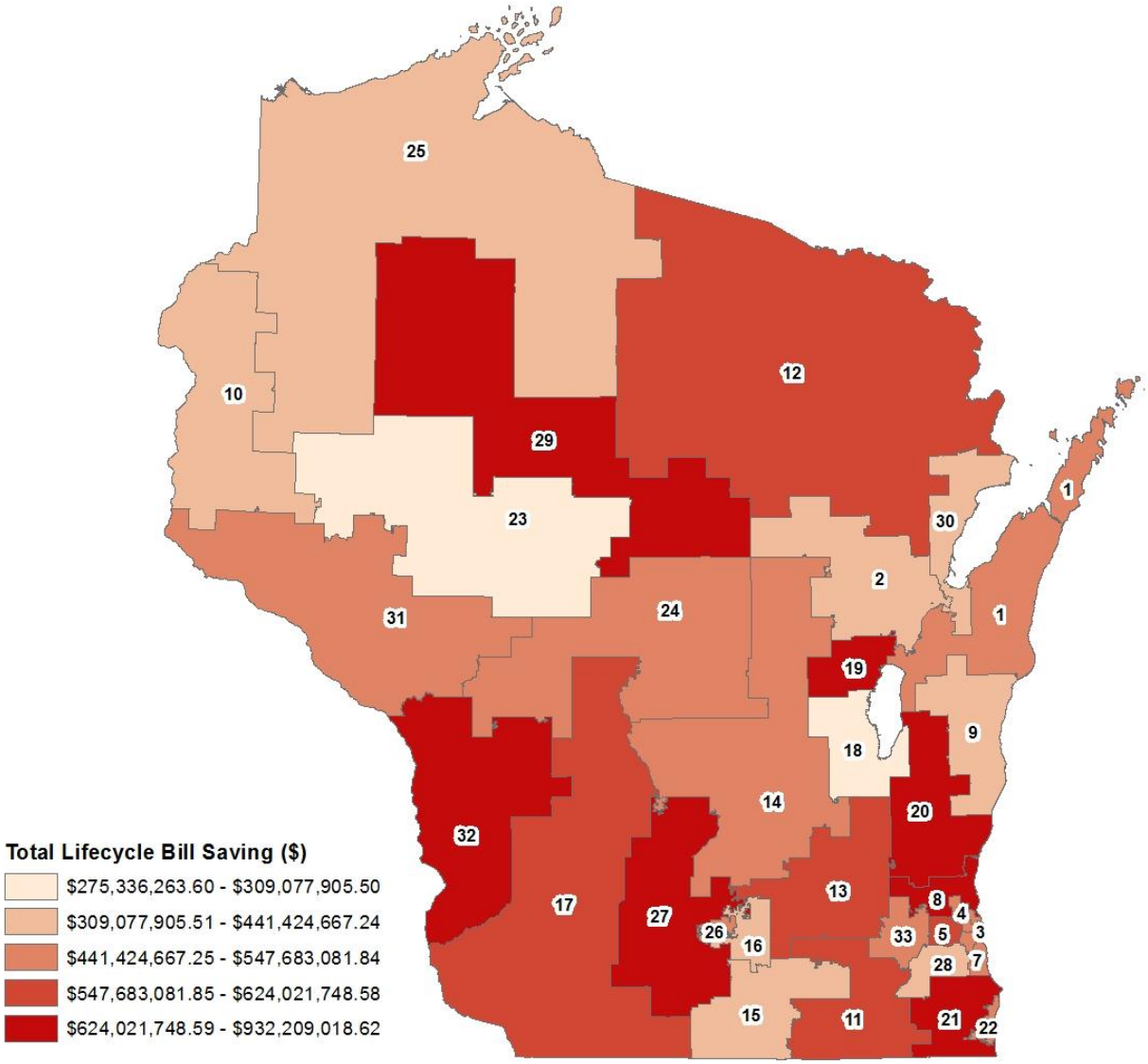
Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
37	Residential	$168,377,878.61	9,649	$102,488.57
38	Residential	$166,068,376.79	9,606	$107,598.16
39	Residential	$189,450,921.50	14,291	$159,140.68
40	Residential	$183,411,554.65	13,561	$124,460.00
41	Residential	$214,729,406.31	8,702	$142,400.24
42	Residential	$229,281,071.85	10,387	$181,358.61
43	Residential	$258,980,900.88	10,381	$259,693.26
44	Residential	$132,968,386.80	8,343	$107,318.71
45	Residential	$189,738,877.64	6,087	$222,302.08
46	Residential	$145,103,303.84	9,557	$99,216.68
47	Residential	$163,347,917.46	12,367	$116,960.48
48	Residential	$176,131,583.17	8,624	$139,726.86
49	Residential	$139,308,968.21	6,607	$104,060.80
50	Residential	$112,662,119.46	6,104	$115,664.90
51	Residential	$223,029,274.73	11,152	$189,493.21
52	Residential	$178,371,339.95	8,365	$177,785.40
53	Residential	$222,621,133.89	6,511	$264,197.63
54	Residential	$175,813,485.48	8,855	$150,495.86
55	Residential	$180,916,388.23	10,431	$147,988.57
56	Residential	$146,881,690.94	10,206	$90,639.78
57	Residential	$230,365,613.12	14,072	$186,020.14
58	Residential	$179,148,435.63	10,749	$129,323.79
59	Residential	$175,424,176.29	10,613	$161,844.77
60	Residential	$162,098,982.16	9,562	$126,347.00
61	Residential	$160,910,189.62	10,619	$135,865.74
62	Residential	$123,887,449.31	9,440	$92,063.14
63	Residential	$98,664,969.53	6,705	$71,146.68
64	Residential	$129,774,598.90	8,254	$126,747.24
65	Residential	$156,479,009.79	7,693	$144,931.11
66	Residential	$153,166,102.36	9,039	$120,545.63
67	Residential	$155,079,529.81	8,261	$169,646.80
68	Residential	$200,560,462.87	12,910	$166,173.13
69	Residential	$172,944,578.60	10,585	$181,712.27
70	Residential	$211,099,316.63	11,909	$177,775.93
71	Residential	$111,167,595.84	7,421	$66,585.69
72	Residential	$112,182,632.30	7,515	$70,145.10
73	Residential	$85,731,130.75	6,741	$55,449.19
74	Residential	$155,421,542.15	8,712	$217,624.95
75	Residential	$356,880,248.73	13,255	$494,563.43

Assembly District	Segment	Lifecycle Bill Savings ($)	Participation	Incentive ($)
76	Residential	$260,456,316.34	11,403	$264,309.77
77	Residential	$484,637,179.33	22,586	$353,299.01
78	Residential	$48,967,706.97	3,489	$38,723.36
79	Residential	$238,948,791.59	9,499	$155,484.19
80	Residential	$206,523,602.60	13,669	$138,462.67
81	Residential	$253,359,744.66	15,405	$179,768.05
82	Residential	$255,830,726.61	15,220	$176,304.74
83	Residential	$311,334,743.96	11,810	$218,231.36
84	Residential	$201,526,271.93	13,642	$205,235.79
85	Residential	$193,440,064.83	13,091	$151,844.60
86	Residential	$133,729,615.14	10,747	$82,491.34
87	Residential	$198,079,366.78	9,372	$200,559.23
88	Residential	$164,224,219.12	9,319	$246,435.73
89	Residential	$71,268,880.10	5,217	$90,194.68
90	Residential	$123,547,598.10	5,642	$190,124.77
91	Residential	$159,248,208.48	9,901	$165,780.78
92	Residential	$104,867,712.29	8,021	$83,245.40
93	Residential	$146,637,786.91	6,243	$124,817.63
94	Residential	$219,358,022.37	16,091	$223,467.73
95	Residential	$175,567,471.26	11,681	$177,422.43
96	Residential	$152,757,588.21	9,752	$113,769.27
97	Residential	$210,717,045.71	15,277	$164,491.93
98	Residential	$291,859,157.87	13,341	$206,454.20
99	Residential	$295,000,073.34	15,375	$221,216.32
Unassigned		$89,565,217	3,273	$2,111,250.88

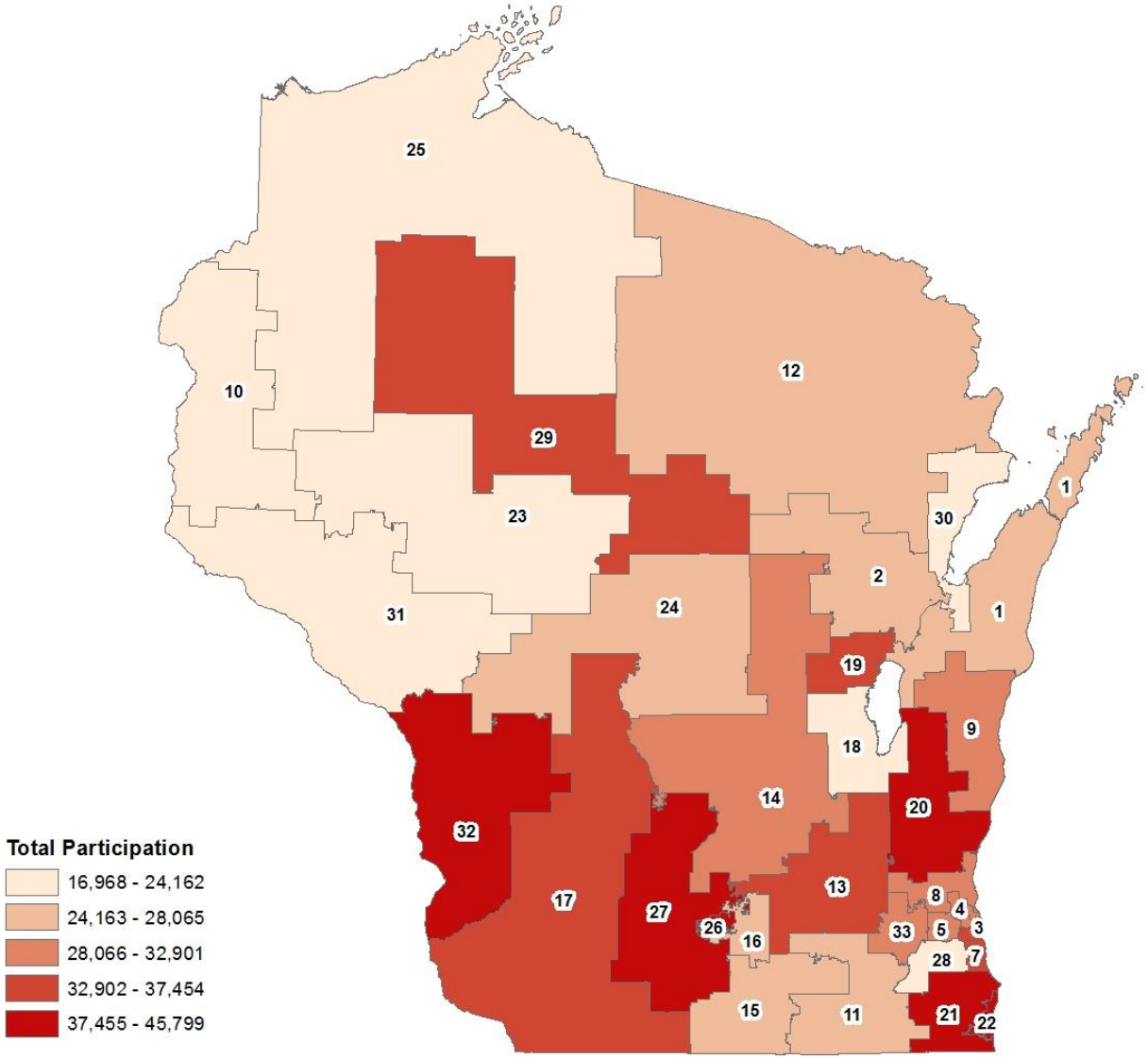
2012 Savings By Segment, By Senate District

Residential

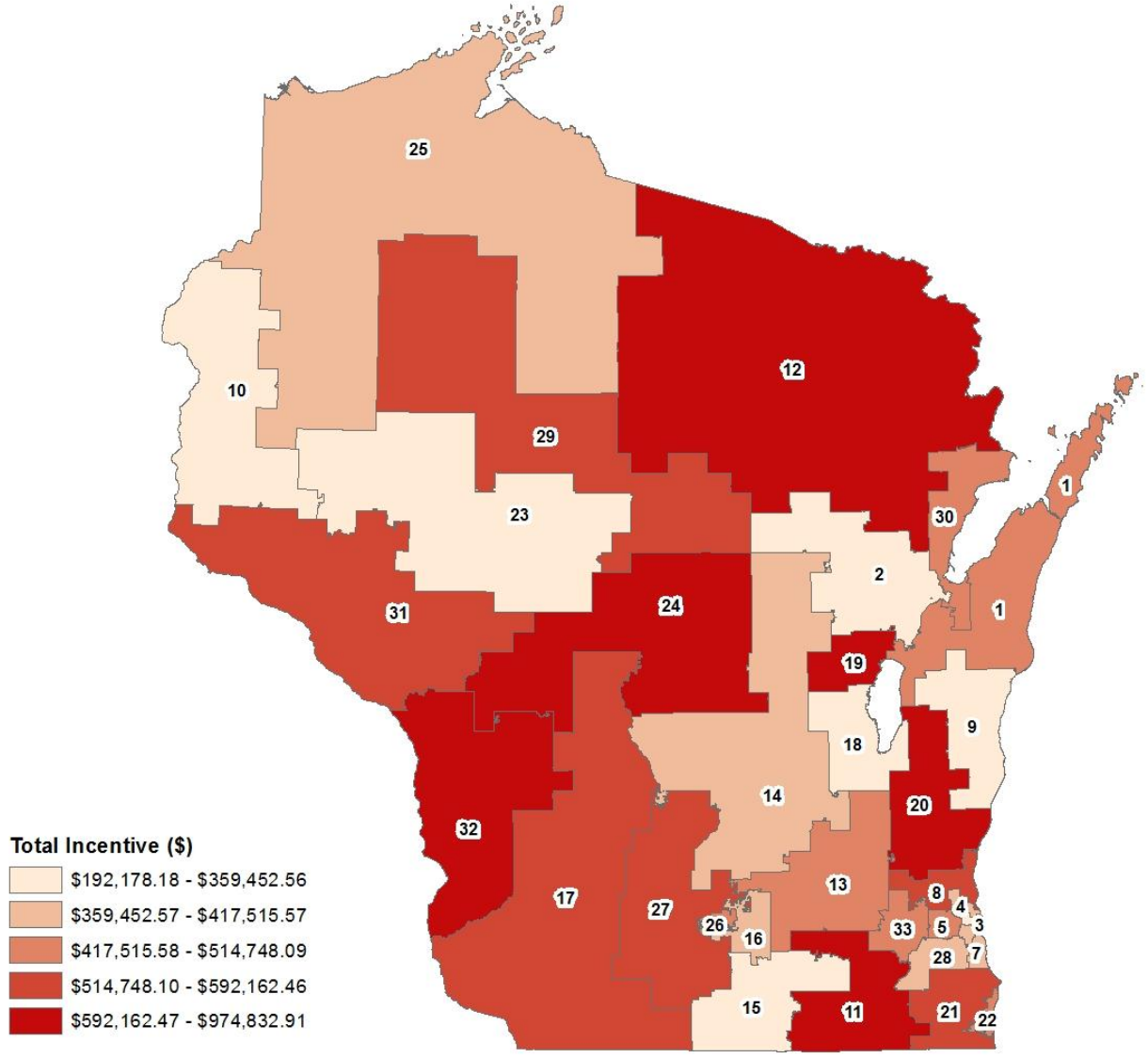
Residential Energy Bill Savings By Senate District



Residential Participation By Senate Districts

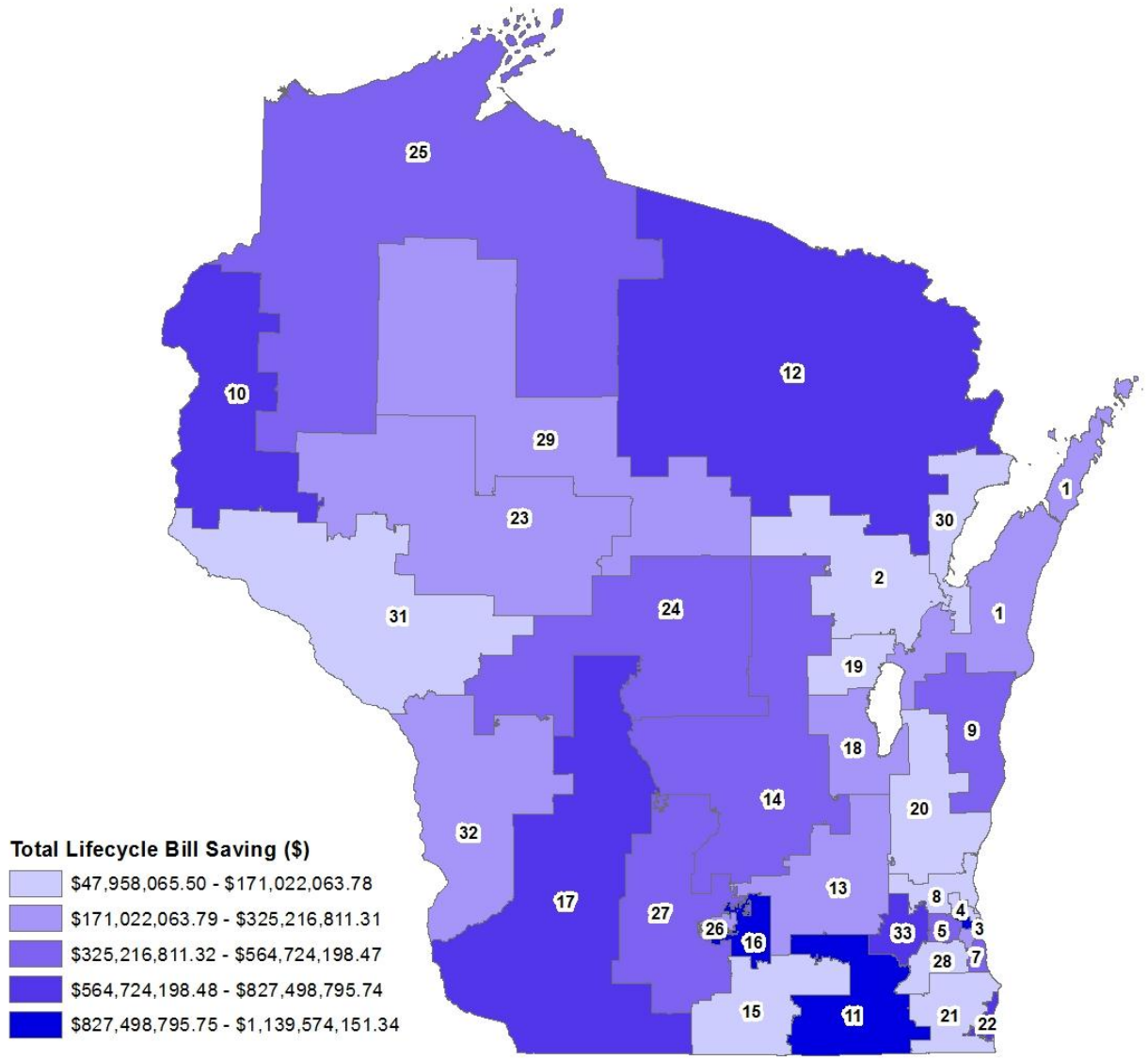


Residential Incentive Dollars Awarded By Senate District

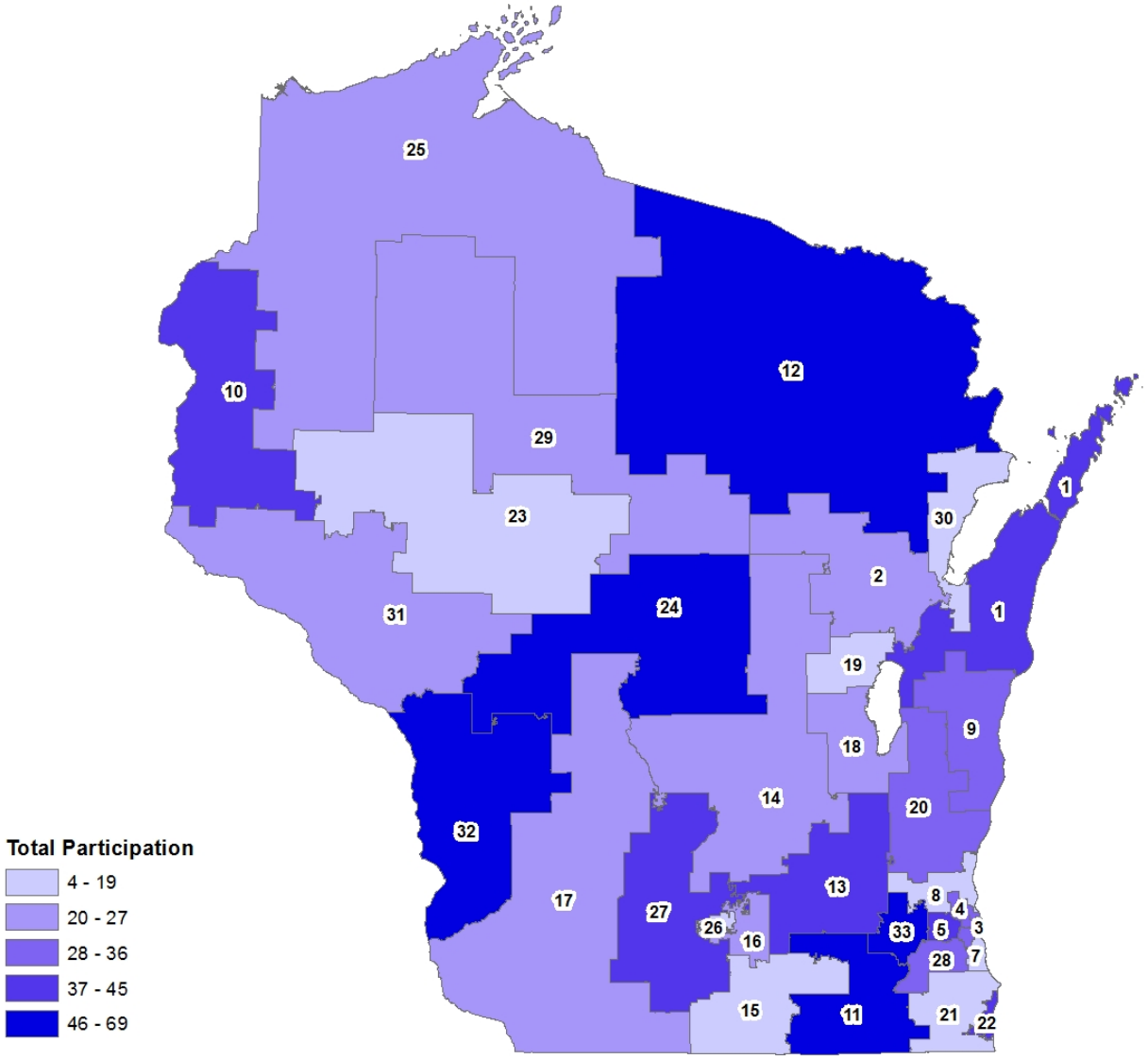


Industrial

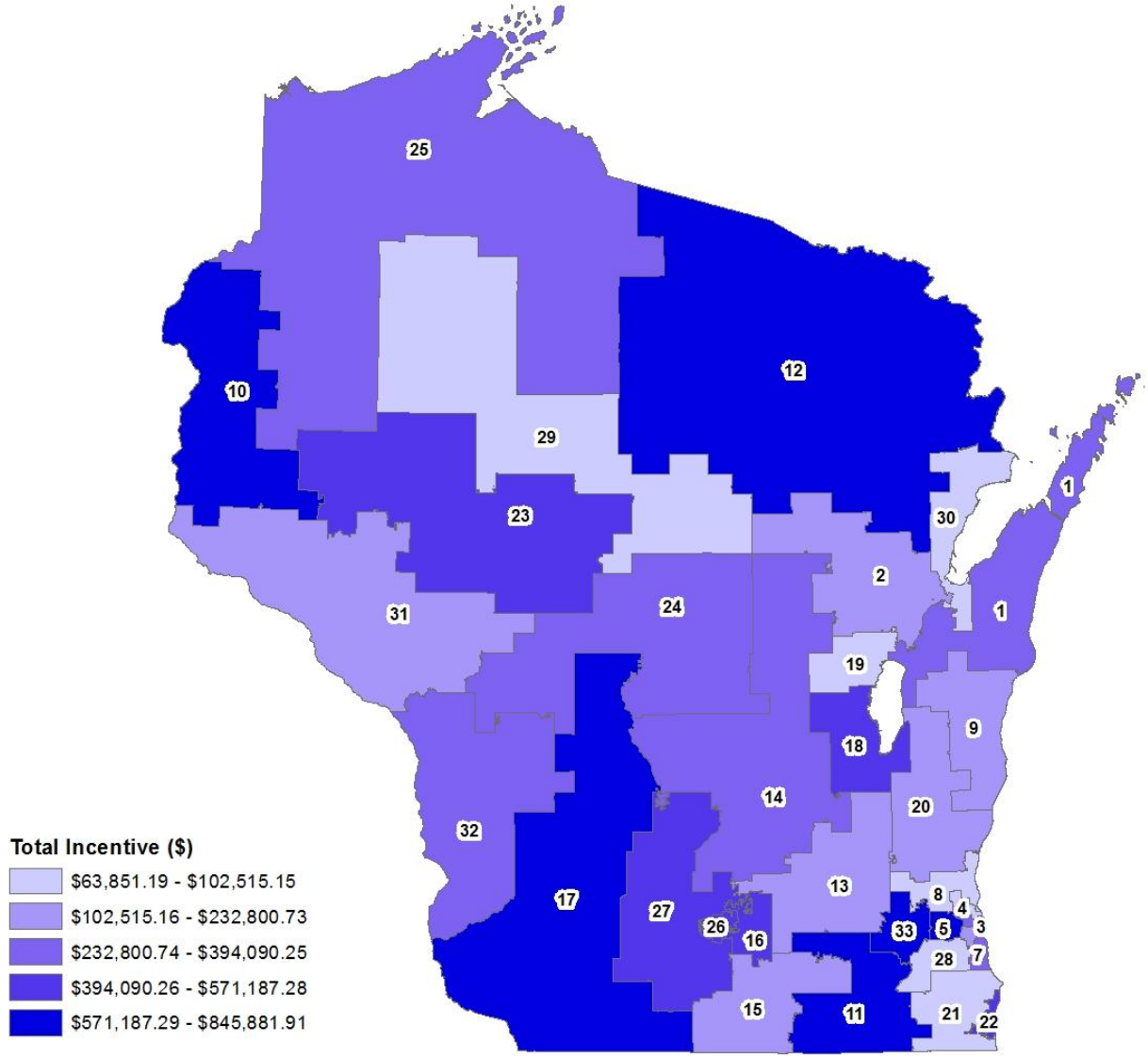
Industrial Energy Bill Savings By Senate District



Industrial Participation By Senate District

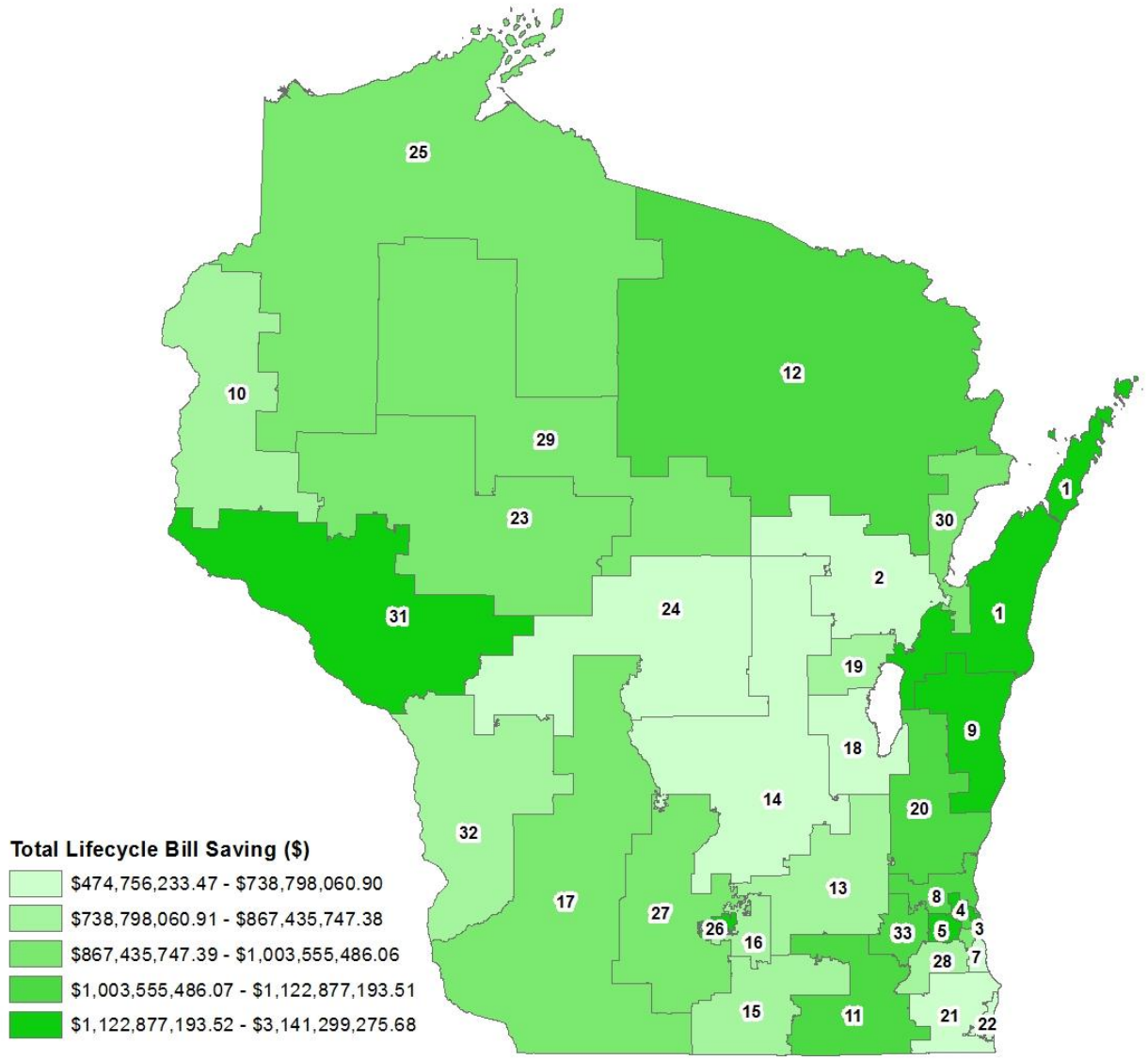


Industrial Incentive Dollars Awarded By Senate District

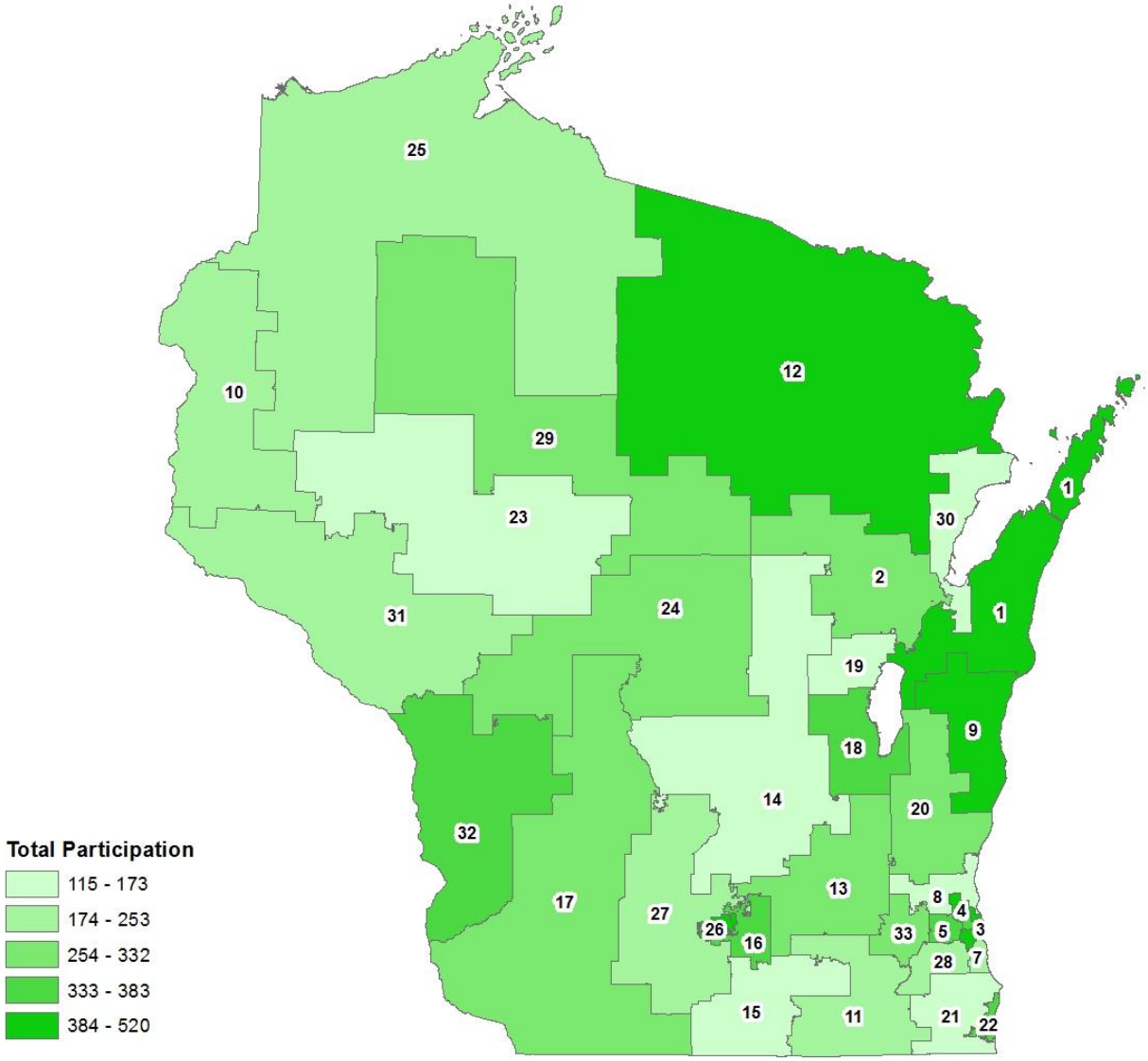


Commercial

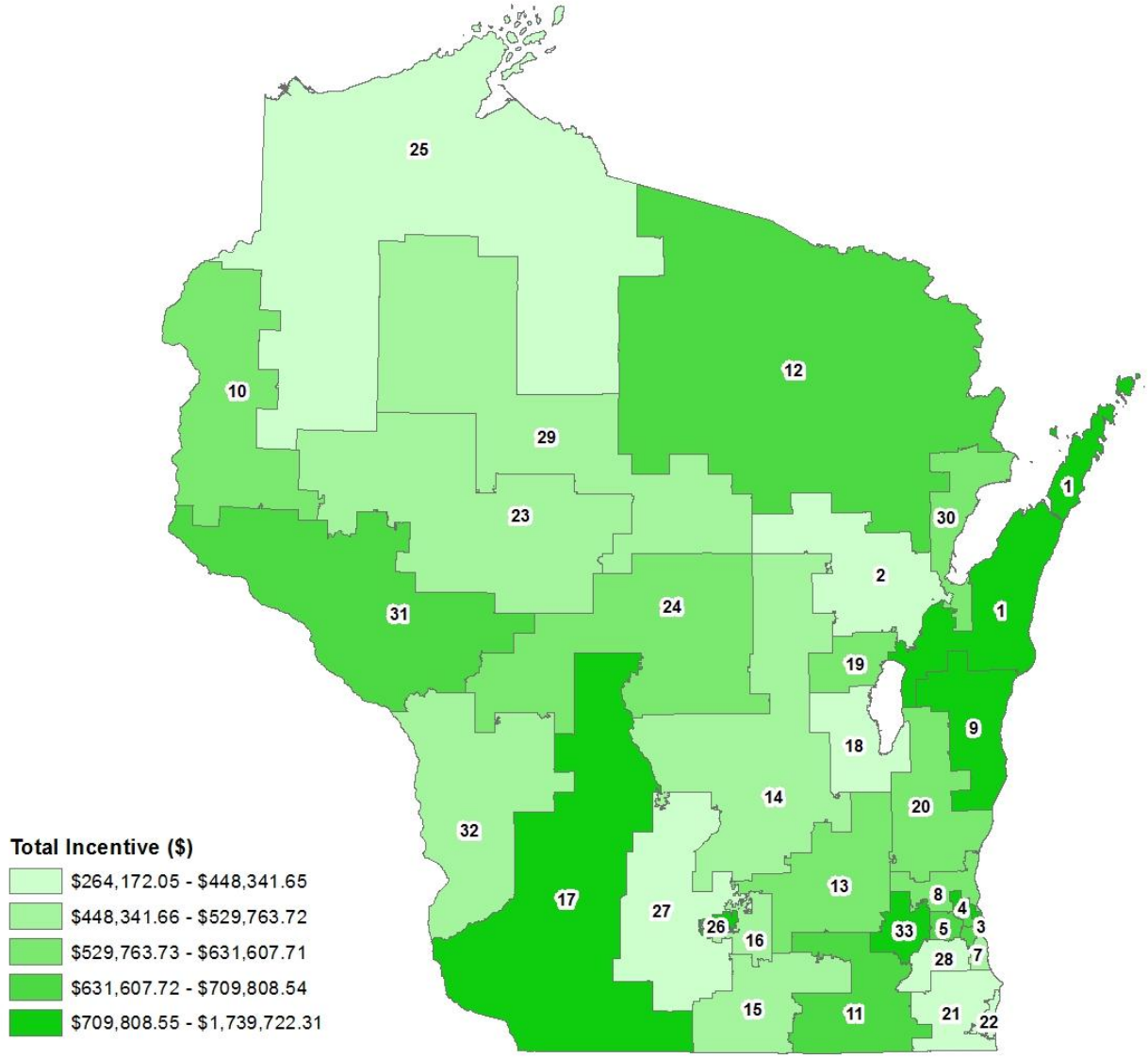
Commercial Energy Bill Savings By Senate District



Commercial Participation By Senate District



Commercial Incentive Dollars Awarded By Senate District



Appendix E: Table 2. Savings And Participation By Senate District And Segment

Senate District ID	Segment	Lifecycle Bill Savings ($)	Participation	Total Incentive ($)
1	Commercial	$2,574,450,973	426	$1,739,722.31
2	Commercial	$576,151,874	279	$276,018.84
3	Commercial	$976,920,898	384	$653,933.28
4	Commercial	$1,572,805,707	520	$946,814.65
5	Commercial	$1,305,838,198	364	$642,201.74
6	Commercial	$1,116,802,579	335	$709,808.54
7	Commercial	$738,798,061	174	$477,779.46
8	Commercial	$1,014,941,985	173	$551,805.89
9	Commercial	$1,125,066,849	507	$755,697.79
10	Commercial	$765,830,513	185	$611,090.59
11	Commercial	$1,102,386,183	233	$663,198.94
12	Commercial	$1,054,972,227	460	$687,268.47
13	Commercial	$867,435,747	292	$631,607.71
14	Commercial	$690,237,407	160	$458,413.96
15	Commercial	$860,980,378	124	$521,261.00
16	Commercial	$783,669,260	353	$514,456.67
17	Commercial	$1,003,555,486	332	$776,019.81
18	Commercial	$646,257,022	355	$443,198.59
19	Commercial	$838,715,031	170	$605,962.89
20	Commercial	$1,095,140,305	269	$558,660.35
21	Commercial	$474,756,233	162	$264,172.05
22	Commercial	$677,366,851	383	$428,019.01
23	Commercial	$900,285,457	115	$474,366.07
24	Commercial	$727,942,067	273	$576,948.88
25	Commercial	$951,959,637	214	$448,341.65
26	Commercial	$3,141,299,276	459	$1,457,975.79
27	Commercial	$945,857,152	253	$437,675.12
28	Commercial	$755,104,465	186	$415,018.73
29	Commercial	$929,243,424	260	$493,645.67
30	Commercial	$916,656,070	145	$530,700.87
31	Commercial	$1,186,271,759	179	$678,957.05
32	Commercial	$847,090,051	337	$529,763.72
33	Commercial	$1,122,877,194	323	$922,403.41
1	Industrial	$313,136,438	39	$353,246.48
2	Industrial	$171,022,064	20	$121,279.33
3	Industrial	$274,669,402	36	$231,901.10
4	Industrial	$123,005,558	32	$97,140.07
5	Industrial	$508,880,589	44	$593,949.86

Senate District ID	Segment	Lifecycle Bill Savings ($)	Participation	Total Incentive ($)
6	Industrial	$977,765,630	35	$274,747.87
7	Industrial	$406,074,294	17	$351,498.87
8	Industrial	$132,181,840	19	$97,078.20
9	Industrial	$410,297,074	36	$232,800.73
10	Industrial	$702,108,072	41	$610,735.08
11	Industrial	$1,139,574,151	69	$845,881.91
12	Industrial	$644,400,509	57	$594,221.36
13	Industrial	$258,712,316	41	$210,373.43
14	Industrial	$399,799,843	26	$389,075.17
15	Industrial	$118,528,910	19	$150,136.10
16	Industrial	$976,757,940	27	$567,504.32
17	Industrial	$761,098,050	25	$644,626.80
18	Industrial	$291,855,527	27	$402,082.08
19	Industrial	$52,654,804	4	$75,275.41
20	Industrial	$91,742,914	31	$104,191.66
21	Industrial	$74,660,485	19	$78,422.30
22	Industrial	$706,186,528	45	$443,449.85
23	Industrial	$246,303,929	18	$425,072.06
24	Industrial	$564,724,198	54	$394,090.25
25	Industrial	$425,954,382	22	$262,380.70
26	Industrial	$323,348,821	18	$546,731.76
27	Industrial	$441,299,054	43	$571,187.28
28	Industrial	$125,723,788	29	$102,515.15
29	Industrial	$306,536,627	26	$92,313.88
30	Industrial	$47,958,065	5	$63,851.19
31	Industrial	$67,145,399	24	$168,162.00
32	Industrial	$325,216,811	67	$306,987.59
33	Industrial	$827,498,796	63	$807,265.42
1	Residential	$527,291,510	26,461	$475,074.49
2	Residential	$427,586,827	25,051	$342,871.32
3	Residential	$524,491,743	36,490	$371,845.12
4	Residential	$508,866,249	32,901	$380,511.46
5	Residential	$601,336,371	30,639	$455,182.16
6	Residential	$498,533,878	30,945	$322,634.63
7	Residential	$538,930,853	37,454	$391,198.83
8	Residential	$702,991,379	29,463	$583,452.11
9	Residential	$441,424,667	30,265	$323,498.49
10	Residential	$428,102,671	21,332	$359,452.56
11	Residential	$624,021,749	26,024	$631,476.24

Senate District ID	Segment	Lifecycle Bill Savings ($)	Participation	Total Incentive ($)
12	Residential	$571,219,743	28,065	$647,808.80
13	Residential	$587,098,991	33,354	$484,506.39
14	Residential	$516,671,594	30,921	$417,515.57
15	Residential	$383,462,608	26,763	$299,075.56
16	Residential	$439,419,711	24,984	$392,223.99
17	Residential	$584,604,358	35,401	$525,661.33
18	Residential	$309,077,906	21,674	$192,178.18
19	Residential	$770,653,603	33,320	$974,832.91
20	Residential	$932,209,019	45,799	$648,908.49
21	Residential	$820,525,215	42,432	$574,304.15
22	Residential	$528,695,952	37,479	$439,571.74
23	Residential	$275,336,264	16,968	$298,575.11
24	Residential	$485,851,184	24,328	$637,119.72
25	Residential	$410,753,708	24,162	$373,843.81
26	Residential	$547,683,082	37,521	$514,659.43
27	Residential	$797,576,277	43,989	$592,162.46
28	Residential	$411,130,452	18,053	$396,972.09
29	Residential	$733,929,416	34,557	$585,734.44
30	Residential	$414,872,860	20,368	$514,748.09
31	Residential	$536,101,661	22,709	$554,650.01
32	Residential	$789,845,514	45,307	$692,750.47
33	Residential	$535,285,022	28,327	$465,432.85
Unassigned		$89,565,217	3,720	$2,111,251

Appendix F. Summary Of Savings By Segment, By Electric Utility Territory

The following section includes eighteen maps based on the results of the 2012 evaluation: three electric utility and three gas utility maps (per capita lifetime bill savings, total 2012 participation, and per capita incentive paid in 2012) each for three primary segments (residential, industrial, and commercial). Commercial maps include businesses, schools, government, and agricultural entities.

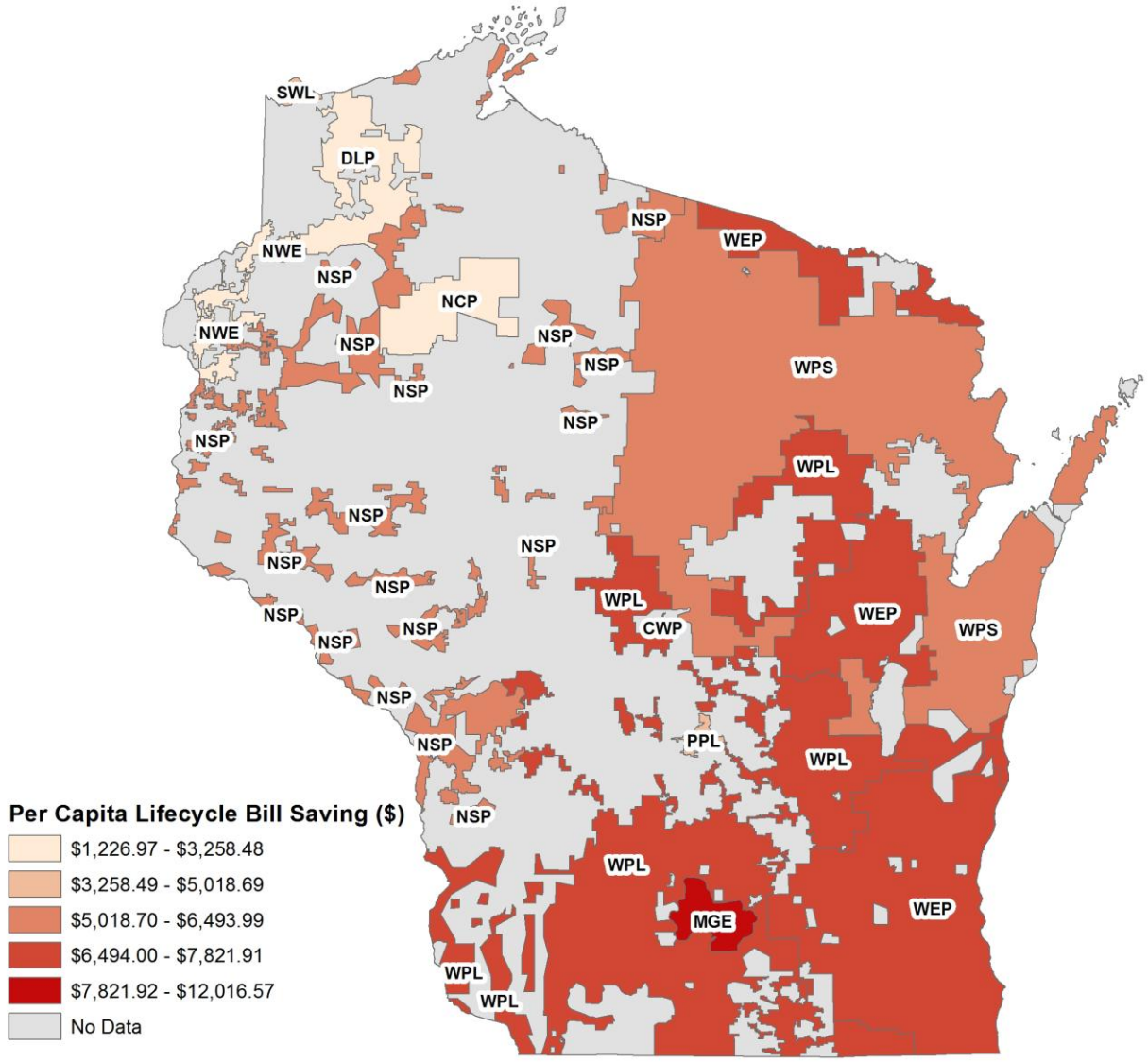
Similar to the 2011 evaluation report, the bill savings are defined as evaluated lifecycle verified gross energy savings multiplied by the retail rate of delivered energy in 2012 and normalized on a per capita basis. The incentive dollars and participation rates are also reported on a per capita basis.

The counts of eligible customers by segment from different sources are inconsistent due to varying definitions of those segments. The electric utility maps use counts of customers by segment from the EIA861 report, which is based upon data provided by utilities. The differences between utility and Focus on Energy definitions for each segment result in noticeably high participation rates for the industrial segment in the following section.

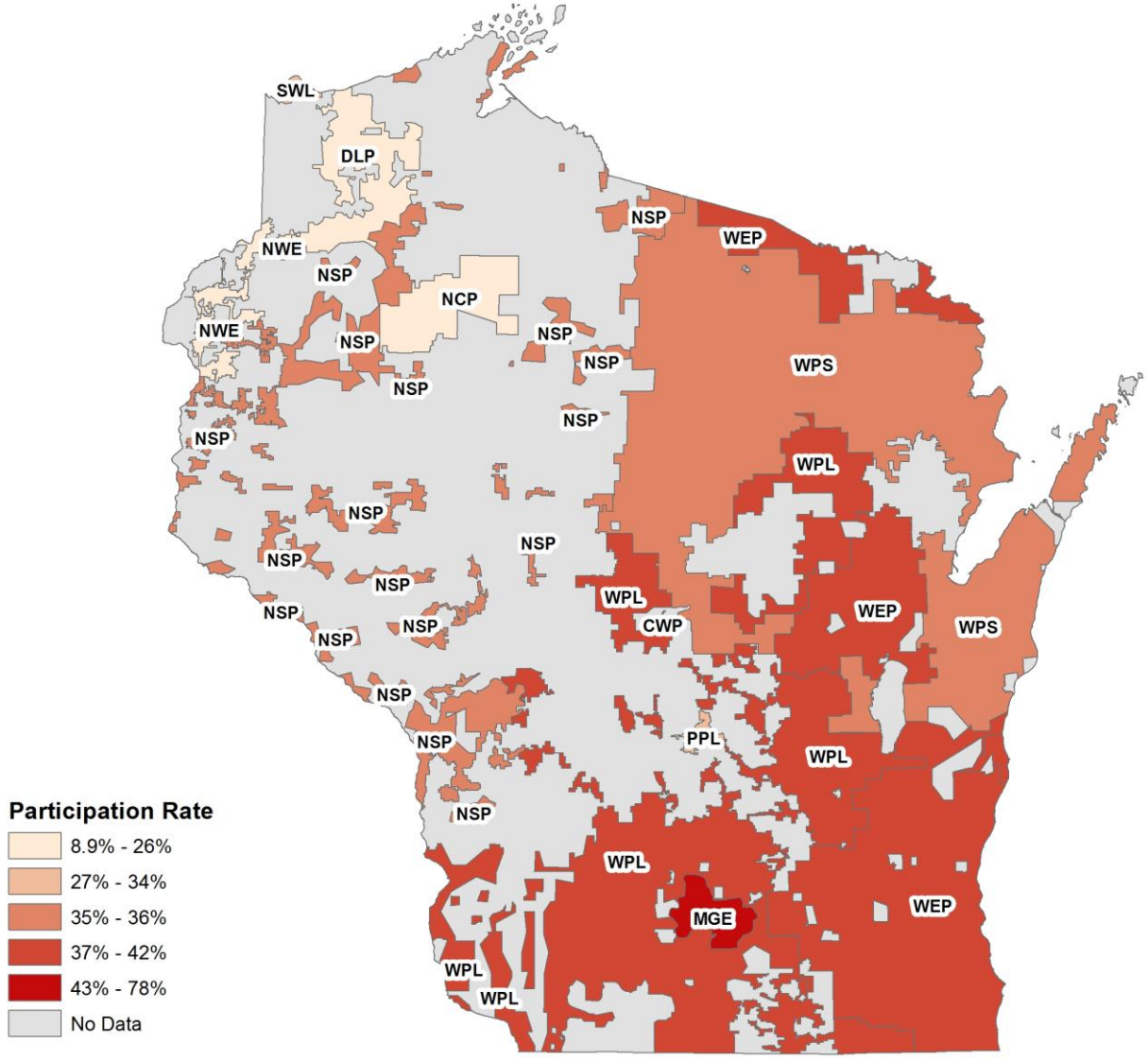
Please note that due to the large number of electric cooperatives (Coops) and municipal utilities (Munis) we chose to include only larger utility level labels for the preceding group of maps.

Residential

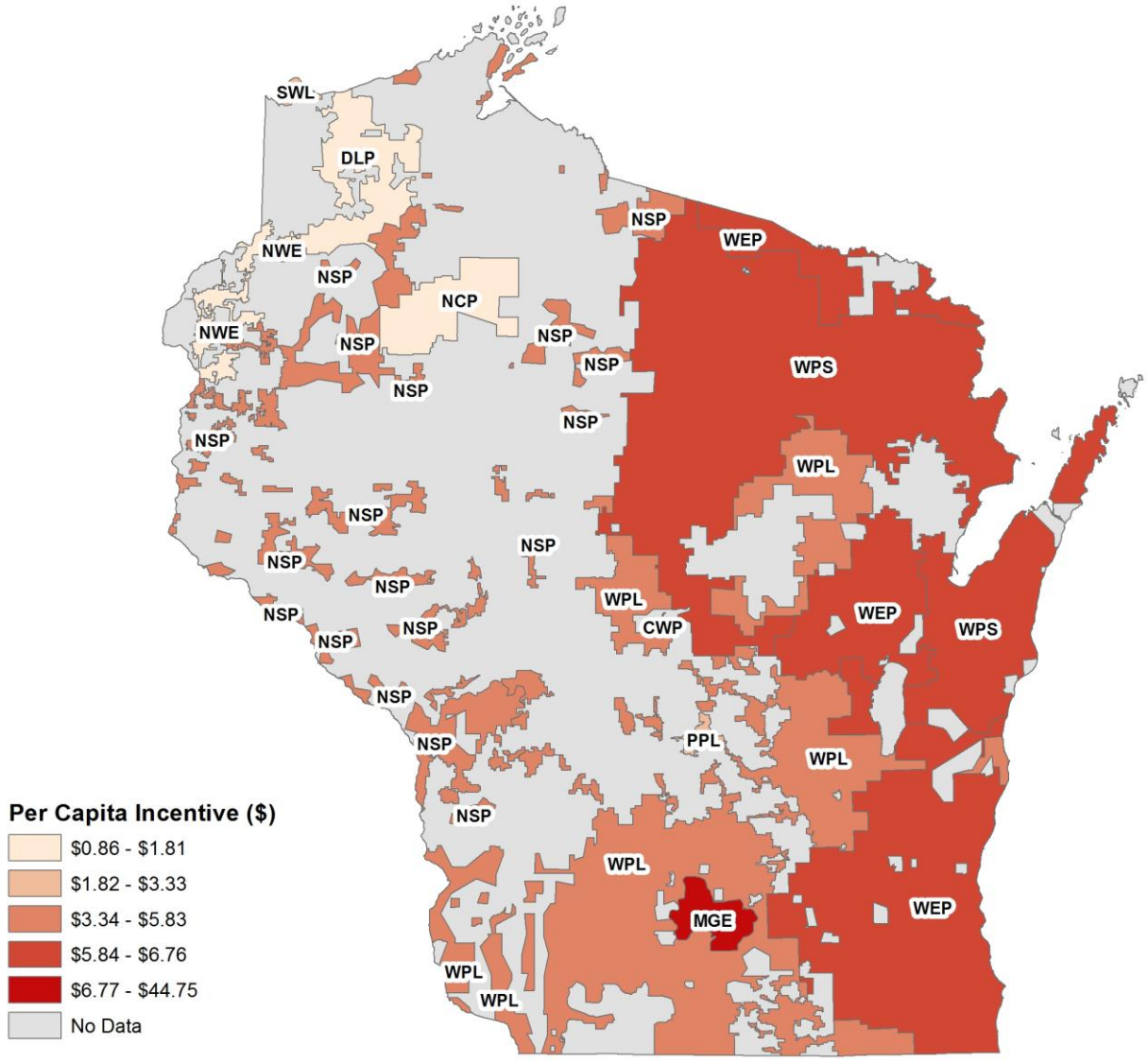
Residential Per Capita Energy Bill Savings By Electric Territory



Residential Participation Rate By Electric Territory

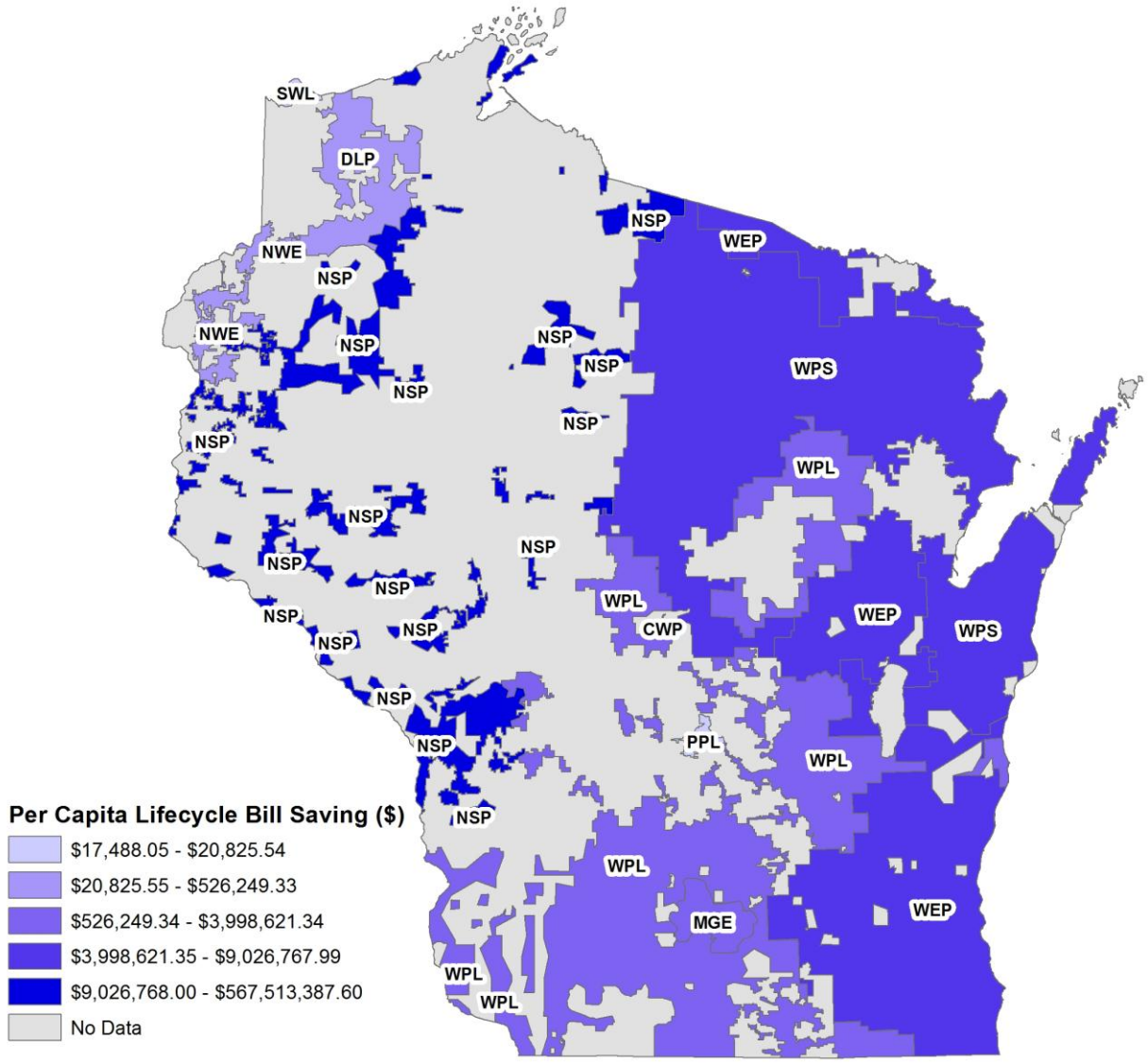

SWL
DLP
NWE
NSP
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NWE
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NSP
NSP

Residential Per Capita Incentive Dollars Awarded By Electric Territory

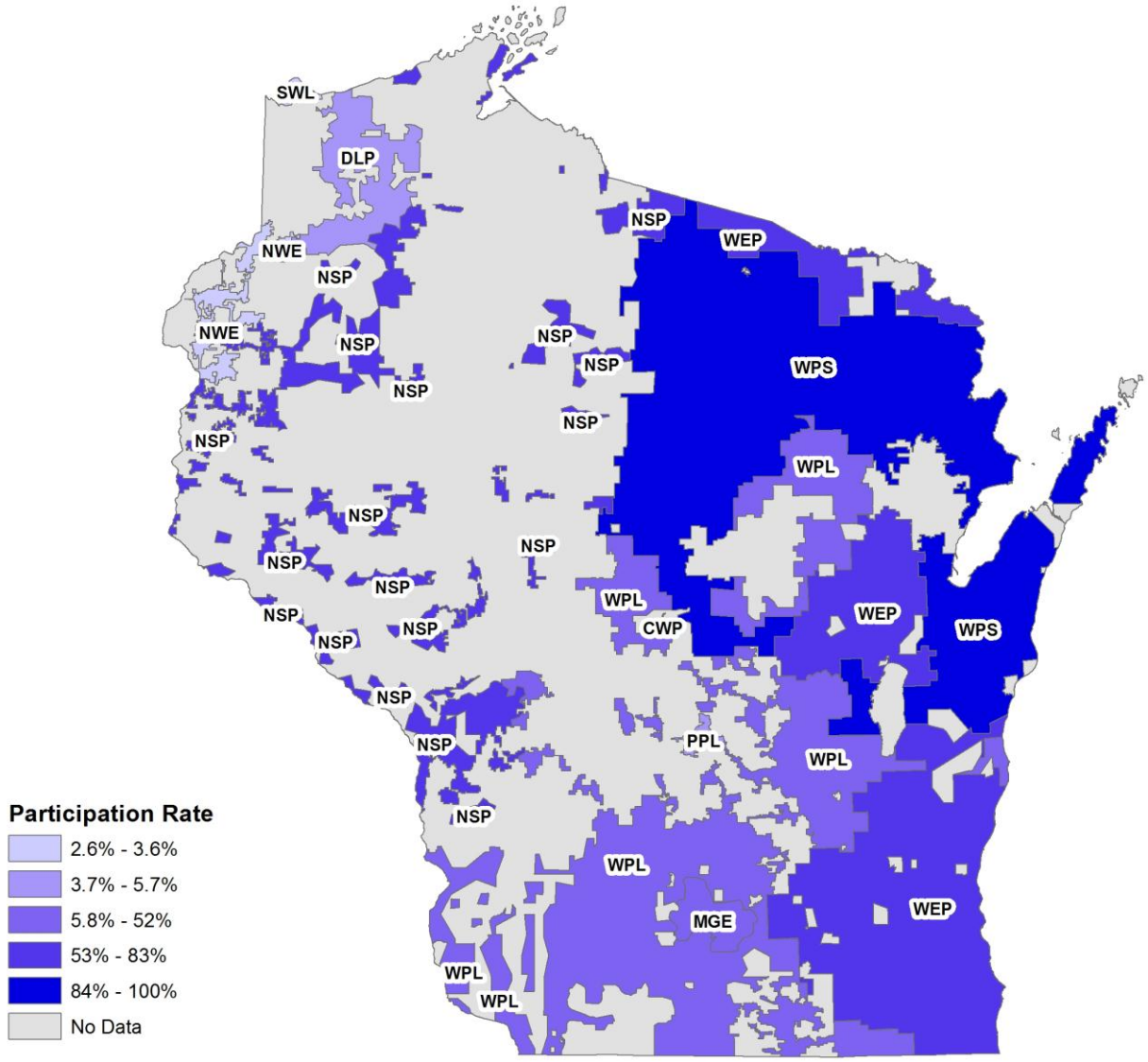


Industrial

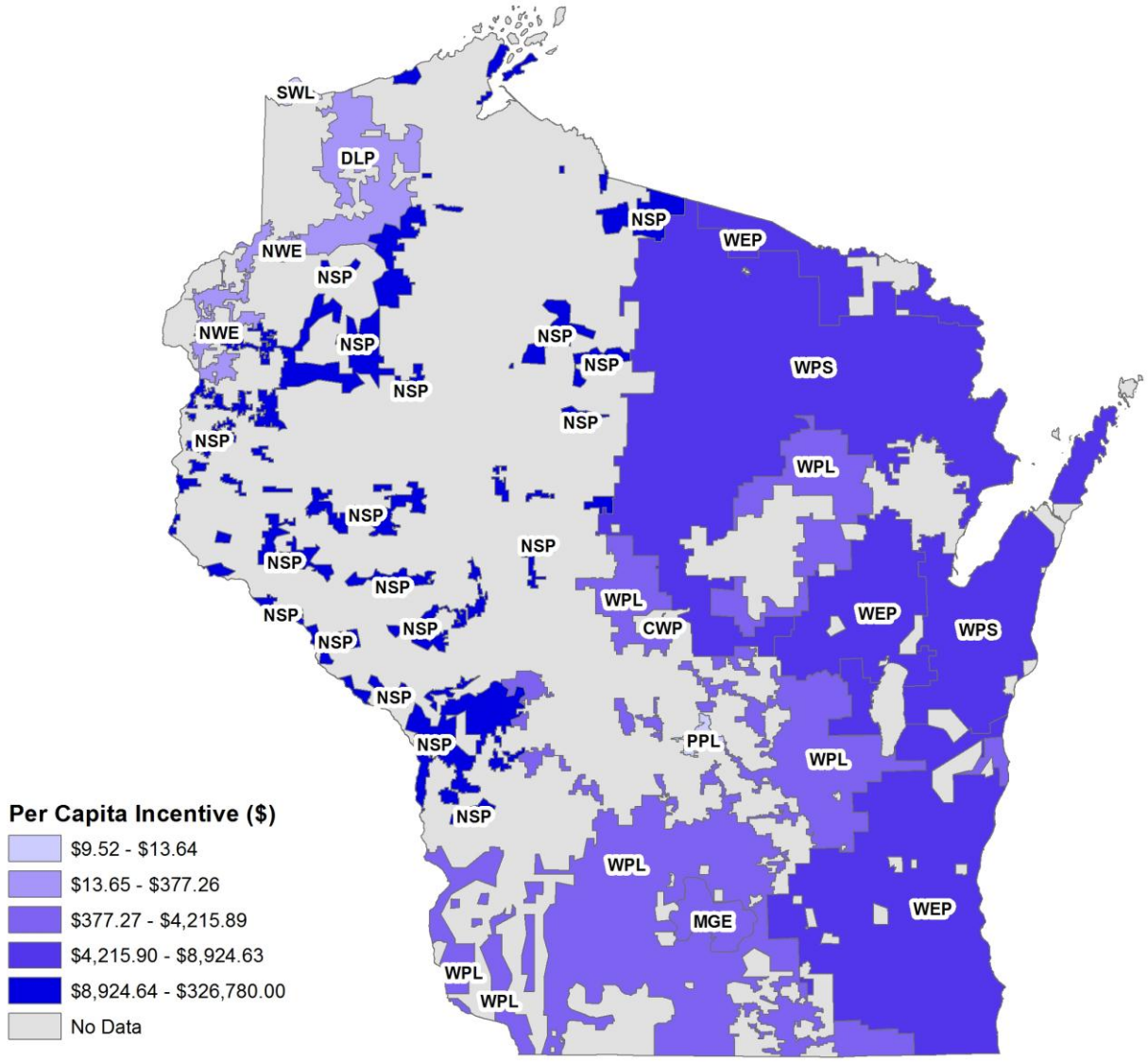
Industrial Per Capita Energy Bill Savings By Territory



Industrial Participation Rate By Electric Territory

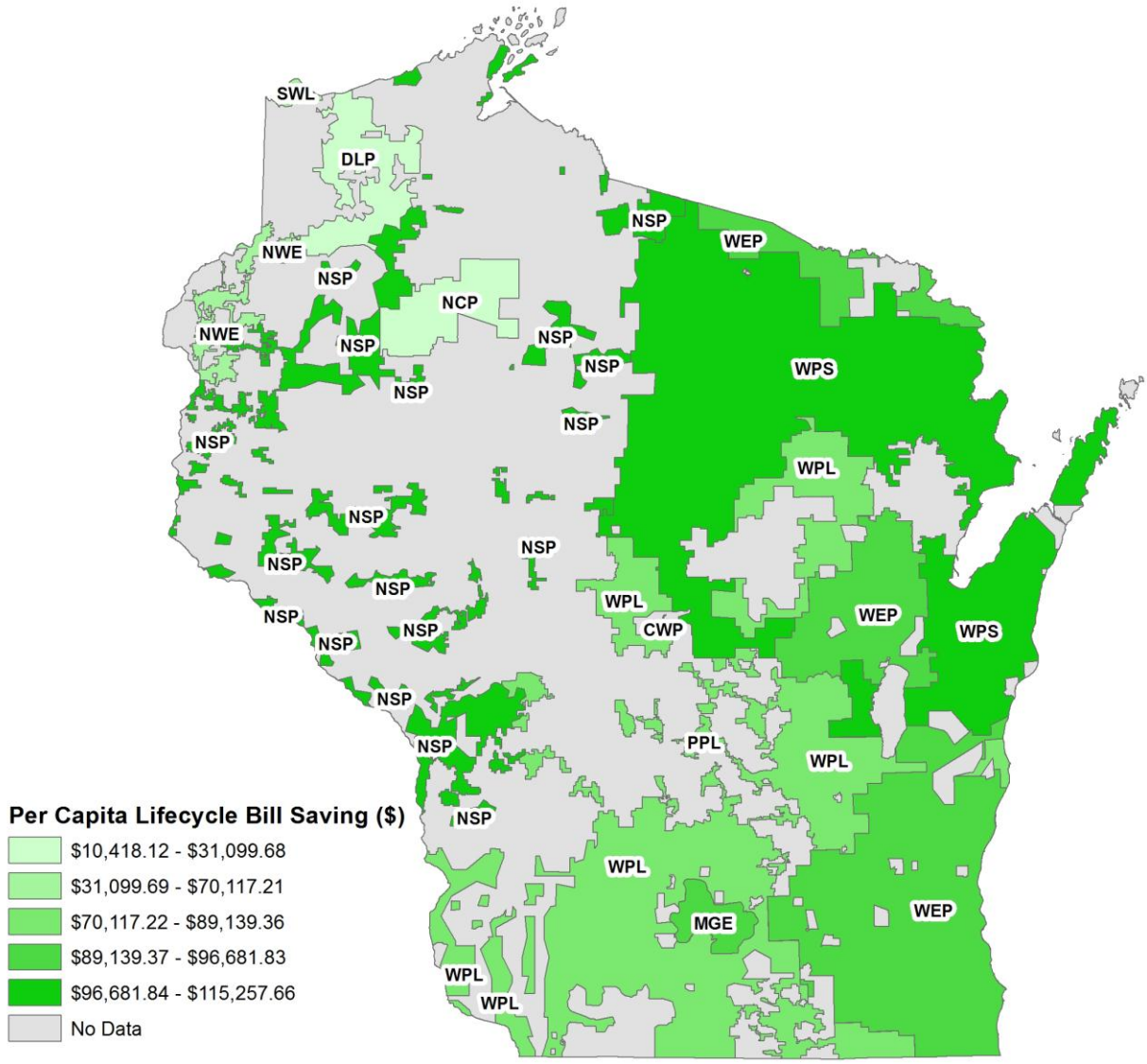


Industrial Per Capita Incentive Dollars Awarded By Electric Territory

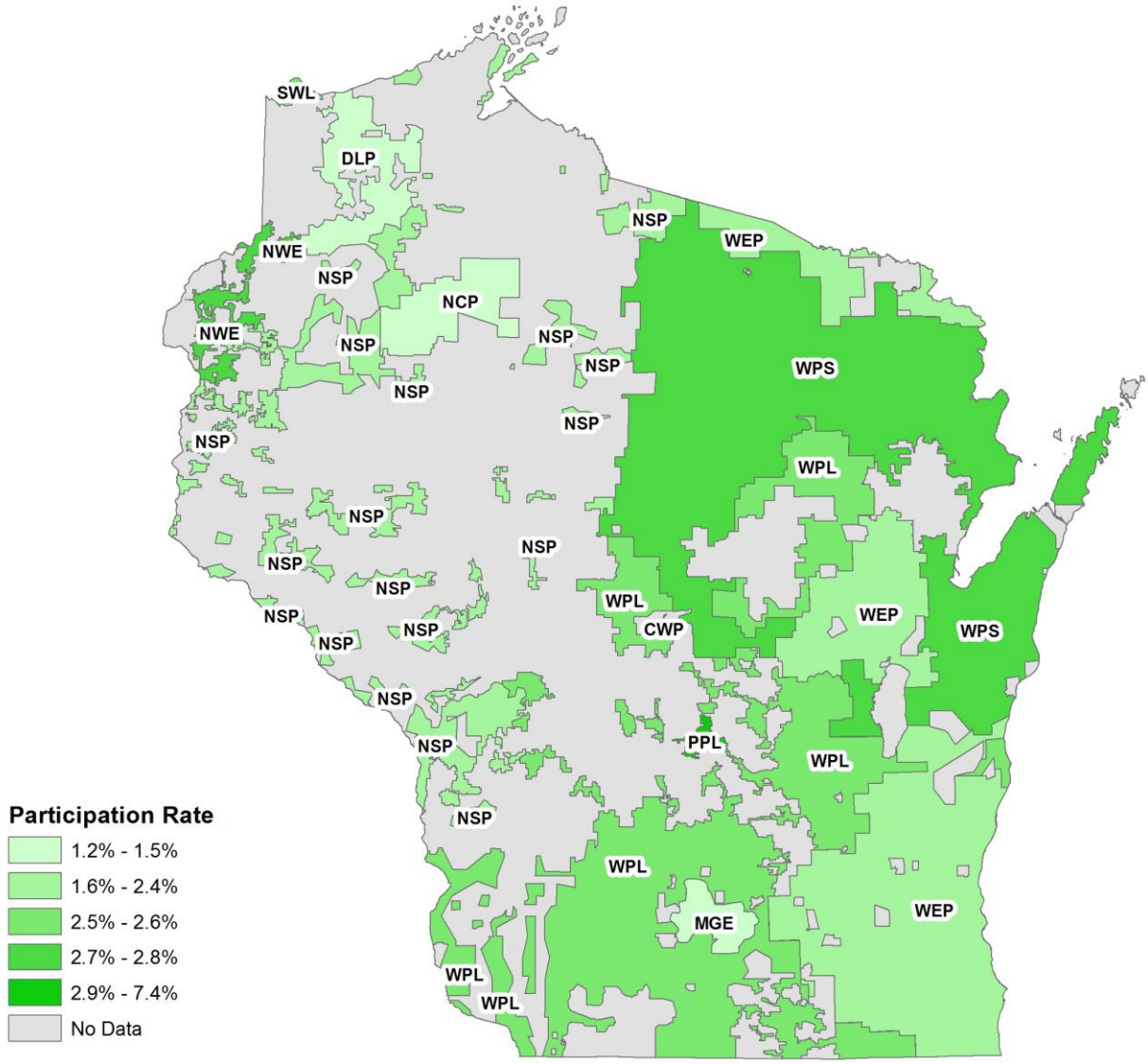

SWL
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NSP

Commercial

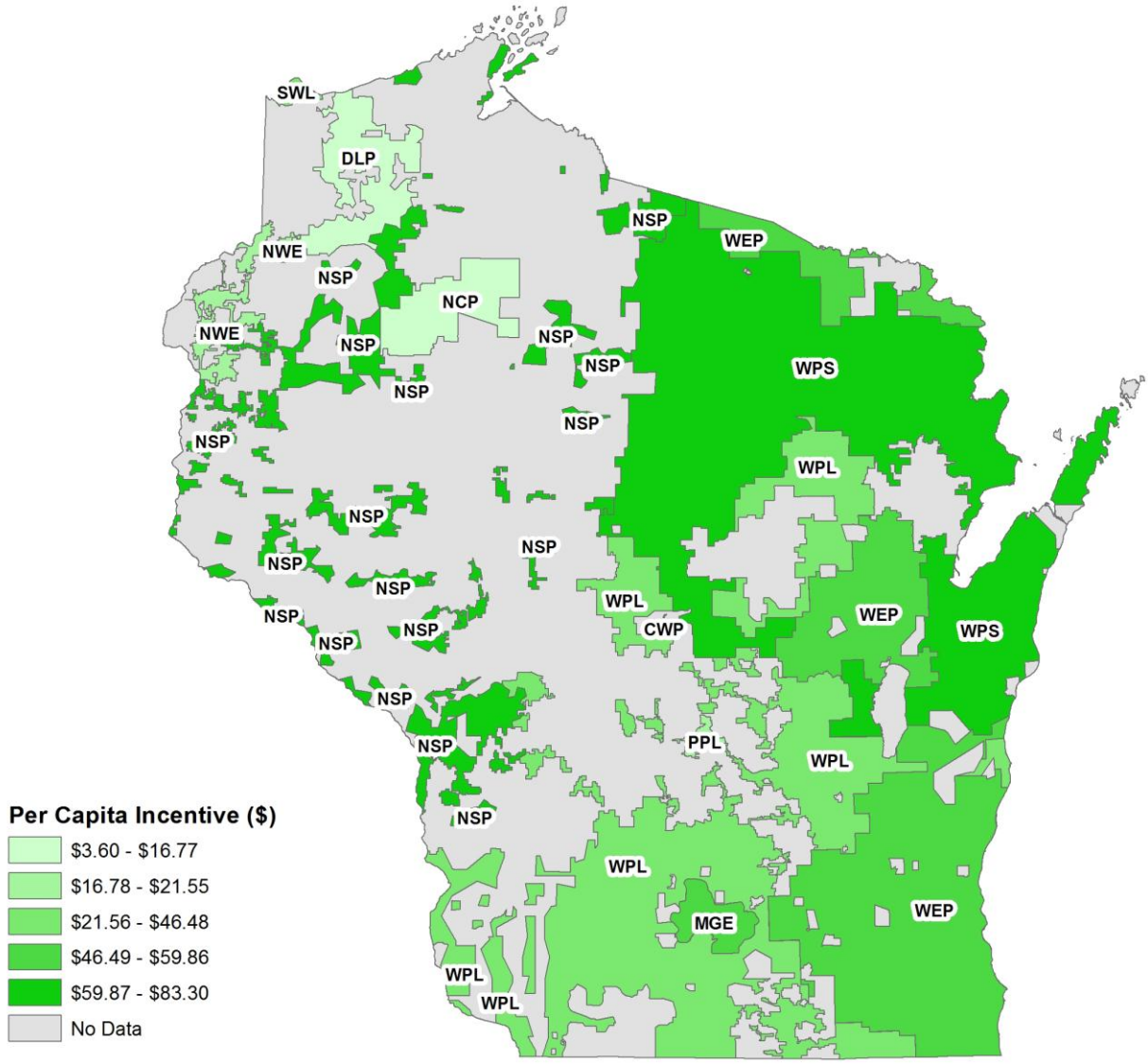
Commercial Per Capita Energy Bill Savings By Electric Territory



Commercial Participation Rate By Electric Territory

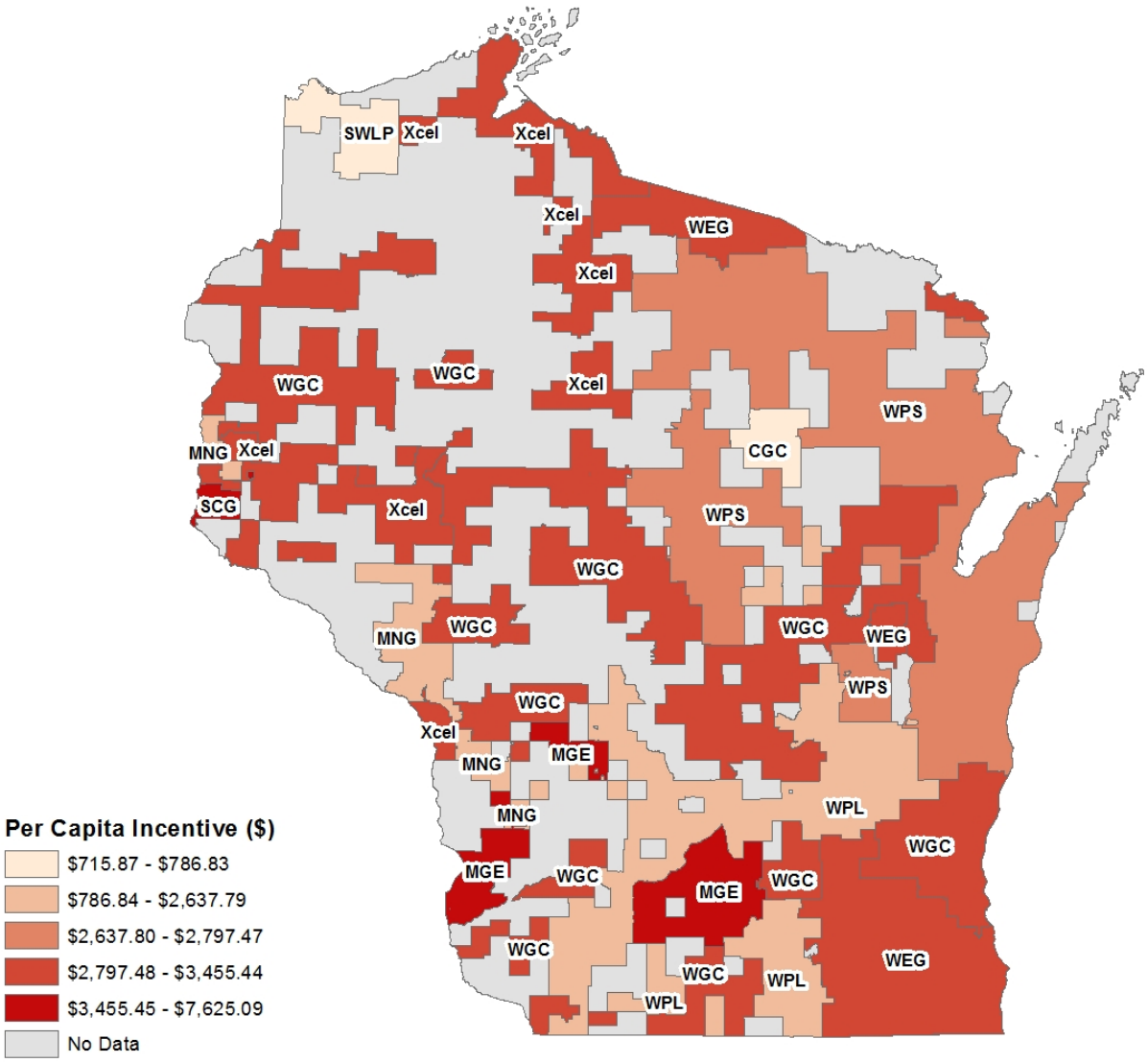


Commercial Per Capita Incentive Dollars Awarded By Electric Territory

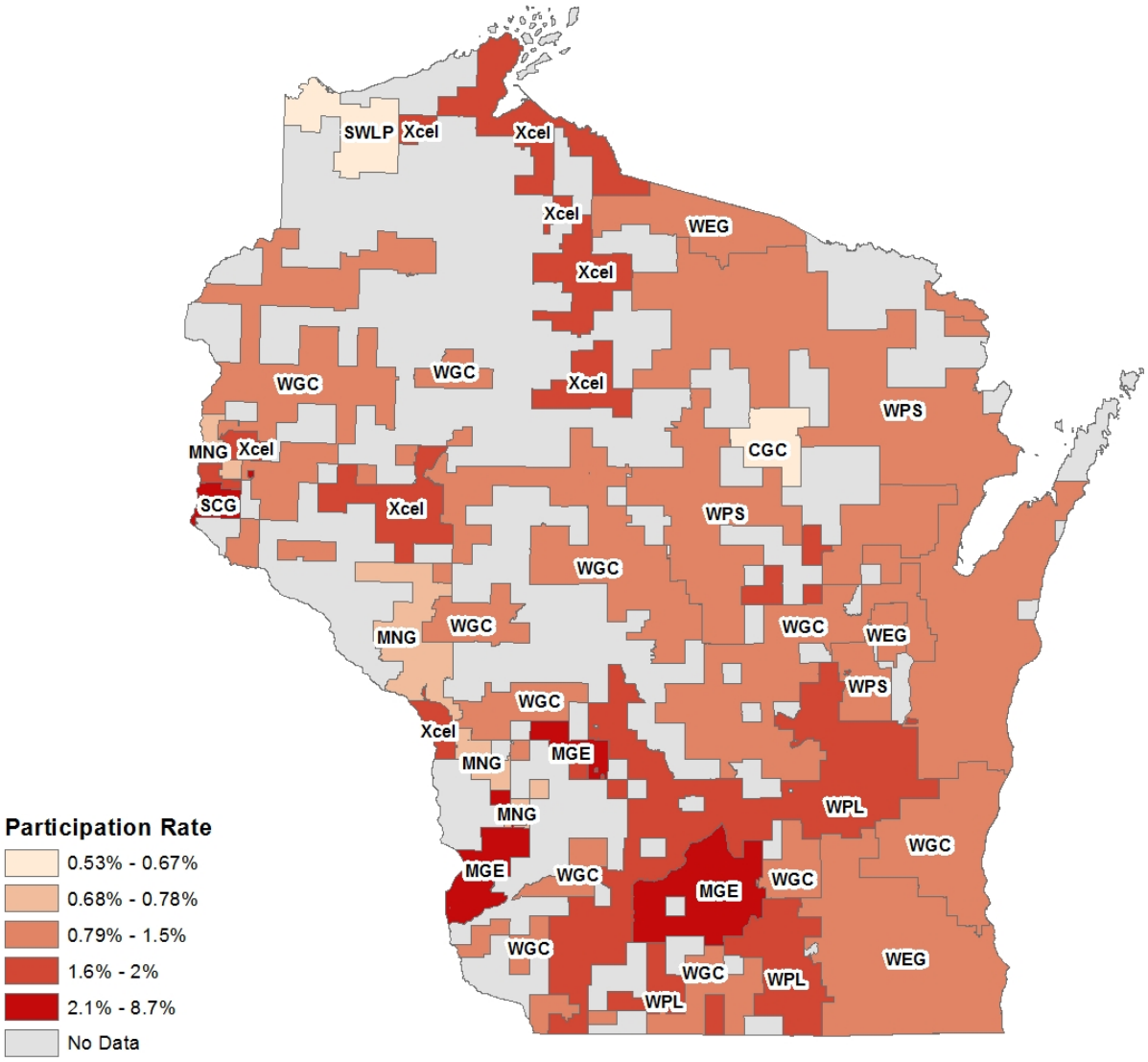

SWL
DLP
NWE
NSP
NCP
NWE
NSP
NSP
NSP

Residential

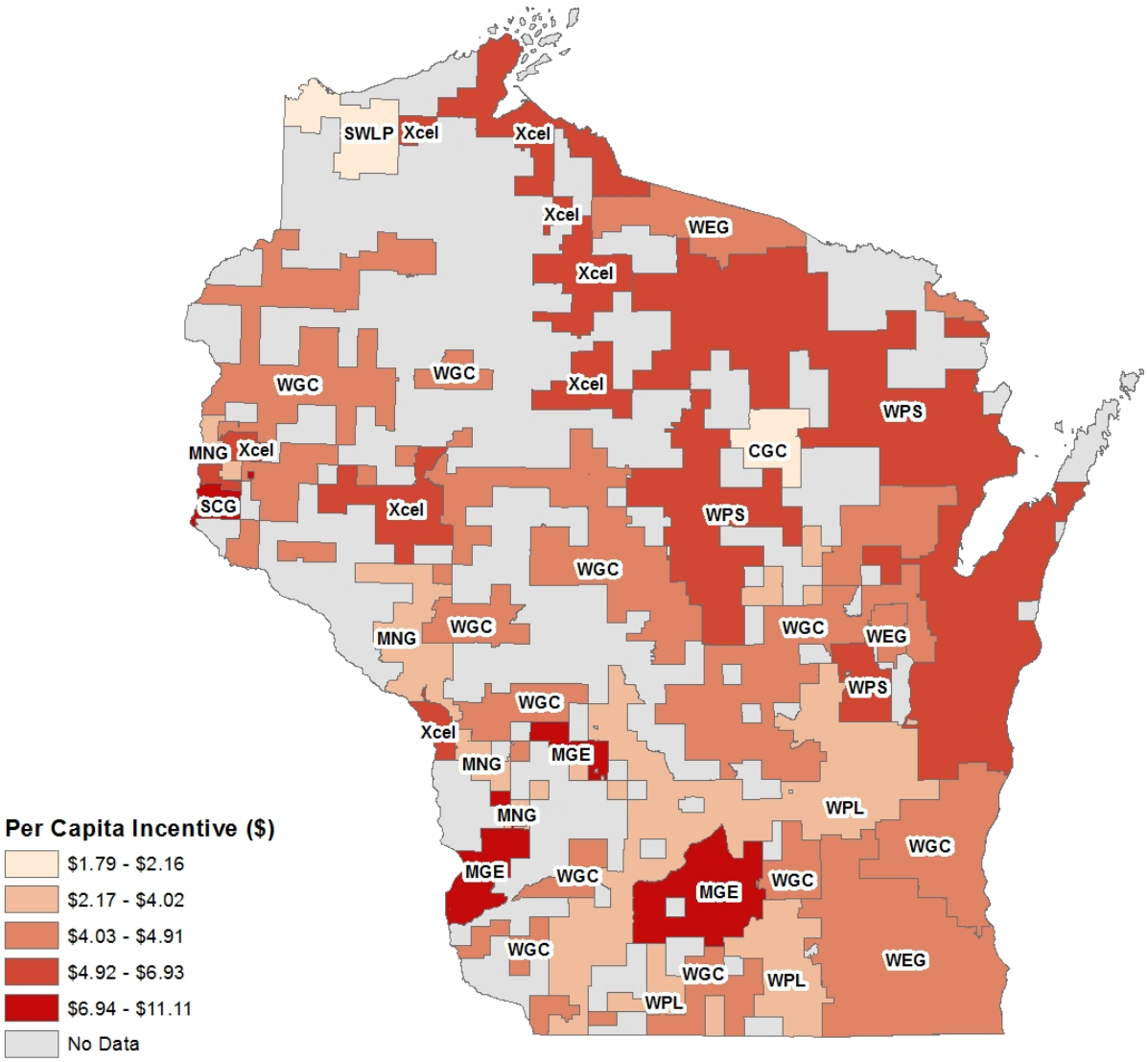
Residential Per Capita Energy Bill Savings By Gas Territory



Residential Participation Rate By Gas Territory

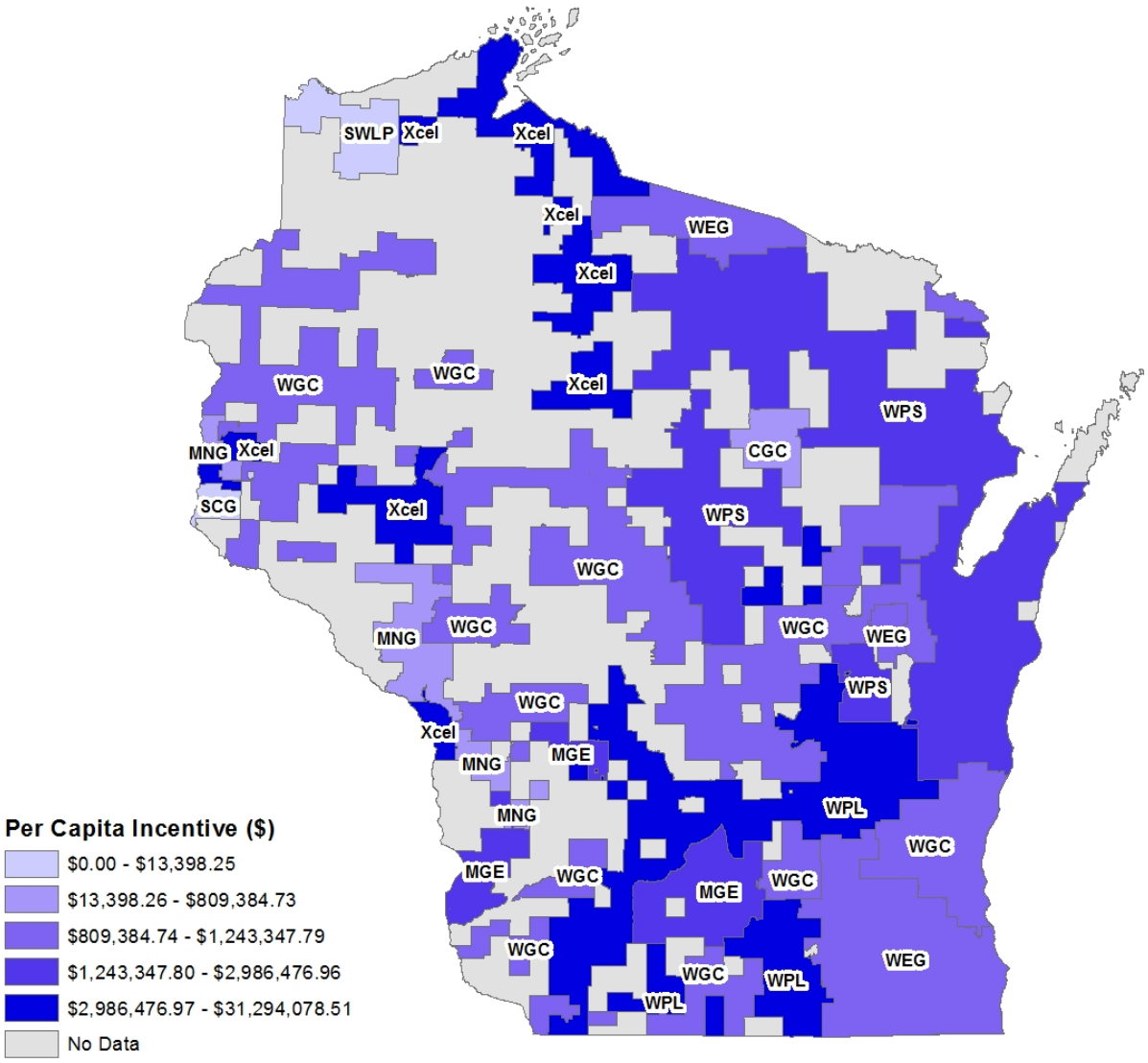


Residential Per Capita Incentive Dollars Awarded By Gas Territory

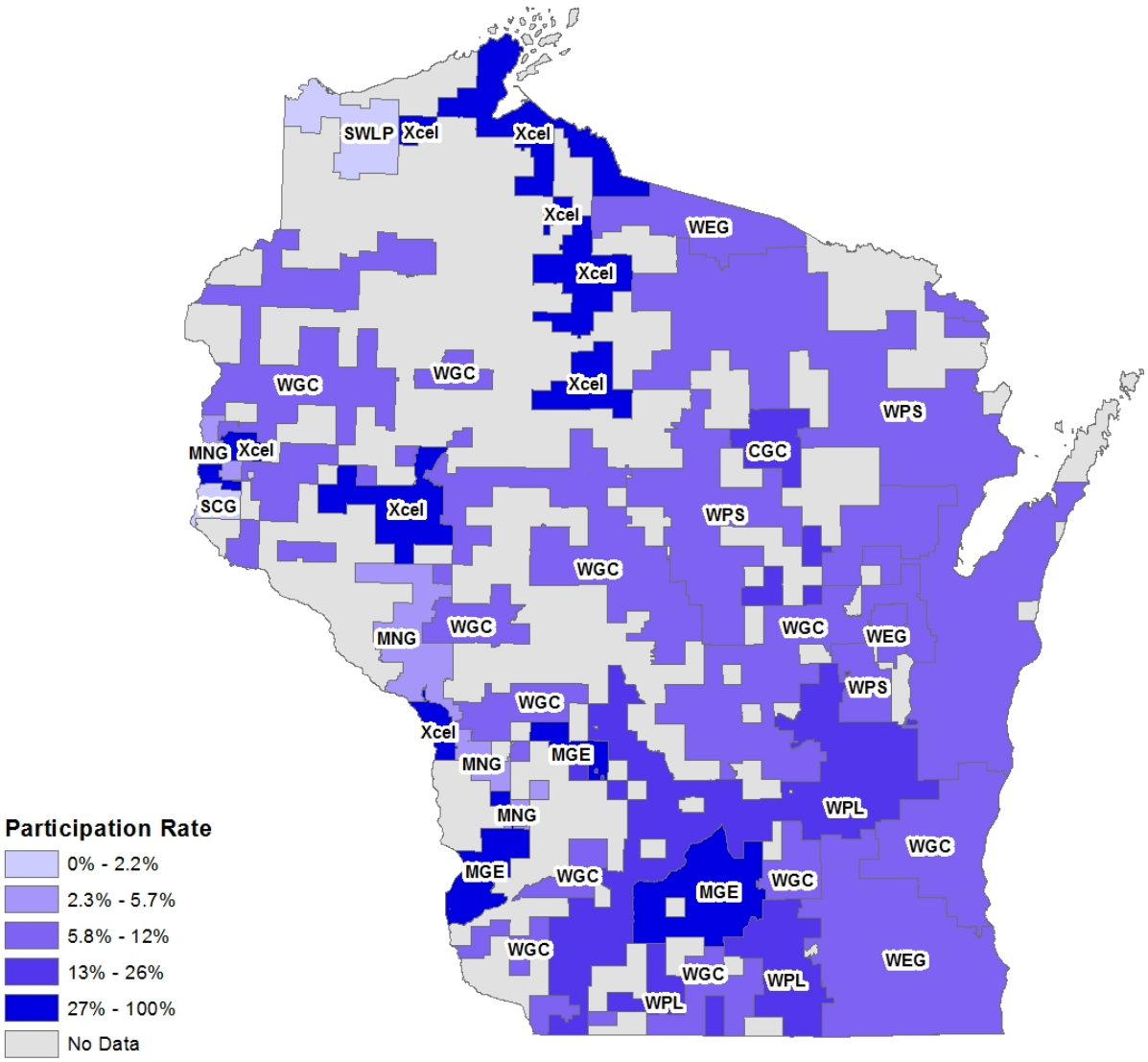


Industrial

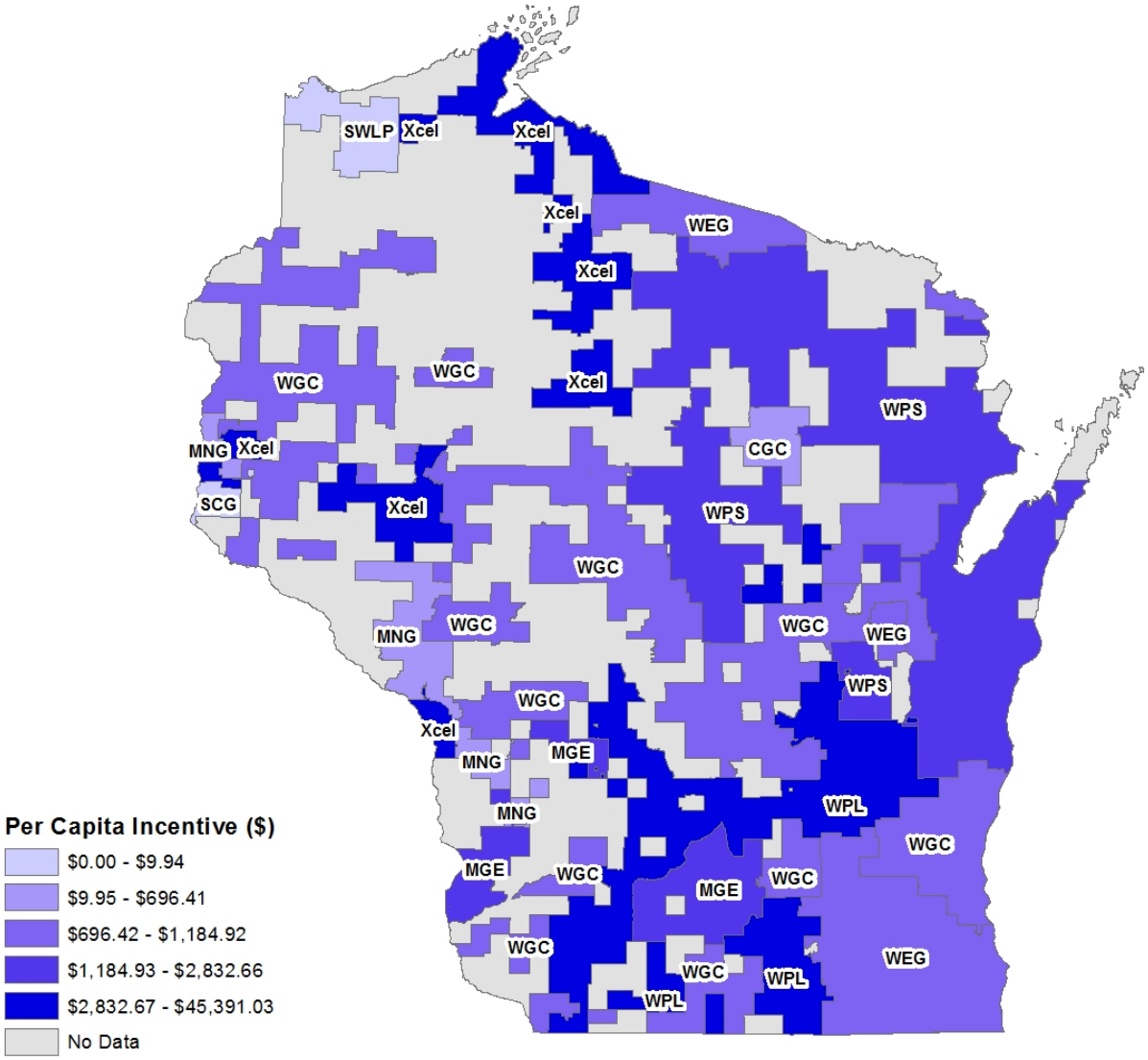
Industrial Per Capita Energy Bill Savings By Gas Territory



Industrial Participation Rate By Gas Territory

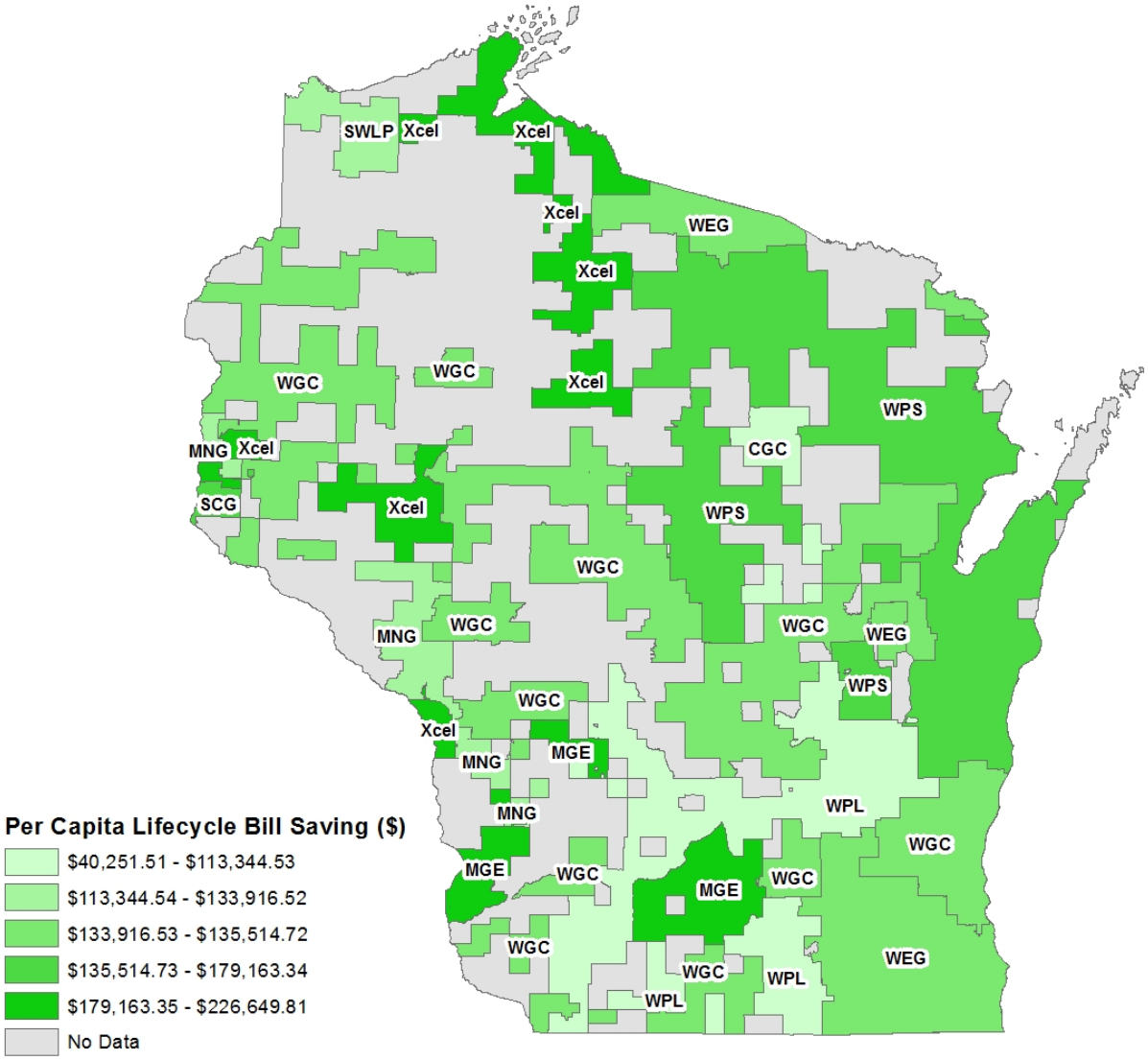


Industrial Per Capita Incentive Dollars Awarded By Gas Territory

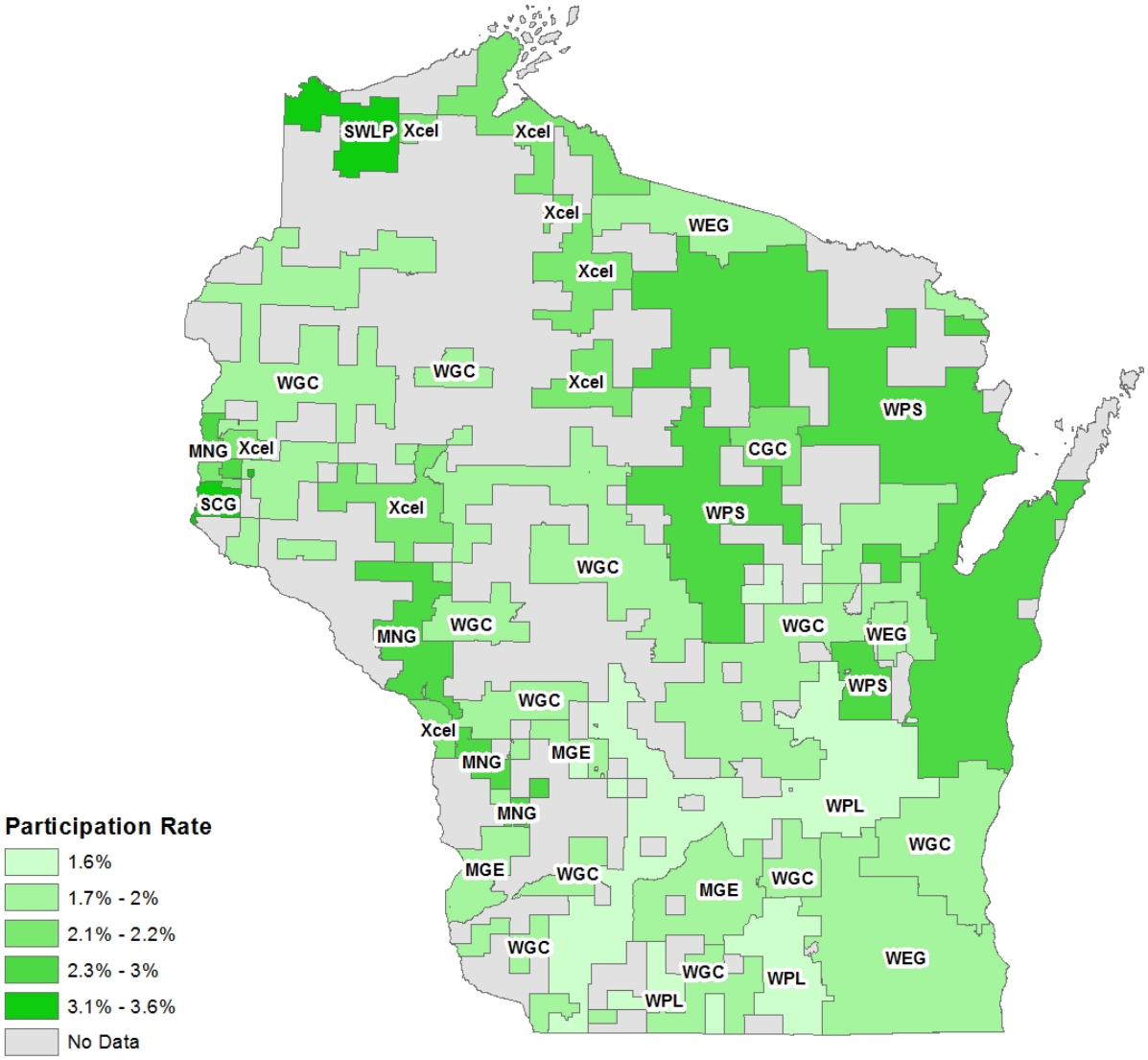


Commercial

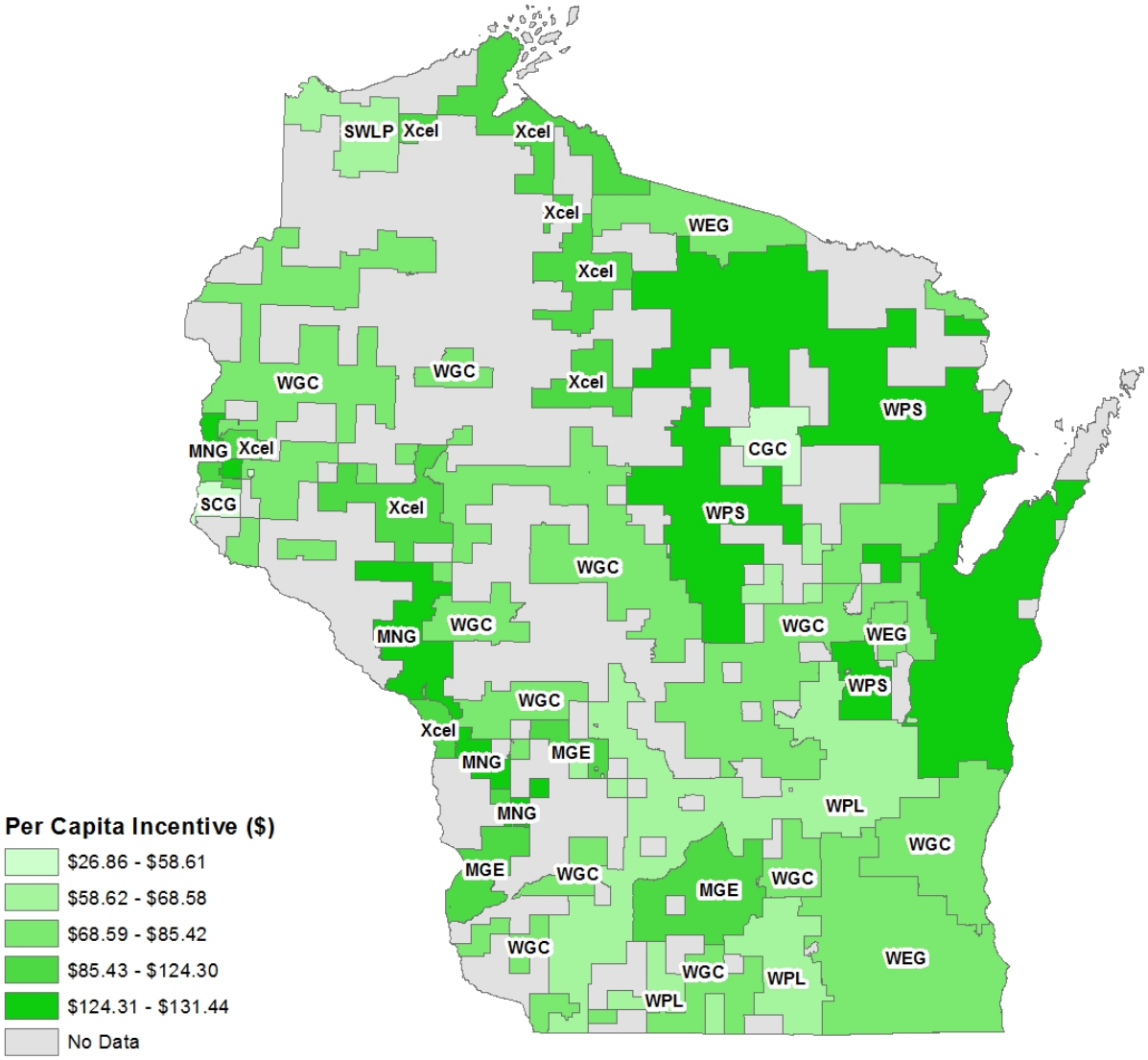
Commercial Per Capita Energy Bill Savings By Gas Territory



Commercial Participation Rate By Gas Territory



Commercial Per Capita Incentive Dollars Awarded By Gas Territory



Appendix F: Table 1. Savings And Participation By Territory And Segment

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Adams-Columbia Electric Cooperative	ELECTRIC	Commercial	$141,057	3%	$60.69
Algoma Utilities	ELECTRIC	Commercial	$39,492	2%	$14.56
Alliant Energy (WPL)	ELECTRIC	Commercial	$81,511	3%	$46.48
Arcadia Electric Utility	ELECTRIC	Commercial	$67,060	2%	$28.14
Argyle Municipal Electric Utility	ELECTRIC	Commercial	$457	2%	$1.61
Bangor Municipal Utility	ELECTRIC	Commercial	$37,927	1%	$14.29
Barron Light and Water Utility	ELECTRIC	Commercial	$19,313	5%	$8.93
Bayfield Electric Cooperative	ELECTRIC	Commercial	$73,580	100%	$8.30
Belmont Municipal Light And Water	ELECTRIC	Commercial	$18,294	1%	$6.28
Benton Electric And Water Utility	ELECTRIC	Commercial	$25,997	3%	$40.55
Black Earth Electric Utilities	ELECTRIC	Commercial	$20,213	2%	$10.19
Black River Falls Municipal Utilities	ELECTRIC	Commercial	$42,963	5%	$32.09
Bloomer Electric And Water Utility	ELECTRIC	Commercial	$13,431	1%	$2.87
Boscobel Utilities	ELECTRIC	Commercial	$30,638	3%	$19.62
Brodhead Water And Light	ELECTRIC	Commercial	$6,581	1%	$1.02
Cadott Light And Water Department	ELECTRIC	Commercial	$49,388	4%	$37.38
Cashton Municipal Light And Water	ELECTRIC	Commercial	$8,974,008	3%	$2,032.25
Cedarburg Light And Water Utility	ELECTRIC	Commercial	$83,755	5%	$73.57
Centuria Municipal Electric Utility	ELECTRIC	Commercial	$97	0%	$0.01
Clark Electric Cooperative	ELECTRIC	Commercial	$916,157	66%	$353.22
Clintonville Water And Electric Utility	ELECTRIC	Commercial	$174,425	4%	$63.38
Columbus Water And Light	ELECTRIC	Commercial	$132,045	4%	$75.49
Consolidated Water Power Co.	ELECTRIC	Commercial	$31,100	7%	$16.77
Cornell Municipal Electric Utility	ELECTRIC	Commercial	$200,115	5%	$121.90
Cuba City Light And Water	ELECTRIC	Commercial	$63,992	3%	$34.31
Cumberland Municipal Utility	ELECTRIC	Commercial	$73,976	3%	$50.60
Dahlberg Light And Power Co.	ELECTRIC	Commercial	$20,002	1%	$11.88
Dunn Energy Cooperative	ELECTRIC	Commercial	$689	1%	$0.07
Eagle River Light and Water	ELECTRIC	Commercial	$389,973	4%	$159.52
Eau Claire Energy Cooperative	ELECTRIC	Commercial	$36,697	3%	$18.45
Elkhorn Light And Water	ELECTRIC	Commercial	$80,976	2%	$37.94
Elroy Electric And Water Utility	ELECTRIC	Commercial	$255,955	6%	$79.20
Evansville Water And Light	ELECTRIC	Commercial	$139,966	2%	$37.27
Fennimore Water and Light Plant	ELECTRIC	Commercial	$118,285	3%	$54.83
Florence Utility Commission	ELECTRIC	Commercial	$20,376	2%	$5.62
Gresham Municipal Water And	ELECTRIC	Commercial	$33,617	7%	$18.02
Hartford Electric	ELECTRIC	Commercial	$29,244	5%	$51.41

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Hazel Green Light And Water Utility	ELECTRIC	Commercial	$45	0%	$0.00
Hustisford Utilities	ELECTRIC	Commercial	$54,770	4%	$54.45
Jackson Electric Cooperative (NonParticipant)	ELECTRIC	Commercial	$57	1%	$5.50
Jefferson Utilities	ELECTRIC	Commercial	$32,630	5%	$11.08
Juneau Utilities	ELECTRIC	Commercial	$111,653	2%	$57.82
Kaukauna Utilities	ELECTRIC	Commercial	$69,642	2%	$44.24
Kiel Utilities	ELECTRIC	Commercial	$241,371	5%	$266.83
La Farge Municipal Utilities	ELECTRIC	Commercial	$182,334	2%	$372.21
Lake Mills Light And Water	ELECTRIC	Commercial	$82,191	1%	$42.25
Lodi Utilities	ELECTRIC	Commercial	$70,221	3%	$24.77
Madison Gas And Electric (MGE)	ELECTRIC	Commercial	$92,266	2%	$58.44
Manitowoc Public Utilities	ELECTRIC	Commercial	$63,959	2%	$25.76
Marshfield Utilities	ELECTRIC	Commercial	$75,720	3%	$43.44
Mazomanie Electric Utility	ELECTRIC	Commercial	$183,125	1%	$82.32
Medford Electric Utility	ELECTRIC	Commercial	$83,775	6%	$31.25
Menasha Utilities	ELECTRIC	Commercial	$166,579	3%	$112.35
Mount Horeb Utilities	ELECTRIC	Commercial	$158,965	2%	$66.81
Muscoda Utilities	ELECTRIC	Commercial	$536	2%	$2.00
New Glarus Light And Water	ELECTRIC	Commercial	$129,669	4%	$100.85
New Holstein Utilities	ELECTRIC	Commercial	$99,483	7%	$74.29
New Lisbon Municipal Light And	ELECTRIC	Commercial	$81,807	2%	$48.08
New London Utility Commission	ELECTRIC	Commercial	$106,736	2%	$67.84
New Richmond Utilities	ELECTRIC	Commercial	$38,222	2%	$21.54
North Central Power Co.	ELECTRIC	Commercial	$10,418	1%	$3.60
Northwestern Wisconsin Electric Co.	ELECTRIC	Commercial	$49,197	3%	$21.55
Oakdale Electric Cooperative	ELECTRIC	Commercial	$37,506	4%	$125.48
Oconomowoc Utilities	ELECTRIC	Commercial	$248,494	6%	$167.86
Oconto Electric Cooperative	ELECTRIC	Commercial	$605,975	21%	$290.97
Oconto Falls Municipal Utilities	ELECTRIC	Commercial	$53,920	2%	$46.28
Pardeeville Public Utilities	ELECTRIC	Commercial	$105,932	4%	$14.55
Pierce Pepin Cooperative Services	ELECTRIC	Commercial	$65,784	2%	$16.84
Pioneer Power And Light Co.	ELECTRIC	Commercial	$76,621	4%	$19.57
Plymouth Utilities	ELECTRIC	Commercial	$259,913	6%	$257.15
Polk-Burnett Electric Cooperative	ELECTRIC	Commercial	$23,269	4%	$12.27
Prairie Du Sac Utilities	ELECTRIC	Commercial	$37,456	3%	$36.82
Price Electric Cooperative	ELECTRIC	Commercial	$8,732	6%	$2.79
Princeton Light And Water	ELECTRIC	Commercial	$37,943	1%	$12.76
Reedsburg Utility Commission	ELECTRIC	Commercial	$68,222	7%	$39.13

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Rice Lake Utilities	ELECTRIC	Commercial	$134,301	4%	$107.07
Richland Center Municipal Utility	ELECTRIC	Commercial	$28,154	3%	$19.33
Richland Electric Cooperative	ELECTRIC	Commercial	$20,464	10%	$12.36
River Falls Municipal Utility	ELECTRIC	Commercial	$137,311	3%	$44.94
Rock Energy Cooperative	ELECTRIC	Commercial	$627,364	2%	$246.50
Sauk City Utilities	ELECTRIC	Commercial	$193,126	3%	$69.00
Scenic Rivers Energy Coop	ELECTRIC	Commercial	$110,994	12%	$59.08
Shawano Municipal Utilities	ELECTRIC	Commercial	$33,203	6%	$17.23
Sheboygan Falls Utilities	ELECTRIC	Commercial	$56,266	2%	$36.97
Shullsburg Municipal Electric Utility	ELECTRIC	Commercial	$56,063	1%	$29.11
Slinger Utilities	ELECTRIC	Commercial	$292,301	3%	$87.23
Spooner Municipal Utilities	ELECTRIC	Commercial	$21,720	2%	$6.32
St Croix Electric Cooperative (Nonparticipant)	ELECTRIC	Commercial	$2,010	3%	$1.53
Stoughton Utilities	ELECTRIC	Commercial	$34,519	3%	$30.97
Stratford Water And Electric Utility	ELECTRIC	Commercial	$24,332	3%	$9.11
Sturgeon Bay Utilities	ELECTRIC	Commercial	$83,029	3%	$34.43
Sun Prairie Water And Light	ELECTRIC	Commercial	$165,035	2%	$66.82
Superior Water, Light And Power Co	ELECTRIC	Commercial	$70,117	2%	$41.45
Taylor Electric Cooperative	ELECTRIC	Commercial	$281,721	15%	$162.17
Trempealeau Municipal Utility	ELECTRIC	Commercial	$1,731	1%	$0.01
Two Rivers Water And Light	ELECTRIC	Commercial	$193,189	6%	$138.46
Vernon Electric Cooperative	ELECTRIC	Commercial	$83,124	8%	$55.85
Viola Municipal Electric Utility	ELECTRIC	Commercial	$172,756	3%	$167.60
Waterloo Utilities	ELECTRIC	Commercial	$154,913	2%	$47.20
Waunakee Utilities	ELECTRIC	Commercial	$176,553	2%	$63.42
Waupun Utilities	ELECTRIC	Commercial	$106,656	3%	$58.83
We Energies (WEPCO)	ELECTRIC	Commercial	$96,682	2%	$59.86
Westby Electric And Water Utility	ELECTRIC	Commercial	$198,384	11%	$167.72
Westfield Milling And Electric Light	ELECTRIC	Commercial	$12,519	1%	$5.00
Whitehall Electric Utility	ELECTRIC	Commercial	$261,052	2%	$232.97
Wisconsin Dells Water And Light	ELECTRIC	Commercial	$22,759	2%	$24.16
Wisconsin Public Service Corp.	ELECTRIC	Commercial	$115,258	3%	$83.30
Wisconsin Rapids Water Works And	ELECTRIC	Commercial	$88,057	3%	$47.68
Wonewoc Municipal Water And Light	ELECTRIC	Commercial	$734	2%	$0.07
Xcel Energy (NSP)	ELECTRIC	Commercial	$107,951	2%	$61.84
Adams-Columbia Electric Cooperative	ELECTRIC	Industrial	$76,617	0%	$53.66
Algoma Utilities	ELECTRIC	Industrial	$940,118	33%	$780.00

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Alliant Energy	ELECTRIC	Industrial	$2,430,731	14%	$1,508.91
Argyle Municipal Electric Utility	ELECTRIC	Industrial	$9,968,297	100%	$6,600.00
Bloomer Electric And Water Utility	ELECTRIC	Industrial	$24,806	4%	$26.91
Boscobel Utilities	ELECTRIC	Industrial	$0	0%	$0.00
Brodhead Water And Light	ELECTRIC	Industrial	$1,771,256	100%	$8,750.00
Cadott Light And Water Department	ELECTRIC	Industrial	$0	13%	$40.00
Cedarburg Light And Water Utility	ELECTRIC	Industrial	$11,915,497	100%	$6,912.00
Clark Electric Cooperative	ELECTRIC	Industrial	$0	0%	$0.00
Clintonville Water And Electric Utility	ELECTRIC	Industrial	$427,610	18%	$3,156.18
Columbus Water And Light	ELECTRIC	Industrial	$30,240,004	100%	$21,056.00
Consolidated Water Power Co.	ELECTRIC	Industrial	$567,513,388	100%	$326,780.00
Cornell Municipal Electric Utility	ELECTRIC	Industrial	$468,256	10%	$300.00
Cuba City Light And Water	ELECTRIC	Industrial	$0	0%	$0.00
Dahlberg Light And Power Co.	ELECTRIC	Industrial	$526,249	6%	$377.26
Eau Claire Energy Cooperative	ELECTRIC	Industrial	$8,121,580	29%	$7,508.92
Elkhorn Light And Water	ELECTRIC	Industrial	$442,579	14%	$305.87
Elroy Electric And Water Utility	ELECTRIC	Industrial	$1,670,145	12%	$1,138.82
Evansville Water And Light	ELECTRIC	Industrial	$14,337,963	100%	$11,997.38
Hartford Electric	ELECTRIC	Industrial	$29,530,326	100%	$27,922.38
Jackson Electric Cooperative (Nonparticipant)	ELECTRIC	Industrial	$1,897	50%	$323.88
Jefferson Utilities	ELECTRIC	Industrial	$1,862,471	100%	$4,537.50
Kaukauna Utilities	ELECTRIC	Industrial	$47,288,713	100%	$40,429.16
Kiel Utilities	ELECTRIC	Industrial	$3,558,100	25%	$1,244.43
Lodi Utilities	ELECTRIC	Industrial	$0	0%	$0.00
Madison Gas And Electric	ELECTRIC	Industrial	$3,998,621	52%	$4,215.89
Manitowoc Public Utilities	ELECTRIC	Industrial	$2,125,299	26%	$3,140.74
Marshfield Utilities	ELECTRIC	Industrial	$264,216	9%	$238.45
Medford Electric Utility	ELECTRIC	Industrial	$30,931	3%	$58.11
Menasha Utilities	ELECTRIC	Industrial	$29,027,386	64%	$22,657.55
Muscoda Utilities	ELECTRIC	Industrial	$41,407,148	100%	$15,652.50
New Glarus Light And Water	ELECTRIC	Industrial	$0	0%	$0.00
New Holstein Utilities	ELECTRIC	Industrial	$0	0%	$0.00
New Lisbon Municipal Light And	ELECTRIC	Industrial	$371,870	5%	$245.45
New London Utility Commission	ELECTRIC	Industrial	$6,153,800	40%	$3,909.31
New Richmond Utilities	ELECTRIC	Industrial	$8,714,729	100%	$6,462.50
Northwestern Wisconsin Electric Co.	ELECTRIC	Industrial	$194,188	4%	$128.57
Oakdale Electric Cooperative	ELECTRIC	Industrial	$76,365	10%	$55.00
Oconomowoc Utilities	ELECTRIC	Industrial	$3,871,261	100%	$4,180.58

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Pierce Pepin Cooperative Services	ELECTRIC	Industrial	$504,447	11%	$333.33
Pioneer Power And Light Co.	ELECTRIC	Industrial	$20,826	5%	$13.64
Plymouth Utilities	ELECTRIC	Industrial	$24,947,647	100%	$20,964.94
Polk-Burnett Electric Cooperative	ELECTRIC	Industrial	$79,851	20%	$48.00
Prairie Du Sac Utilities	ELECTRIC	Industrial	$2,196,213	100%	$7,520.00
Reedsburg Utility Commission	ELECTRIC	Industrial	$572,056	50%	$503.75
Rice Lake Utilities	ELECTRIC	Industrial	$171,189	3%	$107.55
Richland Center Municipal Utility	ELECTRIC	Industrial	$17,367,814	100%	$9,845.75
Richland Electric Cooperative	ELECTRIC	Industrial	$0	0%	$0.00
River Falls Municipal Utility	ELECTRIC	Industrial	$1,780,657	100%	$800.00
Rock Energy Cooperative	ELECTRIC	Industrial	$2,431,572	1%	$1,338.29
Scenic Rivers Energy Coop	ELECTRIC	Industrial	$49,947	7%	$26.67
Shawano Municipal Utilities	ELECTRIC	Industrial	$261,909	4%	$185.00
Sheboygan Falls Utilities	ELECTRIC	Industrial	$1,871,727	5%	$1,435.14
Slinger Utilities	ELECTRIC	Industrial	$0	0%	$0.00
Spooner Municipal Utilities	ELECTRIC	Industrial	$2,406	6%	$12.50
Stoughton Utilities	ELECTRIC	Industrial	$2,025,153	100%	$1,613.33
Stratford Water And Electric Utility	ELECTRIC	Industrial	$217,490	20%	$144.00
Sturgeon Bay Utilities	ELECTRIC	Industrial	$40,260,674	100%	$20,825.00
Sun Prairie Water And Light	ELECTRIC	Industrial	$2,019,176	100%	$1,675.00
Superior Water, Light And Power Co	ELECTRIC	Industrial	$17,488	3%	$9.52
Two Rivers Water And Light	ELECTRIC	Industrial	$9,299,420	100%	$7,350.83
Waunakee Utilities	ELECTRIC	Industrial	$1,796,800	75%	$666.00
Waupun Utilities	ELECTRIC	Industrial	$1,160,534	100%	$696.00
We Energies	ELECTRIC	Industrial	$5,093,973	58%	$4,874.87
Whitehall Electric Utility	ELECTRIC	Industrial	$321,192	100%	$505.00
Wisconsin Public Service Corp.	ELECTRIC	Industrial	$9,026,768	96%	$8,924.63
Wisconsin Rapids Water Works And	ELECTRIC	Industrial	$492,165	80%	$444.50
Xcel Energy (NSP)	ELECTRIC	Industrial	$20,894,945	83%	$18,036.18
Adams-Columbia Electric Cooperative	ELECTRIC	Residential	$3,578	16%	$1.95
Algoma Utilities	ELECTRIC	Residential	$1,481	5%	$0.99
Alliant Energy	ELECTRIC	Residential	$7,043	42%	$5.25
Arcadia Electric Utility	ELECTRIC	Residential	$543	1%	$0.84
Argyle Municipal Electric Utility	ELECTRIC	Residential	$5,341	46%	$2.90
Bangor Municipal Utility	ELECTRIC	Residential	$3,724	19%	$2.62
Barron Electric Cooperative (Nonparticipant)	ELECTRIC	Residential	$0	0%	$0.03
Barron Light and Water Utility	ELECTRIC	Residential	$14,515	100%	$7.66
Bayfield Electric Cooperative	ELECTRIC	Residential	$4,650	41%	$2.16

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Belmont Municipal Light And Water	ELECTRIC	Residential	$4,497	29%	$3.68
Benton Electric And Water Utility	ELECTRIC	Residential	$726	6%	$0.35
Black Earth Electric Utilities	ELECTRIC	Residential	$4,494	29%	$3.14
Black River Falls Municipal Utilities	ELECTRIC	Residential	$5,223	37%	$4.46
Bloomer Electric And Water Utility	ELECTRIC	Residential	$6,132	1%	$3.12
Boscobel Utilities	ELECTRIC	Residential	$1,422	8%	$2.17
Brodhead Water And Light	ELECTRIC	Residential	$3,290	25%	$2.00
Cadott Light And Water Department	ELECTRIC	Residential	$6,207	37%	$6.71
Cashton Municipal Light And Water	ELECTRIC	Residential	$7,034	63%	$3.50
Cedarburg Light And Water Utility	ELECTRIC	Residential	$12,403	84%	$10.01
Centuria Municipal Electric Utility	ELECTRIC	Residential	$539	4%	$0.25
Clark Electric Cooperative	ELECTRIC	Residential	$5,296	43%	$2.85
Clintonville Water And Electric Utility	ELECTRIC	Residential	$3,655	28%	$2.10
Columbus Water And Light	ELECTRIC	Residential	$8,068	23%	$2.69
Consolidated Water Power Co.	ELECTRIC	Residential	$10,376	78%	$44.75
Cornell Municipal Electric Utility	ELECTRIC	Residential	$2,640	23%	$6.04
Cuba City Light And Water	ELECTRIC	Residential	$5,092	19%	$4.81
Cumberland Municipal Utility	ELECTRIC	Residential	$3,480	28%	$2.45
Dahlberg Light And Power Co.	ELECTRIC	Residential	$1,227	9%	$0.86
Dunn Energy Cooperative	ELECTRIC	Residential	$3,672	33%	$2.07
Eagle River Light and Water	ELECTRIC	Residential	$6,020	48%	$3.90
East Central Energy Cooperative (Nonparticipant)	ELECTRIC	Residential	$1	0%	$0.08
Eau Claire Energy Cooperative	ELECTRIC	Residential	$10,223	38%	$6.14
Elkhorn Light And Water	ELECTRIC	Residential	$868	1%	$1.11
Elroy Electric And Water Utility	ELECTRIC	Residential	$2,854	23%	$2.34
Evansville Water And Light	ELECTRIC	Residential	$3,611	23%	$3.81
Fennimore Water and Light Plant	ELECTRIC	Residential	$8,398	22%	$5.97
Florence Utility Commission	ELECTRIC	Residential	$813	5%	$0.50
Gresham Municipal Water And	ELECTRIC	Residential	$5,064	38%	$2.47
Hartford Electric	ELECTRIC	Residential	$6,301	42%	$5.04
Hazel Green Light And Water Utility	ELECTRIC	Residential	$1,106	5%	$1.20
Hustisford Utilities	ELECTRIC	Residential	$2,779	2%	$3.79
Jackson Electric Cooperative (Nonparticipant)	ELECTRIC	Residential	$0	0%	$0.02
Jefferson Utilities	ELECTRIC	Residential	$6,146	39%	$4.37
Juneau Utilities	ELECTRIC	Residential	$3,307	20%	$3.11
Kaukauna Utilities	ELECTRIC	Residential	$4,125	20%	$4.18
Kiel Utilities	ELECTRIC	Residential	$5,844	25%	$5.53

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
La Farge Municipal Utilities	ELECTRIC	Residential	$4,484	17%	$4.52
Lake Mills Light And Water	ELECTRIC	Residential	$7,523	6%	$3.49
Lodi Utilities	ELECTRIC	Residential	$5,511	38%	$5.41
Madison Gas And Electric	ELECTRIC	Residential	$12,017	54%	$12.87
Manitowoc Public Utilities	ELECTRIC	Residential	$4,327	14%	$3.39
Marshfield Utilities	ELECTRIC	Residential	$7,165	32%	$6.85
Mazomanie Electric Utility	ELECTRIC	Residential	$3,938	17%	$2.82
Medford Electric Utility	ELECTRIC	Residential	$6,528	50%	$4.68
Menasha Utilities	ELECTRIC	Residential	$3,763	13%	$3.44
Merrillan Electric & Water Utility	ELECTRIC	Residential	$384	1%	$0.18
Mount Horeb Utilities	ELECTRIC	Residential	$11,957	25%	$6.79
Muscoda Utilities	ELECTRIC	Residential	$4,402	35%	$2.60
New Glarus Light And Water	ELECTRIC	Residential	$6,790	54%	$7.10
New Holstein Utilities	ELECTRIC	Residential	$7,545	28%	$7.91
New Lisbon Municipal Light And	ELECTRIC	Residential	$1,693	12%	$1.42
New London Utility Commission	ELECTRIC	Residential	$6,729	48%	$4.47
New Richmond Utilities	ELECTRIC	Residential	$10,219	40%	$8.33
North Central Power Co.	ELECTRIC	Residential	$1,818	14%	$1.32
Northwestern Wisconsin Electric Co.	ELECTRIC	Residential	$3,258	26%	$1.81
Oakdale Electric Cooperative	ELECTRIC	Residential	$7,147	53%	$4.14
Oconomowoc Utilities	ELECTRIC	Residential	$6,840	33%	$7.19
Oconto Electric Cooperative	ELECTRIC	Residential	$5,468	31%	$3.59
Oconto Falls Municipal Utilities	ELECTRIC	Residential	$3,679	23%	$3.07
Pardeeville Public Utilities	ELECTRIC	Residential	$8,026	57%	$4.58
Pierce Pepin Cooperative Services	ELECTRIC	Residential	$1,713	1%	$1.22
Pioneer Power And Light Co.	ELECTRIC	Residential	$3,979	32%	$2.16
Plymouth Utilities	ELECTRIC	Residential	$5,982	28%	$3.55
Polk-Burnett Electric Cooperative	ELECTRIC	Residential	$3,678	19%	$2.02
Prairie Du Sac Utilities	ELECTRIC	Residential	$4,206	25%	$3.60
Price Electric Cooperative	ELECTRIC	Residential	$3,230	25%	$2.01
Princeton Light And Water	ELECTRIC	Residential	$3,276	23%	$4.13
Reedsburg Utility Commission	ELECTRIC	Residential	$6,554	35%	$5.19
Rice Lake Utilities	ELECTRIC	Residential	$2,605	18%	$3.00
Richland Center Municipal Utility	ELECTRIC	Residential	$7,159	49%	$5.75
Richland Electric Cooperative	ELECTRIC	Residential	$5,884	44%	$3.33
River Falls Municipal Utility	ELECTRIC	Residential	$9,620	32%	$12.15
Riverland Energy Cooperative (Nonparticipant)	ELECTRIC	Residential	$2	0%	$0.25
Rock Energy Cooperative	ELECTRIC	Residential	$4,323	31%	$2.89

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
Sauk City Utilities	ELECTRIC	Residential	$3,209	19%	$3.45
Scenic Rivers Energy Coop	ELECTRIC	Residential	$3,050	22%	$2.43
Shawano Municipal Utilities	ELECTRIC	Residential	$6,575	50%	$3.69
Sheboygan Falls Utilities	ELECTRIC	Residential	$5,543	27%	$5.19
Shullsburg Municipal Electric Utility	ELECTRIC	Residential	$2,975	27%	$1.45
Slinger Utilities	ELECTRIC	Residential	$4,571	28%	$3.22
Spooner Municipal Utilities	ELECTRIC	Residential	$1,953	17%	$0.97
St Croix Electric Cooperative (Nonparticipant)	ELECTRIC	Residential	$4,906	44%	$3.06
Stoughton Utilities	ELECTRIC	Residential	$9,639	36%	$6.88
Stratford Water And Electric Utility	ELECTRIC	Residential	$11,048	79%	$8.71
Sturgeon Bay Utilities	ELECTRIC	Residential	$4,629	28%	$4.82
Sun Prairie Water And Light	ELECTRIC	Residential	$8,414	29%	$5.15
Superior Water, Light And Power Co	ELECTRIC	Residential	$4,664	34%	$3.33
Taylor Electric Cooperative	ELECTRIC	Residential	$6,311	48%	$4.20
Trempealeau Municipal Utility	ELECTRIC	Residential	$4,415	20%	$4.71
Two Rivers Water And Light	ELECTRIC	Residential	$5,366	28%	$5.34
Vernon Electric Cooperative	ELECTRIC	Residential	$5,113	21%	$2.66
Viola Municipal Electric Utility	ELECTRIC	Residential	$1,530	14%	$0.73
Waterloo Utilities	ELECTRIC	Residential	$6,499	7%	$1.91
Waunakee Utilities	ELECTRIC	Residential	$12,371	37%	$7.99
Waupun Utilities	ELECTRIC	Residential	$3,507	20%	$2.22
We Energies (WEPCO and WG)	ELECTRIC	Residential	$7,822	42%	$6.76
Westby Electric And Water Utility	ELECTRIC	Residential	$4,059	23%	$2.83
Westfield Milling And Electric Light	ELECTRIC	Residential	$1,040	1%	$2.95
Whitehall Electric Utility	ELECTRIC	Residential	$6,335	37%	$9.11
Wisconsin Dells Water And Light	ELECTRIC	Residential	$7,109	54%	$4.71
Wisconsin Public Service Corp.	ELECTRIC	Residential	$6,494	36%	$6.66
Wisconsin Rapids Water Works And	ELECTRIC	Residential	$9,471	54%	$8.49
Wonewoc Municipal Water And Light	ELECTRIC	Residential	$3,584	25%	$2.22
Xcel Energy (NSP)	ELECTRIC	Residential	$5,853	36%	$5.83
Adams-Columbia Electric Cooperative	ELECTRIC	Commercial	$141,057	3%	$60.69
Algoma Utilities	ELECTRIC	Commercial	$39,492	2%	$14.56
Alliant Energy	GAS	Commercial	$113,345	2%	$65.49
City Gas Co	GAS	Commercial	$40,252	2%	$26.86
Madison Gas And Electric	GAS	Commercial	$189,143	2%	$112.01
Midwest Natural Gas Inc	GAS	Commercial	$133,917	3%	$131.44
St Croix Valley Natural Gas Co	GAS	Commercial	$159,792	3%	$58.61
Superior Water, Light And Power Co	GAS	Commercial	$114,084	4%	$68.58

Territory	Utility Type	Segment	Per Capita Lifecycle Bill Savings ($)	Customer Participation Rate (%)	Per Capita Incentive ($)
We Energies	GAS	Commercial	$135,515	2%	$85.42
Wisconsin Public Service Corp.	GAS	Commercial	$179,163	3%	$124.54
Xcel Energy (NSP)	GAS	Commercial	$226,650	2%	$124.30
Alliant Energy	GAS	Industrial	$5,483,384	25%	$3,052.97
City Gas Co	GAS	Industrial	$809,385	26%	$696.41
Madison Gas And Electric (MGE)	GAS	Industrial	$2,986,477	41%	$2,832.66
Midwest Natural Gas Inc	GAS	Industrial	$482,795	6%	$273.81
St Croix Valley Natural Gas Co	GAS	Industrial	$0	0%	$0.00
Superior Water, Light And Power Co	GAS	Industrial	$13,398	2%	$9.94
We Energies (WEPCO and WG)	GAS	Industrial	$1,243,348	12%	$1,184.92
Wisconsin Public Service Corp.	GAS	Industrial	$1,655,413	12%	$1,513.40
Xcel Energy (NSP)	GAS	Industrial	$31,294,079	100%	$45,391.03
Alliant Energy	GAS	Residential	$2,638	2%	$4.02
City Gas Co	GAS	Residential	$716	1%	$2.16
Madison Gas And Electric	GAS	Residential	$7,625	6%	$11.11
Midwest Natural Gas Inc	GAS	Residential	$1,018	1%	$2.55
St Croix Valley Natural Gas Co	GAS	Residential	$6,434	9%	$10.69
Superior Water, Light And Power Co	GAS	Residential	$787	1%	$1.79
We Energies	GAS	Residential	$2,943	1%	$4.91
Wisconsin Public Service Corp.	GAS	Residential	$2,797	2%	$6.70
Xcel Energy (NSP)	GAS	Residential	$3,455	2%	$6.93

Appendix G. Detailed Findings

This section contains detailed first-year annual gross savings and lifecycle savings for the nonresidential and residential segments, as well as savings organized by program and measure category.

Overview Of Savings

Appendix G: Table 1. lists first-year annual savings: gross claimed, gross verified, and verified net. In CY 2012, on an annual gross claimed basis prior to verification, Focus on Energy achieved a total of 679,765,458kWh savings and 26,291,339 therms savings.

Appendix G: Table 1. CY 2012 First-Year Annual Savings By Segment [1]

		Nonresidential	Residential	Total
Gross	kWh	457,394,392	222,371,065	679,765,458
	kW	64,498	30,920	95,418
	Therms	22,186,392	4,104,947	26,291,339
Verified Gross	kWh	448,373,929	201,523,864	649,897,793
	kW	65,522	28,697	94,219
	Therms	22,043,941	4,126,511	26,170,452
Verified Net	kWh	334,417,343	126,367,389	460,784,732
	kW	48,518	18,299	66,817
	Therms	13,203,348	3,273,440	16,476,788

[1] Includes Legacy Programs and Carryover energy savings

Appendix G: Table 2. summarizes the first-year annual savings for CY 2012 and CY 2011. The verified gross electric, peak demand, and natural gas savings have increased from CY 2011 to CY 2012.

Appendix G: Table 2. First-Year Annual Verified Gross Savings By Segment - CY 2011 And CY 2012 [1]

		Nonresidential	Residential	Total
CY 2011	kWh	346,712,215	93,887,306	440,599,521
	kW	57,747	19,327	77,074
	Therms	13,831,960	2,875,242	16,707,202
CY 2012	kWh	448,373,929	201,523,864	649,897,793
	kW	65,522	28,697	94,219
	Therms	22,043,941	4,126,511	26,170,452

[1] Includes Renewables

Appendix G: Table 3. presents the lifecycle savings achieved by Focus in CY 2012. Lifecycle savings represent the savings the measures installed during CY 2012 will achieve during their useful lifetimes. Certain effective useful lifetimes (EULs) were carried forward from the 2011 evaluation and verified in program tracking records. The Evaluation Team adjusted certain measure specific EULs per CY 2012 evaluation findings.

Appendix G: Table 3. Lifecycle Savings By Segment, CY 2012 [1]

		Nonresidential	Residential	Total
Gross	kWh	5,505,953,792	1,711,773,194	7,217,726,986
	kW	64,498	30,920	95,418
	Therms	273,418,489	79,671,106	353,089,595
Verified Gross	kWh	5,390,366,110	1,578,656,352	6,969,022,462
	kW	65,522	28,697	94,219
	Therms	273,269,275	80,249,406	353,518,681
Verified Net	kWh	4,013,367,903	1,047,914,515	5,061,282,418
	kW	48,518	18,299	66,817
	Therms	163,421,705	64,997,767	228,419,472

[1] Includes Legacy Programs and carryover energy savings

Summary Of Savings By Program

Appendix G: Table 4. summarizes the first-year annual savings by program.

Appendix G: Table 4. Summary Of First-Year Annual Savings By Program, CY 2012

	Program	Gross			Verified Gross			Verified Net		
		kWh	kW	Therms	kWh	kW	Therms	kWh	kW	Therms
Residential Programs	Appliance Recycling	14,139,982	2,228	-	9,378,857	1,404	-	4,877,006	730	-
	Assisted Home Performance with ENERGY STAR	25,324	7	8,346	24,565	7	8,715	24,565	7	8,715
	Express Energy Efficiency	4,944,651	427	603,179	4,723,787	388	556,774	4,015,219	330	473,258
	Home Heating Assistance	82,530	32	20,046	82,528	32	20,045	82,528	32	20,045
	Home Performance with ENERGY STAR	608,162	183	229,734	595,415	184	228,621	506,103	156	194,328
	Multifamily Direct Install	3,708,358	195	221,255	4,054,062	396	264,559	3,932,705	383	257,198
	Multifamily Energy Savings (New)	3,226,395	434	229,454	3,193,158	430	223,346	2,094,145	282	146,475
	Multifamily Energy Savings (Carryover)	3,302,147	755	217,451	3,321,305	742	220,048	1,856,492	414	123,640
	New Homes	2,920,383	677	568,854	2,920,383	677	568,854	2,482,326	575	483,526
	Residential Lighting and Appliance	159,456,944	19,396	21,686	143,086,607	17,404	25,375	85,125,081	10,354	13,956
	Residential Rewards	8,461,331	2,929	1,094,179	8,461,083	2,929	1,094,021	6,801,974	2,361	912,654
	Residential Legacy	*21,494,858*	*3,657*	*890,763*	*21,682,114*	*4,104*	*916,152*	*14,569,246*	*2,674*	*639,645*
	Residential Programs Total	**222,371,065**	**30,920**	**4,104,947**	**201,523,864**	**28,697**	**4,126,511**	**126,367,389**	**18,299**	**3,273,440**
Nonresidential Programs	Business Incentive (New)	75,871,878	10,734	1,955,080	78,474,381	10,738	1,929,451	69,571,251	9,696	1,556,436
	Business Incentive (Carryover)	34,117,040	5,128	667,175	26,547,630	5,317	853,620	22,110,542	4,551	595,837
	Chain Stores and Franchises (New)	39,655,387	5,405	602,212	39,034,912	5,094	598,899	33,395,793	4,386	432,195
	Chain Stores and Franchises (Carryover)	6,905,316	752	1,995	7,206,841	923	3,259	3,640,551	468	1,466
	Large Energy Users (New)	32,376,278	4,909	658,937	34,615,255	5,195	650,524	32,538,339	4,884	611,492
	Large Energy Users (Carryover)	40,853,546	4,301	3,227,596	41,666,968	4,045	3,902,390	28,805,666	2,621	2,508,427
	Small Business Program	16,860,104	3,687	31,657	17,078,556	3,281	31,292	13,642,762	2,628	21,904
	Nonresidential Legacy	*210,754,843*	*29,583*	*15,041,740*	*203,749,388*	*30,929*	*14,074,507*	*130,712,439*	*19,284*	*7,475,589*
	Nonresidential Programs Total	**457,394,392**	**64,498**	**22,186,392**	**448,373,929**	**65,522**	**22,043,941**	**334,417,343**	**48,518**	**13,203,348**
Grand Total		**679,765,457**	**95,418**	**26,291,339**	**649,897,793**	**94,219**	**26,170,452**	**460,784,732**	**66,817**	**16,476,788**

Summary of Savings By Measure

Appendix G: Table 5 summarizes CY 2012 residential savings by measure category.

Appendix G: Table 5. Summary Of First-Year Annual Savings By Measure Category, Residential Segment [1]

Measure Category	Verified Gross							
	kWh	kWh %	kW	kW %	Therms	Therms %	Incentive Dollars	Incentive Dollars %
Appliance Recycling	9,380,220	4.7%	1,415	4.9%	-	0.0%	$402,690	2.5%
Boiler Equipment	(2,152)	(0.0%)	2	0.0%	187,744	4.5%	$126,557	0.8%
Boilers & Burners	-	0.0%	-	0.0%	244,063	5.9%	$320,246	2.0%
Bonus	-	0.0%	-	0.0%	-	0.0%	$69,328	0.4%
Building Shell	3,937,271	2.0%	1,229	4.3%	575,691	14.0%	$794,792	5.0%
Buydown[2]	143,107,396	71.0%	17,549	61.2%	25,756	0.6%	$5,150,039	32.3%
CFL[3]	13,497,139	6.7%	2,348	8.2%	-	0.0%	$294,290	1.8%
Controls	26,979	0.0%	-	0.0%	155	0.0%	$682	0.0%
Conversion[4]	237,507	0.1%	23	0.1%	(8,472)	(0.2%)	$29,550	0.2%
Conversion – Other[5]	2,624	0.0%	0	0.0%	-	0.0%	$250	0.0%
Dishwasher	154,102	0.1%	-	0.0%	8,688	0.2%	$26,390	0.2%
Domestic Hot Water	3,261,155	1.6%	(0)	0.0%	906,118	22.0%	$105,341	0.7%
Energy Recovery	182,443	0.1%	14	0.0%	18,094	0.4%	$13,163	0.1%
Energy Savings	1,636	0.0%	-	0.0%	280	0.0%	$0	0.0%
Fixtures	428,348	0.2%	17	0.1%	-	0.0%	$13,875	0.1%
Furnace	2,597,725	1.3%	597	2.1%	64,494	1.6%	$525,565	3.3%
Hot Water	1,242,389	0.6%	2	0.0%	127,441	3.1%	$110,516	0.7%
HVAC	8,221,530	4.1%	3,209	11.2%	1,148,048	27.8%	$3,953,707	24.8%
HVAC Controls	18,332	0.0%	-	0.0%	1,950	0.0%	$1,152	0.0%
Laundry	215,863	0.1%	-	0.0%	8,461	0.2%	$22,555	0.1%
LED Holiday Light	25,334	0.0%	3	0.0%	-	0.0%	$425	0.0%
LED Lighting	199,552	0.1%	28	0.1%	-	0.0%	$22,435	0.1%
Lighting	9,472,439	4.7%	963	3.4%	-	0.0%	$287,588	1.8%
Lighting Controls	380,256	0.2%	11	0.0%	-	0.0%	$12,376	0.1%
Motors & Drives	162,975	0.1%	111	0.4%	-	0.0%	$23,980	0.2%
New Construction	2,165,756	1.1%	559	1.9%	467,446	11.3%	$710,250	4.5%
Non Energy	-	0.0%	-	0.0%	-	0.0%	$3,028	0.0%

Measure Category	Verified Gross							
	kWh	kWh %	kW	kW %	Therms	Therms %	Incentive Dollars	Incentive Dollars %
Other	347,767	0.2%	64	0.2%	227,134	5.5%	$1,986,708	12.5%
Refrigeration	117,119	0.1%	22	0.1%	-	0.0%	$26,975	0.2%
Renewable Energy	1,201,398	0.6%	376	1.3%	12,739	0.3%	$643,904	4.0%
T8/T5 Fluorescent Lighting	127,045	0.1%	13	0.0%	-	0.0%	$4,771	0.0%
Training & Special	-	0.0%	-	0.0%	-	0.0%	$22,991	0.1%
Vending & Plug Loads	73,169	0.0%	6	0.0%	1,188	0.0%	$17,115	0.1%
Whole Building	740,550	0.4%	138	0.5%	109,494	2.7%	$206,800	1.3%

[1] Includes legacy programs and carryover.
[2] CFLs and Showerheads in the Residential Lighting and Appliances Program.
[3] Legacy program CFLs.
[4] Legacy Appliance and Plug Load Program.
[5] Legacy Appliance and Plug Load Program.

Appendix G: Table 6 lists CY 2012 nonresidential savings by measure category.

Appendix G: Table 6. Summary Of First year Annual Savings By Measure Category, Nonresidential Segment [1]

Measure Category	Verified Gross							
	kWh	kWh %	kW	kW %	Therms	Therms %	Incentive Dollars	Incentive Dollars %
Aeration[2]	10,017,713	2.2%	814.21	1.2%	-	0.0%	$660,103	2.1%
Agriculture	3,102,789	0.7%	3,471	5.3%	36,785	0.2%	$155,371	0.5%
Boiler	(46,657)	(0.0%)	(2)	(0.0%)	796,462	3.6%	$287,889	0.9%
Boiler Controls	21,709	0.0%	1	0.0%	237,581	1.1%	$83,400	0.3%
Boiler Equipment	1,728,478	0.4%	400	0.6%	3,676,906	16.7%	$284,405	0.9%
Boiler Service	7,151,847	1.6%	1,023	1.6%	2,455,407	11.1%	$381,892	1.2%
Boilers & Burners	2,714,225	0.6%	66	0.1%	715,188	3.2%	$418,058	1.3%
Bonus	-	0.0%	-	0.0%	-	0.0%	$376,663	1.2%
Building Shell	1,882,880	0.4%	1,097	1.7%	578,776	2.6%	$420,971	1.3%
CFL	1,512,704	0.3%	307	0.5%	-	-	$22,666	0.1%
Compressed Air, Vacuum Pumps	13,326,856	3.0%	2,865	4.4%	205,797	0.9%	$667,352	2.1%
Compressor Equipment	8,347,302	1.9%	1,038	1.6%	-	-	$554,358	1.7%
Compressor Service	10,353,287	2.3%	1,385	2.1%	-	-	$405,591	1.3%
Controls	1,832	0.0%	9	0.0%	-	-	$1,386	0.0%
Conversion	9,190	0.0%	2	0.0%	(378)	(0.0%)	$566	0.0%
Design	-	-	-	-	-	-	$14,461	0.0%
Dishwasher	159,230	0.0%	17	0.0%	3,038	0.0%	$9,450	0.0%
Domestic Hot Water	4,944,696	1.1%	997	1.5%	440,610	2.0%	$16,548	0.1%
Energy Recovery	2,433,562	0.5%	279	0.4%	1,667,388	7.6%	$74,114	0.2%
Food Service	1,350,614	0.3%	170	0.3%	110,338	0.5%	$165,807	0.5%
Greenhouse	-	-	-	-	2,434	0.0%	$1,300	0.0%
High Intensity Discharge (HID)	1,150,446	0.3%	205	0.3%	-	-	$55,367	0.2%
Hot Water	1,119,941	0.2%	187	0.3%	92,326	0.4%	$99,674	0.3%
HVAC	32,444,941	7.2%	7,798	11.9%	4,075,708	18.5%	$4,279,837	13.3%
HVAC Controls	-	-	14	0.0%	616	0.0%	$2,012	0.0%
Industrial - Custom	52,578	0.0%	-	-	37,444	0.2%	$13,934	0.0%
Industrial Ovens and Furnaces	-	-	-	-	22,502	0.1%	$11,800	0.0%
IT	8,213,774	1.8%	566	0.9%	4,511	0.0%	$414,470	1.3%
Laundry	483,768	0.1%	65	0.1%	101,234	0.5%	$61,068	0.2%

Measure Category	Verified Gross							
	kWh	kWh %	kW	kW %	Therms	Therms %	Incentive Dollars	Incentive Dollars %
LED Lighting	7,643,892	1.7%	892	1.4%	-	-	$390,071	1.2%
Lighting	103,110,130	23.0%	17,146	26.2%	-	-	$4,413,998	13.8%
Lighting Controls	5,485,216	1.2%	567	0.9%	-	-	$261,723	0.8%
Motors & Drives	43,580,275	9.7%	4,692	7.2%	(107)	(0.0%)	$1,833,622	5.7%
New Construction	652,078	0.1%	150	0.2%	92,955	0.4%	$114,132	0.4%
Non Energy	-	-	-	-	-	-	$67,029	0.2%
Other	(3,891,138)	(0.9%)	(3,969)	(6.1%)	(1,457)	0.0%	$2,508,580	7.8%
Pools	944,681	0.2%	142	0.2%	46,393	0.2%	$54,583	0.2%
Process	52,212,484	11.6%	4,994	7.6%	6,463,963	29.3%	$2,755,667	8.6%
Refrigeration	28,391,953	6.3%	3,503	5.3%	39,266	0.2%	$1,156,940	3.6%
Refrigeration Controls	3,549,325	0.8%	85	0.1%	-	-	$84,545	0.3%
Renewable Energy	34,108,257	7.6%	4,744	7.2%	28,548	0.1%	$4,474,319	13.9%
Scheduling	107,779	0.0%	6	0.0%	-	-	$3,450	0.0%
T8/T5 Fluorescent Lighting	56,809,960	12.7%	9,179	14.0%	-	-	$3,212,087	10.0%
Training & Special	-	-	-	-	-	-	$488,763	1.5%
Vending & Plug Loads	529,542	0.1%	-	-	-	-	$8,105	0.0%
Waste Water Treatment	50,222	0.0%	8.42	0.0%	-	0.0%	$4,099	0.0%
Whole Building	2,611,564	0.6%	607	0.9%	113,708	0.5%	$329,099	1.0%

[1] Includes legacy programs and carryover.
[2] Wastewater treatment aeration.

Appendix H. Cost-Effectiveness Details

In the current quadrennial cycle the Program Administrator has, with PSC approval, elected to use a cost-effectiveness calculator for program planning purposes. Consistency between planning and evaluation approaches is critical for an effective understanding of program performance relative to expectations. As a result, the same calculator was used for evaluation.

The Benefit Cost (B/C) test, also known as a Cost-Effectiveness Test, is used to compare the benefits of a demand side management program and/or investments, with the costs of the program and/or investments. Cost-effectiveness analysis measures the relative performance or economic attractiveness of an energy-efficiency investment compared to a baseline. Strategies that improve energy efficiency are always beneficial, as long as their costs are justified by their economic worth. Avoided cost analysis is widely used in the energy sector to assess the cost-effectiveness (or net benefits) of energy-efficiency management relative to conventional supply alternatives. When calculating the benefits of such programs, analysis begins with avoided costs assumptions and makes adjustments for administrative or programmatic costs as well as other costs associated with participating in energy-efficiency programs. Depending on the perspective taken in the analysis, competing views about benefits can emerge. Five standard tests are generally used for comparing demand and supply management alternatives, each representing a measure of cost-effectiveness from a unique perspective.

For this evaluation, the Total Resource Costs (TRC) test was applied. The TRC test is a commonly administered test that counts the avoided cost of supplying the displaced energy alongside the program and participant costs. The TRC test used in this evaluation is typically used to define what is cost-effective from a regulatory perspective. From a TRC perspective, a conservation measure or practice "fails" if net benefits are negative, meaning the costs of achieving the savings outweigh the value of the savings achieved.

The TRC is calculated based on the following formula:

$$TRC = [Value\ of\ Net\ Saved\ Energy\ (Avoided\ costs) + Value\ of\ Avoided\ Emissions] / [Program\ Costs\ (exclusive\ of\ incentives) + (Incremental\ Measure\ Cost * Net - to - Gross\ Ratio))]$$

Where:

Value of Energy Saved:

$$Value\ of\ Energy\ Saved = Net\ Energy\ Savings \times Utility\ Avoided\ Cost$$

The source for electric energy avoided costs included in the 2012 evaluation comes from the annualization forecast avoided cost model as developed by the Cadmus Group. This forecast relied on the Midwest Independent Transmission System Operator, Inc. (MISO) forecast of LMP for the years 2016, 2021, and 2026. The non-electric energy avoided costs were established by the Commission on January 13th, 2012 in Order 5-GF-191 (PSC REF#:158228). The verified gross energy savings are

decreased by the conventional attribution factor of net-to-gross to derive net savings. Net savings are then increased by the line loss factor of 8% to account for avoided distribution losses.

Emissions benefits are the only other benefit included in the TRC calculation. Determining the emissions benefits requires three key parameters: net energy savings, emissions factors, and the value of the reduced emissions. Emissions factors are simply the rate at which the criteria pollutants are emitted per unit of energy and are most often expressed in tons of pollutant per energy unit (for electric it is tons/MWH and for gas it is tons/MThm). The product of the emissions factor and the net energy savings is the total weight of air pollutant offset or avoided by the program. The product of the total tonnage of pollutant saved and the dollar value of the reduced emissions per ton is therefore the avoided emissions benefit.

$$Value\ of\ Avoided\ Emissions = [Net\ Saved\ Energy\ x\ Emissions\ Factor\ x\ Value\ of\ Emissions\ Allowance]$$

The gas and electric emission factors were revised from the 2011 evaluation report in accordance with the forecasted 2012 estimates derived from the report ***Focus on Energy Evaluation Emission Factors Update***.[1] The gas emission factors remained constant from the 2011 evaluation report. The 2012 NO_x and SO_2 emission allowance prices were collected from the EIA[2]. In 2012 the price of one NO_x allowance was $4.10 per ton while the price of a SO_2 allowance was $1.08 per ton. Due to the continued decline in and uncertainty surrounding forecasted NO_x and SO_2 allowance prices, the forecasted values remained constant at 2012 values. The CO_2 emission price was derived from the PSC November 10, 2010 Order in docket 5-GF-191 (PSC reference number 141173) that states "A levelized carbon value of $30 per ton shall be used in the benefit/cost modeling of energy efficiency programs."

Program Costs:

The 2012 program costs were provided to Cadmus from the accounting firm Wipfli. The program costs represent all costs associated with running the efficiency programs (including administration and delivery costs). Incentive costs are not included as program costs as they are deemed transfer payments.

Incremental Costs:

The gross incremental costs are the additional costs incurred by participants as a result of purchasing efficient equipment over and above a baseline non-qualified product. Gross incremental cost values used in this evaluation were derived from two primary sources: the Focus on Energy Benefit-Cost Analysis CY09 Evaluation Report (with the exception of renewable-based measures) and the program planning cost effectiveness calculators. All new CY2012 program measures were mapped to program planning measures and received incremental cost estimates from these calculators. The CY2011 incremental cost logic was applied to all CY2012 legacy and carryover-based program measures.

[1] PA Consulting Group, December 22, 2009

[2] http://www.eia.gov/todayinenergy/detail.cfm?id=4830

Similar to the 2011 evaluation effort, the renewable energy projects were assigned actual project cost values from the program tracking databases.

The gross incremental costs, similar to the energy savings values used in the cost effectiveness tests, required the application of attribution factors to account for freeridership. The values for attribution factors for all legacy and carry over program measures, namely the net-to-gross ratios, were derived from the 2010 evaluation and carried forward to the 2012 evaluation on a measure by measure basis. New CY2012 program measures received net-to-gross ratios according to reviews performed by the Evaluation Team.

Appendix I. Cost-Effectiveness Analysis

The following tables provide the CY 2012 cost-effectiveness analysis by program. **Error! Not a valid bookmark self-reference.** provides residential new program and carryover program cost-effectiveness analysis. Incentive costs are provided below but are not included in the TRC calculation. The TRC ratio equals the total TRC benefits divided by total non-incentive costs.

Appendix I. Table 1. Residential New Program And Carryover Program Cost-Effectiveness Analysis

	Appliance Recycling	Assisted Home Performance	Express Energy Efficiency	Home Heating Assistance	Home Performance Program	Multifamily Energy Savings	Multifamily Direct Install	New Homes Program	Residential Lighting And Appliance	Residential Rewards	Residential Legacy
Incentive Costs	$404,730	$60,439	$855,079	$155,150	$2,434,449	$999,068	$970,050	$5,151,536	$3,937,558	$2,229,925	$970,050
Admin Costs	$485,493	$107,100	$298,910	$203,020	$444,924	$336,178	$313,548	$850,403	$673,316	$264,799	$313,548
Delivery Costs	$1,107,141	$244,236	$681,648	$462,977	$1,014,624.68	$766,636	$715,030	$1,939,298	$1,535,462	$603,860.45	$715,030
Incremental Measure Costs	$0	$65,557	$524,403	$105,954	$2,728,017	$758,209	$4,798,235	$9,652,511	$15,348,786	$8,981,610	$4,798,235
Total Non-Incentive Costs	**$1,592,634**	**$416,894**	**$1,504,961**	**$771,952**	**$4,187,565**	**$1,861,023**	**$5,826,813**	**$12,442,212**	**$17,557,564**	**$9,850,269**	**$5,826,813**
Electric Benefits	$1,867,503	$6,815	$1,420,809	$124,230	$419,844	$2,078,379	$4,024,689	$28,817,743	$11,921,705	$9,900,438	$4,024,689
Gas Benefits	$0	$36,664	$5,079,986	$371,070	$1,162,264	$2,791,234	$10,477,967	$149,807	$16,491,191	$11,765,520	$10,477,967
Emissions Benefits	$729,212	$9,551	$1,528,258	$101,758	$276,706	$1,232,518	$3,020,408	$11,918,845	$6,053,405	$5,395,946	$3,020,408
Total TRC Benefits	**$2,596,715**	**$53,030**	**$8,029,054**	**$597,058**	**$1,858,815**	**$6,102,131**	**$17,523,064**	**$40,886,396**	**$34,466,301**	**$27,061,904**	**$17,523,064**
TRC Benefits Minus Costs	**$1,004,082**	**($363,864)**	**$6,524,093**	**($174,893)**	**($2,328,750)**	**$4,241,108**	**$11,696,250**	**$28,444,183**	**$16,908,738**	**$17,211,635**	**$11,696,250**
TRC Ratio	**1.63**	**0.13**	**5.34**	**0.77**	**0.44**	**3.28**	**3.01**	**3.29**	**1.96**	**2.75**	**3.01**

Appendix I. Table 2 provides nonresidential new program and carryover program cost-effectiveness analysis. Incentive costs are provided below but are not included in the TRC calculation. The TRC ratio equals the total TRC benefits divided by total non-incentive costs.

Appendix I. Table 2. Nonresidential New Program And Carryover Program Cost-Effectiveness Analysis

	Business Incentive Program	Chain Stores And Franchises Program	Large Energy Users Program	Small Business Program	Nonresidential Legacy
Incentive Costs	$7,300,404	$2,035,702	$5,352,259	$2,306,427	$14,239,295
Admin Costs	$1,188,424	$294,815	$515,758	$340,285	$985,964
Delivery Costs	$4,852,830.77	$1,203,852.67	$2,106,056.20	$1,389,527	$4,026,102.05
Incremental Measure Costs	$33,808,457	$17,086,287	$12,894,503	$1,144,690	$94,696,681
Total Non-Incentive Costs	**$39,849,711**	**$18,584,955**	**$15,516,318**	**$2,874,503**	**$99,708,747**
Electric Benefits	$62,891,729	$24,333,599	$39,002,404	$8,657,438	$96,970,129
Gas Benefits	$23,806,769	$4,345,772	$37,391,547	$251,468	$75,649,163
Emissions Benefits	$27,483,017	$10,158,695	$21,788,644	$3,070,496	$48,943,479
Total TRC Benefits	**$114,181,515**	**$38,838,066**	**$98,182,595**	**$11,979,401**	**$221,562,771**
TRC Benefits Minus Costs	**$74,331,803**	**$20,253,111**	**$82,666,277**	**$9,104,899**	**$121,854,024**
TRC Ratio	**2.87**	**2.09**	**6.33**	**4.17**	**2.22**

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Appendix J. Net-To-Gross Analysis Approach

For programs where participating customer surveys were included in the CY 2012 evaluation plans, the Evaluation Team asked a series of freeridership questions and a series of spillover questions in the participant survey.[3]

- Freeriders are program participants who would have purchased an equally efficient measure at the same time without any influence from the program.
- Spillover comes from customers' decisions to invest in additional energy-efficiency measures without receiving a rebate through the program.

Freeridership Methodology

The Team developed a score for all participants based on their responses to the freeridership questions. The Team has developed a transparent approach using a probability matrix which assigns a single score to each participant, based on his or her objective responses.4 The Team derived the Targeted Markets participants' freeridership score by translating their responses into a matrix value and then applying a consistent, rules-based calculation to obtain the final freeridership score. This matrix approach provides these key benefits:

- The ability to derive a partial freeridership score. These scores are based on respondents' estimates of how likely they are to take similar actions in the absence of an incentive. Thus, the analysis can make use of "don't know" and "refused" responses rather than rejecting a data point.
- The ability to change weightings to test the sensitivity of responses to a variety of weighting scenarios.

The Team's process for determining freeridership score is as follows:

- Customers were categorized as 0% free riders in the following instances: (1) they had no plans to install the measure in absence of the program's incentives, and would not have installed the measure within the past two years; (2) they had specific plans to install the measure before learning about the program but would not have done so without program incentives; or (3) in absence of the program incentives, if the customer would not have purchased or installed equipment to the same level of efficiency.
- Customers were categorized as 100% free riders if they would have installed the measure without the program or if they had installed the measure before learning about the program.
- Customers received a partial freeridership score (ranging from 12% - 75%) if they had plans to install the measure and their decision was influenced by the program. (This influence may have been installation timing, the number of measures installed, or the efficiency levels of measures installed.) For customers who were highly likely to install a measure and for whom the program had less influence over their decision, the team assigned a higher freeridership percentage.

[3] Survey instruments are in Appendix L.

[4] Khawaja, S. The NAPEE Handbook on DSM Evaluation. 2007 edition, page 5-1.

After translating survey responses into matrix values to determine each participant's freeridership score, the Team calculated average freeridership estimates for each program's measure type (for example, lighting or industrial processes). Each measure type's freeridership estimate was weighted by the gross evaluated program savings of the participant's installed measures (accounting for evaluated realization rates). The Team then estimated the overall average freeridership (for each program in the Targeted Markets portfolio) by weighting the measure type's freeridership estimates by the distribution of the gross evaluated program population savings for each program measure type.

Spillover Methodology

The Team measured spillover by asking customers whether, as a result of their program participation, they decided to install additional efficiency measures or undertake any additional efficiency-improving activities. The Team then asked customers to report the program's relative influence on their decisions to pursue these additional savings (questions H1–H7 of the customer survey, included in Appendix L).

The Team applied deemed savings values to the spillover measures that customers said they installed as a result of their program participation. The Team calculated the spillover percentage for a program measure type through this approach: dividing the sum of additional spillover energy savings reported by participants across the whole program for a given program measure type, by the total reported gross energy savings achieved by program respondents for that program measure type, as reported in the customer survey. Formally, this relationship for each program measure type is:

$$Spillover\ \% = \frac{\sum \text{Spillover Measure EnergySavings for All Survey Respondents}}{\sum \text{Program Measure Energy Savings for All Survey Respondents}}$$

The Team estimated overall average spillover (for each program in the Targeted Markets portfolio) by the weighting the program's measure type spillover estimates by the gross evaluated program population savings distribution for each program measure type.

The Team combined this spillover information with the program-level freeridership results to achieve the net-to-gross (NTG) ratio, using the following calculation:

$$\text{NTG} = 1 - \text{Freeridership} + \text{Spillover}$$

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Appendix K. Residential Lighting and Appliances Program Net-to-Gross Analysis

Methodology

To estimate freeridership for Program CFLs the Evaluation Team performed econometric demand modeling using information from the tracking database supplemented with marketing event information provided by the Implementer. This approach uses a consumer demand model that predicts the demand for efficient bulb sales in absence of the Program. As outlined in the National Action Plan for Energy Efficiency,[5] econometric methods of estimating net savings are an option when comprehensive and detailed data are available.

The Evaluation Team modeled the data as a panel, with a cross-section of program package quantities modeled over time. Sales data intervals were aggregated from weekly to monthly as some sales were reported at four and five week intervals.

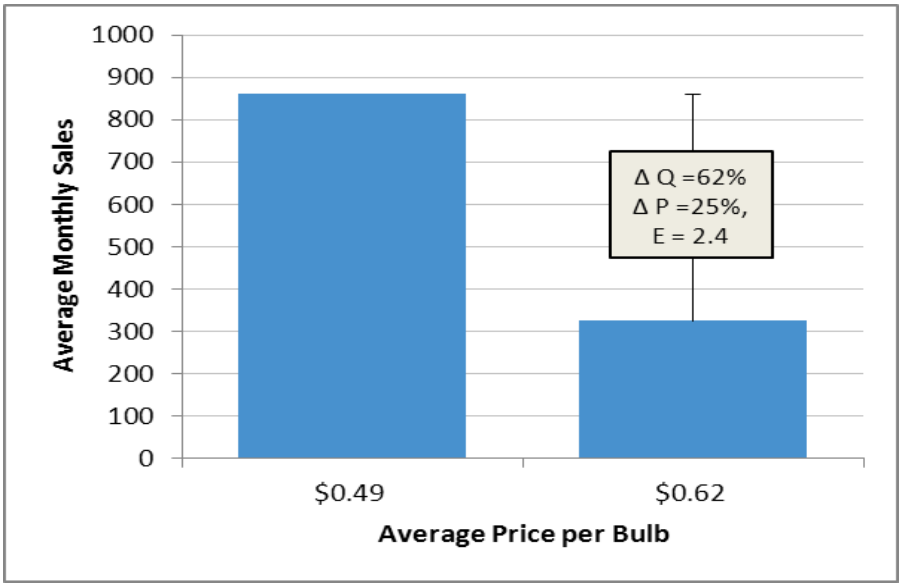
Nine percent of total sales were of bulbs that had a change in price during the evaluation period. These bulbs were representative of the Program sales as a whole, with similar distributions of both retailers and bulb types.. Coupons were removed from the analysis, since they accounted for a small percentage of total Program sales and insufficient data were available to estimate a coupon-specific net-to-gross ratio.

The Evaluation Team estimated the price elasticity of demand for bulbs across the Program and over time. The price elasticity of demand represents the responsiveness (elasticity) of the quantity demanded of a good (bulb) to a change in its price.[6] The Evaluation Team observed variations in price over time and between program bulbs to identify these elasticities. For example, Appendix J. Figure 1 shows the number of packages sold of a particular CFL at two different prices. The figure also shows percent change in price (ΔP) and sales (ΔQ), as well as the observed price elasticity (E).

[5] *National Action Plan for Energy Efficiency*. Model Energy Efficiency Program Impact Evaluation Guide. 2007. Available online: www.epa.gov/eeactionplan.

[6] Price elasticity of demand is formally defined as the ratio of the percent change in demand to a percent change in price.

Appendix J. Figure 1. Average Monthly Sales at Different Price Levels for Example CFL: Model #689234



Data Preparation

For each unique combination of retailer, model number, and incentive level, the Program dataset provided by the Implementer included the following fields relevant to our analysis:

- Original retail price
- Incentive provided by Focus on Energy
- Target retail price
- Number of bulbs per package
- Number of packages sold
- Model designation (specialty, LED, fixture, standard)
- Program month in which the product was sold

The data provided contained prices with and without Program incentives for all bulbs. Thus, price and demand variations within the program period formed the basis for the modeling. The Evaluation Team's approach allowed the Team to identify the market response to Program discounts. The Team tested two scenarios: including all bulbs in the analysis, and including only bulbs with varying prices during the evaluation period. Both scenarios yielded similar results.

Estimation

The Evaluation Team modeled product sales over time as a function of price, incentive, number of promotional events, and other relevant variables described below. The Team tested a variety of specifications to ascertain the impact of price (the main instrument affected by the program) on the

demand for bulbs.[7] This model assumed that bulb sales are a function of bulb characteristics, seasonal trends, and price.

The basic equation for the demand model was estimated as follows (for bulb SKU *i*, in period *t*):

$$\ln(Q_{it}) = \beta_1 + \beta_2 \ln(P_{it}) + \beta_3 Multi\ dum_i * \ln(P_{it}) + \beta_4 DIY\ dum_i * \ln(P_{it}) + \beta_5 Promo\ dum_{it} + \beta_6 POut\ dum_{it} + \sum_{\pi}(\beta_\pi model\ dum_{\mathrm{i}}) + \sum_{\delta}(\beta_\delta month\ dum_t) + \varepsilon_{it}$$

Where:

ln	= natural log
Q	= quantity of bulbs sold during the month[8]
P	= average retail price (after markdown) in that month
Multi dum	= a dummy variable equaling 1 if the pack size of bulb, *i*, is greater than 1; 0 otherwise
DIY dum	= a dummy variable equaling 1 if the retailer is a do-it-yourself[9] store; 0 otherwise
Promo dum	= a dummy variable equaling 1 if the bulb type, *i*, was either put on an end cap display and/or used for in-store promotion in time period t; 0 otherwise
POut dum	= a dummy variable equaling 1 if bulb type, *i*, sales were phased out in time period t; 0 otherwise
model dum	= a dummy variable equaling 1 for each unique retailer and model number; 0 otherwise
month dum	= a dummy variable equaling 1 in a given month; 0 otherwise

The β_2 - β_4 coefficients each represent a specific price elasticity of demand. The β_2 represents the price elasticity of demand for single-pack bulbs in non-DIY stores. The β_3 coefficient represents the difference in price elasticity of demand between single-pack and multi-pack bulbs. The β_4 coefficient represents the difference in price elasticity of demand between DIY and non-DIY stores.

The following tables show some of the goodness of fit statistics used to evaluate the model specification. Appendix J. Appendix J**. Table 3**. shows the R-square, which is a statistic that describes how well the regression line fits the data points – in this case, how well the regression line fits actual monthly package sales. Appendix J. Appendix J**. Table 4**. shows the analysis of variance, which is used to

[7] The focus of these diagnostics was to ensure the Team included all explanatory variables while maintaining model parsimony.
[8] For this analysis months were defined as 4-week intervals as retailer reporting periods were not consistent. Some retailers reported bulb sales weekly while others were 4 or 5 week intervals.
[9] Do-it-yourself (DIY) stores are defined as big box home-improvement retailers.

evaluate the overall fit of the model. While these statistics are important in evaluating the model specification, they are not an exhaustive list of model diagnostics, but rather are included as a basic representation of the appropriateness of the model.

Appendix J. Table 3. Demand Model Fit Statistics

Fit Statistic	Result
R-square	0.852
Root MSE	0.590
Denominator DF	333

Appendix J. Table 4. Analysis of Variance

Source	DF	Sum of Squares	Mean Square	F Value	Pr > F
Model	349	6394.866	18.323	52.63	<.0001
Error	2582	898.972	0.348		
Corrected Total	2931	7293.838			

Using the demand model, the Evaluation Team predicted sales with and without the Program. The difference in predicted sales scenarios yields the sales lift (increase in sales) attributable to the Program. Freeridership is calculated based on the ratio of predicted sales without the program lift to predicted incented sales with the program:$FR = \frac{Predicted\ Sales\ without\ Program}{Predicted\ Sales\ with\ Program}$

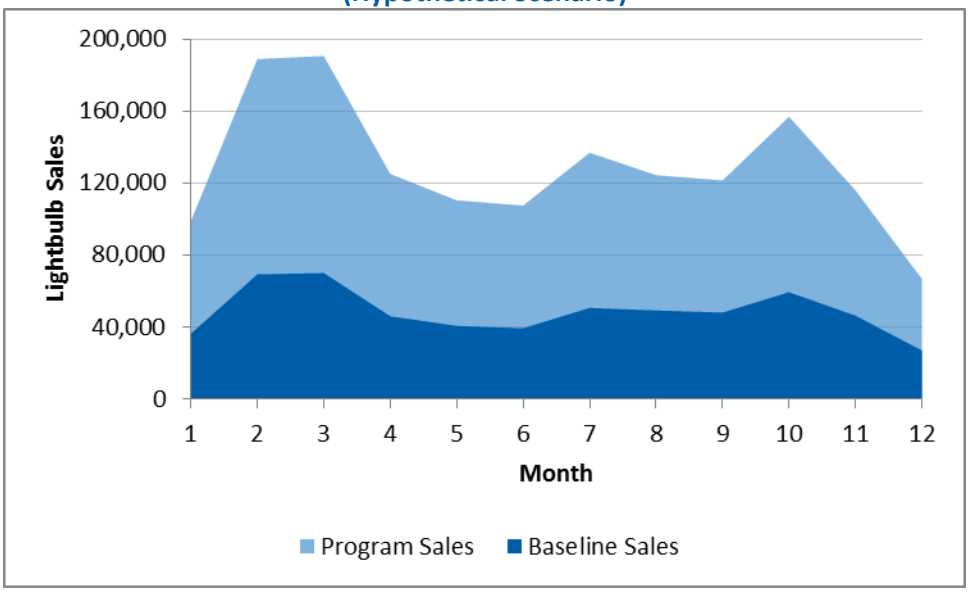
The β_5 coefficient captures some of the impact of the Program itself not necessarily attributed to price – specifically end cap displays and in-store promotions for specific bulb models. Data were available for in-store promotions and statewide marketing events, such as the State Fair. However, the model was not able to identify a separate effect for marketing events and demonstrations. This may have been due to the sales being aggregated to monthly level rather than weekly, the inability to map demonstrations to specific bulb SKUs, and/or many of the promotional events and price changes taking place at the same time as peaks in the number of hours for in-store demos. In future evaluation periods, the Evaluation Team will discuss this in greater detail with the Implementer in order to ascertain how the impact of these events might be quantified.

Results

Using the demand model, the Evaluation Team predicted what bulb sales would have been without program incentives. The Team attributed the difference between actual sales and projected sales to the Focus on Energy program. To complete this analysis, the Team used the model coefficients to predict sales as if prices had been at their original retail price and no end caps or in-store promotional events had taken place. The difference in predicted sales (weighted by gross annual kWh savings per SKU) between this hypothetical scenario and predicted sales with Program incentives and promotions

provides net sales attributable to the Program, illustrated in Appendix J. Figure 2. The ratio of these sales to the total Program sales is equal to freeridership.

Appendix J. Figure 2. Estimated Program Sales and Estimated Sales Without the Program (Hypothetical Scenario)



The Evaluation Team found Program-wide freeridership to be within values expected for mature upstream lighting programs and comparable with that of the previous evaluation: 38%. Appendix J. Table 5 provides values for standard CFLs and specialty CFLs.

Appendix J. Table 5. Program Net of Freeridership

Model Type	Freeridership	Net of Freeridership
Standard CFLs	39%	61%
Specialty CFLs	59%	41%

Net-To-Gross Benchmarking

Upstream lighting net-to-gross values are difficult to compare between programs, as estimation techniques vary widely. However, The Evaluation Team performed this same demand modeling methodology for the Efficiency Maine Trust, an East Coast consortium of utilities, and two Midwestern utilities. Appendix J. Table 6 compares net of freeridership results and the average incentives paid for evaluated bulb types among the five programs. As seen in the table below the Focus on Energy Program had high incentives as a share of total retail price. This caused above average net-to-gross results, when compared to the other programs.

Appendix J. Table 6. Incentive as a Share of Retail Price by Bulb Type

Upstream CFL Program	Bulb Type	Average Original Retail Cost per Bulb	Average Incentive per Bulb	Percent of Original Retail	Net of FR
Focus on Energy	Standard	$2.31	$1.24	54%	0.61
	Specialty	$5.63	$1.51	27%	0.41
East Coast Consortium	Standard	$2.03	$1.23	61%	0.59
	LEDs	$34.30	$9.69	28%	0.22
	Specialty	$5.23	$1.73	33%	0.33
	Reflector	$4.70	$1.82	39%	0.39
Efficiency Maine	Standard	$3.65	$1.02	28%	0.68
	Specialty	$6.77	$1.33	20%	0.08
Midwest Utility 1	LED	$36.99	$13.94	38%	0.83
	Specialty	$5.20	$1.90	37%	0.65
Midwest Utility 2	Standard	$2.11	$1.00	47%	0.51
	Specialty	$5.01	$1.56	31%	0.24

Appendix L. Program Materials Review

For each program, the Evaluation Team reviewed program materials. The materials review served to inform the Evaluation Team about program activities and processes during CY 2012, and allowed the Evaluation Team to assess the effectiveness of various program materials. To assess effectiveness, the Evaluation Team employed a best practice comparison technique using industry best practices as a benchmark against which to compare Focus on Energy's program materials. The review tables that follow use the assessment scale shown in the table below:

Assessment Scale For Program Materials Review

Status	Explanation
✓	Element present and aligned with best practice, indicator 100% met
v	Element missing pieces or not aligned with best practice, indicator partially met
–	Element completely missing or missing major pieces, indicator not met
NA	Does not apply

The Evaluation Team reviewed all program materials provided by either the Program Administrator or Program Implementer. However, in some cases (noted in the tables that follow), certain proprietary materials may have been omitted from the review.

Residential Segment

Multifamily Energy-Savings Program And Multifamily Direct-Install Program

Multifamily Energy-Savings Program And Multifamily Direct-Install Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	✓	
	Resources for further help included	✓	
Process flowcharts and organizational charts.	Clear process steps (prescriptive component)	✓	There is a clear flowchart for the Program-incentive component, but there is no flowchart for the direct - install component.
	Clear process steps (direct-install component)	–	
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	–	There are no training materials specific to this Program. The Program Implementer conducts training on the job, if necessary, or uses Focus on Energy's general materials.
	Targeted customers and expected benefits defined	–	
	Requirements for participation are clear	–	
	Process steps, responsibilities, and timing are clear	–	
	Checkpoints and QA processes are clear	–	
	Resources for further help included	–	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Program education/marketing materials	Information is clear and concise	✓	Materials are only provided in English.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	NA	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	✓	
Trade Ally (TA) materials	Trade allies receive specific information to support their role	✓	Program staff provides Focus on Energy's general materials to Trade Allies, but these materials lack Program-specific information. Currently, there are no Program-specific Trade Ally materials that explain project eligibility. Currently, there are no Program-specific Trade Ally materials that provide details about the time required to process applications and rebates or to review projects.
	Materials summarize Program information from TA perspective	–	
	Requirements for customer and project eligibility are clear	–	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	✓	
	Materials provide clear expectations for the time required to process applications, review projects, process rebates, etc.	–	

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Multifamily Energy-Savings Program And Multifamily Direct-Install Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	Although some information is included about Trade Ally eligibility, customer satisfaction, and verification, there is no information that explicitly describes the expectations or roles of the Trade Allies.
	Implementer staff	✓	
	Trade allies/contractors	v	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	✓	
Program procedures clear and easy to follow	Step-by-step instructions	✓	
	Customer touch points	✓	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	Contact information for Program staff is not in the manual.
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	
Marketing plan in place	Marketing plan defined and mostly followed	✓	
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities clearly defined		✓	
Website provides complete information and is easy to navigate		✓	

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Fact sheets, brochures, and other collateral available (online, point of purchase [POP], or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		✓	

Appliance Recycling Program

Appliance Recycling Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	✓	
	Resources for further help included	✓	
Process flowcharts and organizational charts	Clear process steps	✓	
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	✓	QA and verification processes are noted within training materials (both the operating training manual and refrigerator collection handbook), but they are not specifically annotated in a subsection of the documents.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
	Resources for further help included	NA	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	NA	Customers can schedule a pick up online or can call to learn more about the Program and schedule an appointment. There is no application for the Appliance Recycling Program.
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Program education/marketing materials	Information is clear and concise	✓	Written materials are only available in English, but the Implementer's call center can facilitate calls in Spanish and French.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first or second-level pages (home page or customer sector page)	✓	The Website provides pick up information and service locations. However, as noted, there is no application for this Program.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	NA	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	NA	
Trade Ally (TA) materials	Trade allies receive specific information to support their role	NA	The Appliance Recycling Program does not work with any trade allies.
	Materials summarize Program information from TA perspective	NA	
	Requirements for customer and project eligibility are clear	NA	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	NA	

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Appliance Recycling Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	
	Implementer staff	✓	
	Trade allies/contractors	✓	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	✓	
Program procedures clear and easy to follow	Step-by-step instructions	✓	
	Customer touch points	✓	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	
	Program staff contact information	✓	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

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Appliance Recycling Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	✓	
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		✓	

Home Heating Assistance Program

Home Heating Assistance Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	The manual does not include checkpoints and processes for Trade Ally enrollment in the Program.
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	v	
	Resources for further help included	✓	
Process flowcharts and organizational charts.	Clear process steps	✓	
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	✓	Training materials do not address process steps, checkpoints, or QA processes. The materials do not identify resources for Program assistance.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	–	
	Process steps, responsibilities, and timing are clear	–	
	Checkpoints and QA processes are clear	–	
	Resources for further help included	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Program education/marketing materials	Information is clear and concise	✓	The materials are only in English.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	NA	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	✓	
Trade Ally (TA) materials	Trade allies receive specific information to support their role	✓	The Trade Ally materials do not specify time requirements for submitting or processing applications or rebates.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	v	

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Home Heating Assistance Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	
	Implementer staff	✓	
	Trade allies/contractors	✓	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	✓	
Program procedures clear and easy to follow	Step-by-step instructions	✓	
	Customer touch points	✓	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	Contact information for Program staff is not in the manual.
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

Home Heating Assistance Program Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	✓	
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		✓	

Residential Lighting And Appliance Program

Residential Lighting And Appliance Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	The Program manual lists many field representatives by name and outlines duties for each, but notes some field representatives as "TBD" (to be determined). The Program manual does not contain checkpoints or reviews for the markdown and buy-down process. The manual does not list resources for Program assistance.
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	v	
	Checkpoints and processes are clear	v	
	Resources for further help included	–	
Process flowcharts and organizational charts.	Clear process steps	v	A process flowchart clearly documents the rebate process, but not the overall program process. The Program organizational chart does not contain process steps and only lists names and titles. Additionally, the organizational chart does not contain a clear reporting structure. Although the levels are clear, it is not clear which junior staff report to which senior staff.
	Clear responsibilities and reporting alignment	v	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Training materials for program staff	Content is concise and relevant to audience	✓	While other training materials exist, the Evaluation Team only reviewed the Program manual for training material for the Program Implementer. Program staff considered the other training materials proprietary and did not make them available to the Evaluation Team for review.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
	Resources for further help included	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	This section does not apply to the bulk of Program transactions because the point-of-sale system fulfills most rebates. However, some rebates are from an in-store coupon, which meets all of the best practice indicators.
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	
Program education/marketing materials	Information is clear and concise	✓	The materials are only in English.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	v	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	NA	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Trade Ally (TA) materials	Trade Allies receive specific information to support their role	NA	There are no trade allies in the Program.
	Materials summarize Program information from TA perspective	NA	
	Requirements for customer and project eligibility are clear	NA	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	NA	

Residential Lighting And Appliance Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	There are no Trade Allies in the Program.
	Implementer staff	✓	
	Trade allies/contractors	NA	
Program requirements documented	Participant eligibility requirements	✓	There are no applications for the Program.
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	NA	
Program procedures clear and easy to follow	Step-by-step instructions	✓	Although the manual explains data collection and management, it does not have a stand-alone data management section.
	Customer touch points	✓	
	Data collection and management	v	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	Contact information for Program staff is not in the manual.
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

Residential Lighting And Appliance Program Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	v	Although it contains an extensive discussion of marketing, the Program manual does not contain a separate marketing section.
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		–	The materials the Evaluation Team reviewed do not contain metrics for tracking the success of Program marketing.

Home Performance With ENERGY STAR And Assisted Home Performance With ENERGY STAR Programs

Home Performance With ENERGY STAR And Assisted Home Performance With ENERGY STAR Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	The Program manual does not list additional resources such as the Program Website, relevant call center phone numbers, and documents.
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	✓	
	Resources for further help included	v	
Process flowcharts and organizational charts.	Clear process steps	✓	
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	✓	
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
	Resources for further help included	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	Participation does not require an application. The Website provides sufficient information for the rebate process and a short form for customers to request information about the Program.
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Program education/marketing materials	Information is clear and concise	✓	The materials are only in English.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	NA	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	v	The Website's Program Eligibility Requirements section does not explicitly state that the applicant must be the homeowner. While the Website provides this information in other sections on the site, it should provide applicant requirements in the Eligibility Requirements section.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	✓	
Trade Ally (TA) materials	Trade Allies receive specific information to support their role	✓	The Trade Ally fact sheet generally refers to Program resources, but does not provide specific details (such as Website address, contact information for Regional Managers). The Trade Ally materials do not specify the time requirements associated with submitting or processing rebates.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	v	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	v	

Home Performance With ENERGY STAR And Assisted Home Performance With ENERGY STAR Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	
	Implementer staff	✓	
	Trade allies/contractors	✓	
Program requirements documented	Participant eligibility requirements	✓	The Customer Enrollment section of the operations manual does not specify timing for rebates, but this topic is addressed in the Key Performance Indicators section.
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	v	
Program procedures clear and easy to follow	Step-by-step instructions	✓	
	Customer touch points	✓	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	–	The Program manual does not list references to Program Website or information for contacting Program staff.
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

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Home Performance With ENERGY STAR And Assisted Home Performance With ENERGY STAR Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	✓	
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		✓	

New Homes Program

New Homes Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	v	The Program manual does not define builder eligibility, and the only inferred eligibility requirement entails signing the Program Trade Ally application. Neither the Program manual nor the guide list additional resources.
	Process steps are sequential and clear	✓	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	✓	
	Resources for further help included	–	
Process flowcharts and organizational charts	Clear process steps	v	The Program manual describes process steps, but the process flow diagram does not show process steps. An employee list identifies staff titles. However, the materials do not specify responsibilities and reporting structure.
	Clear responsibilities and reporting alignment	v	
Training materials for program staff	Content is concise and relevant to audience	✓	The materials explain and sequentially list process steps but do not mention the approximate timing of steps. Staff responsibilities within the Implementation team are not clear. The materials do not identify resources for further help.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	v	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	–	
	Resources for further help included	NA	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	NA	Program staff did not provide a workbook for this review or indicate any problems with completing the workbook.
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	The Evaluation Team found materials describing the verification processes available to the building performance consultants; however, the materials did not describe a process for resolving issues.
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	v	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	
Program education/marketing materials	Information is clear and concise	✓	The materials are only in English.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	NA	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	The content does not define equipment and measures because the Program offers great flexibility to builders and building performance consultants. Though the Website is oriented more toward homebuyers, the building performance consultants are responsible for the application forms.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	NA	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	NA	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Trade Ally (TA) materials	Trade Allies receive specific information to support their role	✓	Program staff provides support to builders and building performance consultants on a one-to-one basis and in quarterly meetings. The building standards brochure does not have Trade Ally-specific resources, and the fact sheet directs people to the Website. The fact sheet and the Building the Dream brochure list the process steps (including inspections). However, these materials are oriented toward customers rather than Trade Allies.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	–	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	v	

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New Homes Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	
	Implementer staff	✓	
	Trade Allies/contractors	✓	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	✓	
Program procedures clear and easy to follow	Step-by-step instructions	✓	Program staff members do not interact directly with customers.
	Customer touch points	NA	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

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New Homes Program Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	✓	The marketing plan does not discuss funding or buy-in, and in Program staff interviews, there was mention of insufficient funding for marketing efforts. It is unknown whether stakeholder or market research informed the plan.
	Buy-in demonstrated in support and funding	v	
	Stakeholder/market research informed plan	–	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		v	The Website contains a limited amount of information, but it provides links to all of the marketing materials available to customers.
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		–	Materials do not define specific metrics.

Residential Rewards Program

Residential Rewards Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	✓	
	Topics will guide staff from design to implementation	✓	
Program operating manual or handbook	Eligibility requirements defined	✓	The Program manual provides clear steps for reward processing, but it does not provide steps for the customer and Trade Ally processes. The manual provides checkpoints for the reward process, but it does not provide customers and Trade Allies with checkpoints and processes for activities that precede the submission of an application. The manual lists resources for the qualified products lists, but does not provide resources (such as call center phone numbers or documents) for customers seeking additional assistance.
	Process steps are sequential and clear	v	
	Staff responsibilities and hand offs defined	✓	
	Checkpoints and processes are clear	v	
	Resources for further help included	v	
Process flowcharts and organizational charts.	Clear process steps	v	The application process flowchart has clear steps, but it does not include customer and Trade Ally checkpoints for activities that precede the submission of an application.
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	✓	
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
	Resources for further help included	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	✓	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	
Program education/marketing materials	Information is clear and concise	✓	
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Trade Ally (TA) materials	Trade Allies receive specific information to support their role	✓	The applications list the time requirement expectations. However, Trade Ally materials do not provide time requirements for submitting or processing applications or rebates.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	v	

CADMUS

Residential Rewards Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	
	Implementer staff	✓	
	Trade allies/contractors	✓	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	✓	
Program procedures clear and easy to follow	Step-by-step instructions	✓	Materials list customer checkpoints for reward processing, but do not list the customer and Trade Ally processes that occur before submitting a reward request.
	Customer touch points	v	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	✓	
Additional information	Reference to program Website	✓	The manual does not list contact information for Program staff.
	Program staff contact information	–	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	✓	
	Key marketing materials included or referenced	✓	

CADMUS

Residential Rewards Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	✓	
	Buy-in demonstrated in support and funding	✓	
	Stakeholder/market research informed plan	✓	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		✓	

Express Energy Efficiency Program

Express Energy Efficiency Program Materials Review

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Implementation plan or annual plan	Organization is straightforward	v	The Program plan was incomplete at the time of this review.
	Topics will guide staff from design to implementation	v	
Program operating manual or handbook	Eligibility requirements defined	v	Criteria do not state that customers are only eligible for a limited time when the Program is active in their area. The manual's How the Program Works section has some background for subcontractor selection, community targeting, and data collection. The manual defines responsibilities by organization (such as Program Administrator or Implementer) but not by staff level. Also, the manual does not describe some responsibilities clearly (such as scheduling customer appointments) or assign responsibilities to specific staff. Additionally, the manual does not identify checkpoints other than in a graphic flow chart with no supporting detail.
	Process steps are sequential and clear	–	
	Staff responsibilities and hand offs defined	v	
	Checkpoints and processes are clear	–	
	Resources for further help included	✓	
Process flowcharts and organizational charts	Clear process steps	–	The process flow chart is clear and comprehensive overall; however, it contains no mention of the online scheduling function.
	Clear responsibilities and reporting alignment	✓	
Training materials for program staff	Content is concise and relevant to audience	✓	Presentation of the materials is generally concise and well organized. However, the materials do not describe the requirements for customer participation or the customer process. There is no content in the slide presentations titled Corporate Safety Policy and Personal Protective Equipment.
	Targeted customers and expected benefits defined	–	
	Requirements for participation are clear	–	
	Process steps, responsibilities, and timing are clear	–	
	Checkpoints and QA processes are clear	–	
	Resources for further help included	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	
	Forms are easy to complete correctly	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	v	
Data collection and QA/QC protocols	Data are easy to enter at appropriate times in process	✓	Currently, Program staff members enter data into SPECTRUM by hand. Once SPECTRUM is capable of bulk upload, Conservation Services Group will be able to enter data more efficiently. Staff interviews indicate the process is evident, but the Evaluation Team did not have access to the QA/QC manual referenced in the operations manual.
	Staff understands and uses collection procedures	✓	
	Staff uses error-checking processes and/or algorithms	v	
	Verification processes are timely and accurate (or monitored for associated metrics)	✓	
Program education/marketing materials	Information is clear and concise	✓	The materials are only in English. At least one community partner requested that materials be available in Spanish and possibly Hmong.
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	–	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	✓	

Program Materials	Indicators	Status ✓,v,—, or NA	Notes
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
	Vocabulary is customer oriented and free of utility/technical terms	NA	
Trade Ally (TA) materials	Trade Allies receive specific information to support their role	NA	Since the Implementer or subcontractors directly implement the program, trade allies are not necessary.
	Materials summarize Program information from TA perspective	NA	
	Requirements for customer and project eligibility are clear	NA	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	NA	

Express Energy Efficiency Program Manual/Handbook Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Roles and responsibilities clearly defined	Program staff	✓	The manual refers alternately to Implementer, subcontractor, and Trade Allies. However, Trade Allies are not involved in this Program in the conventional sense. The manual should consistently refer to Implementer staff or subcontractors. The role of the community marketing partners is not described or defined.
	Implementer staff	v	
	Trade allies/contractors	NA	
Program requirements documented	Participant eligibility requirements	✓	
	Eligible program measures	✓	
	Incentive structure	✓	
	Timing of application	NA	
Program procedures clear and easy to follow	Step-by-step instructions	–	Staff interviews indicate the process is evident, but the Evaluation Team did not have access to the QA/QC manual referenced in the operations manual.
	Customer touch points	–	
	Data collection and management	✓	
	Data systems and tools clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols	–	

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Additional information	Reference to program Website	–	The manual does not list the Website or contact information for Program staff.
	Program staff contact information	–	
	Partnership with other utilities' programs	NA	
	All acronyms clearly defined	–	The manual does not define acronyms.
	Key marketing materials included or referenced	–	The manual mentions marketing materials but does not provide details.

Express Energy Efficiency Program Marketing Material Review

Key Elements	Indicators	Status ✓,v,—, or NA	Notes
Marketing plan in place	Marketing plan defined and mostly followed	NA	The Evaluation Team did not receive a marketing plan for review.
	Buy-in demonstrated in support and funding	NA	
	Stakeholder/market research informed plan	NA	
Collateral clearly describes the program and benefits for the participant		✓	
Marketing roles and responsibilities are clearly defined		✓	
Website provides complete information and is easy to navigate		✓	
Fact sheets, brochures, and other collateral available (online, POP, or other displays)		✓	
Metrics established to measure effectiveness of marketing and outreach activities		NA	The Evaluation Team did not receive any marketing effectiveness metrics.

Nonresidential Segment

Business Incentive Program

Business Incentive Program Materials* Review

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program implementation manual, operating guidelines, or handbook	Manual is comprehensive and complete (see detailed review of program manual in the next table)	v	The Program's operations manual is comprehensive with separate appendices including: samples of customer incentive and inspection forms, letters, workbooks, and measure detail. However, the manual is still in draft form (last updated 6/28/12).
Policies, procedures, and resources for staff training	Documented, concise, and relevant to audience	✓	In addition to procedures detailed in the Program manual, several of Focus on Energy's general procedural documents are available on the Program Administrator's SharePoint site to guide staff through nonresidential program delivery. However, these documents are not referenced in the Business Incentive Program manual.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	Forms are easily accessible for download directly at the Website. The forms include few instructions, although they do list several requirements and terms and conditions. In addition, there is no guidance on the Website demonstrating how to fill out forms. There are multiple forms available for Business Incentive Program projects online, but only a few are available as fillable PDFs. The lack of electronically fillable fields and
	Forms are easy to complete	v	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	–	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
			inability to save information in the forms may require that customers fill out a new form for each project.
Data collection and QA/QC protocols	Procedures for customer data collection are in place to enable program evaluation	v	Participant data is available, but nonparticipant data is not available. Customer contact information is not available for many projects. Detailed QA/QC and verification protocols are available in the operations manual and in the Business Incentive Program QA/QC Plan.
	Data collection procedure documentation is well organized and easy to follow	✓	
	There are error-checking processes and/or algorithms	✓	
	Program staff and trade allies receive clearly defined and detailed verification and inspection guidelines	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program marketing, outreach, and education materials	Marketing plan is available with event calendar and budgets identified	✓	In addition to detailed marketing information in the Program manual, a separate comprehensive marketing plan is available with calendar of events, budgets, and target markets described.
	Marketing roles are clearly defined	✓	
	Target markets identified	✓	
	Collateral (fact sheets, brochures, etc.) clearly describes the program and benefits for the participant	✓	
	Information is clear and concise	✓	
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Metrics established to measure effectiveness of marketing strategy	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	NA	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	Program information and applications are easily accessible on the program Website. There are frequently asked questions (FAQs) on the Business Incentive Program Website; however, no case studies or testimonials are available.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms are available	✓	
	Case studies, testimonials, FAQs available and prominently located	v	
Trade ally (TA) materials	Program brochures are available to assist with customer outreach	✓	There are no materials containing information about timelines for application and payment processing.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	✓	
	Materials provide clear expectations for the time required to process applications, review projects, process rebates, etc.	–	

* Business Incentive Program Focus on Energy Operations Manual V1.0, 6-28-2012; BIP Quality Assurance and Quality Control Plan 7-31-12; BIP Quality Assurance and Quality Control Plan 7-31-12; Focus on Energy Business Incentive Program, 2012 Tactical Marketing Plan, September 2012. Focus on Energy Business Incentive Program Summary of Appendix II; Business Fact Sheet, Business Incentive Program Overview; Business Programs Summary of Services & Incentives; Focus on Energy Trade Allies, Valuable partners of Focus on Energy; Business Incentive Website, http://www.focusonenergy.com/Business/Incentive.aspx.

Business Incentive Program Manual/Handbook Review

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Roles and Responsibilities	Roles, responsibilities, and hand-offs are clearly defined for key staff:		
	Program Administrator staff	✓	
	Implementer staff (including Energy Advisors)	✓	
	Utility account managers	✓	
	Trade allies/contractors	✓	
	Other stakeholders* (specify: ____)	NA	
Process Flowcharts and Organizational Charts	Clear process steps and checkpoints defined from implementation to incentive processing	v	Numbered lists outline and define the steps. There is a logic model, but there are no flowcharts for program processes. There are separate staffing charts for the various Implementer staff and subcontractors, but there is not a chart showing the hierarchy with all parties included.
	Clear responsibilities and reporting alignment demonstrated	v	
Program Requirements	Topics guide staff from design to implementation	✓	The manual lists measure types and details specific measures in the appendices. The manual provides qualitative goals (such as cost-effective savings and customer service), but does not provide established metrics for these goals. Key performance indicators are incomplete.
	Program overview provided with goals and eligibility requirements identified	✓	
	Eligible program measures and incentive structure well defined	✓	
	Trade ally participation requirements defined	✓	

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Program Procedures	Step-by-step instructions provided from application timing to payment processes	v	There is information about customer application submission requirements, but no guidelines on internal review and processing timelines. Although the manual details and defines post-inspection guidelines well, it does not clearly identify pre-inspection sampling requirements.
	Data collection, systems, tools, and management clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols clearly defined	v	
	Customer and trade ally touch points	✓	
Additional Resources	Reference to program Website is referenced	✓	The manual does not provide contact information for program staff.
	Program staff contact information provided	–	
	Partnership with other utilities' programs identified	NA	
	All acronyms clearly defined	✓	
	Key marketing strategies/materials included or referenced	✓	

* Other stakeholders may include qualified service providers, retailers, design team members, or others who participate in program delivery, but are not part of the formal utility and implementation contractor program team.

Chain Store And Franchises Program

Chain Store And Franchises Program Materials* Review

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program implementation manual, operating guidelines, or handbook	Manual is comprehensive and complete (see detailed review of program manual in the next table)	✓	The Program manual is very detailed. The appendices include samples of customer incentive and inspection forms, letters, workbooks, measure detail, etc.
Policies, procedures, and resources for staff training	Documented, concise, and relevant to audience	✓	Several of Focus On Energy's general procedural documents are available on the Program Administrator's SharePoint site to guide staff through nonresidential program delivery. However, the Program manual does not reference these documents.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	v	The Program Website links to a Web page that includes applications for all of the programs and requires the user to find the appropriate forms for the Chain Store and Franchise (CSF) Program.
	Forms are easy to complete	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Data collection and QA/QC protocols	Procedures for customer data collection are in place to enable program evaluation	v	Participant data are available, but nonparticipant data are not available. Participant contact information is not complete. Detailed QA/QC protocols are available in the operations manual.
	Data collection procedure documentation is well organized and easy to follow	✓	
	There are error-checking processes and/or algorithms	✓	
	Program staff and trade allies receive clearly defined and detailed verification and inspection guidelines	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program marketing, outreach, and education materials	Marketing plan is available with event calendar and budgets identified	✓	In addition to the marketing plan, a separate document details the Program's business strategy and target customers. Some, but not all, marketing initiatives in the marketing plan include tracking strategies.
	Marketing roles are clearly defined	✓	
	Target markets identified	✓	
	Collateral (fact sheets, brochures, etc.) clearly describes the program and benefits for the participant	✓	
	Information is clear and concise	✓	
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Metrics established to measure effectiveness of marketing strategy	v	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	NA	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	v	The Program Website links to a Web page that includes application forms for all of the programs. The forms are organized by project type (such as lighting and HVAC) rather than program. This makes it difficult for the user to find the appropriate forms. Case studies from 2009 and 2010 are available online, but they are not directly linked from CSF page; and difficult to find.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Case studies, testimonials, FAQs available and prominently located	v	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Trade ally (TA) materials	Program brochures are available to assist with customer outreach	✓	A Trade Ally Webinar is available and explains programs, but there is not a written summary. Trade Ally materials do not list expectations regarding time requirements for submitting or processing applications or rebates.
	Materials summarize Program information from TA perspective	v	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	✓	
	Materials provide clear expectations for the time required to process applications, review projects, process rebates, etc.	v	

*Materials reviewed: Focus on Energy Chain Stores and Franchises Program Operations Manual V2.0, Appendices I and II, 11/9/12; Program 2012 Tactical Marketing Plan, 6/28/2012; Documents and Deliverables Style Guide, 4/9/12; Equipment Pre-Qualification Procedure, 2/17/2012; Incentive Approvals Procedure, 2/17/2012; Program Change Procedure, 12/20/2011; Project Pre-Approvals Procedure, 11/26/2011; Focus on Energy Program Website http://www.focusonenergy.com/Business/franchises.aspx; Program Overview Factsheet; Trade Ally Application; Trade Ally Website http://www.focusonenergy.com/Tradeally/

Chain Store And Franchises Program Manual/Handbook Review

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Roles and Responsibilities	Roles, responsibilities, and hand-offs are clearly defined for key staff:		The manual does not identify Program Administrator staff. Utility Account Managers do not have a clearly defined role within the Program.
	Program Administrator staff	–	
	Implementer staff (including Energy Advisors)	✓	
	Utility account managers	–	
	Trade allies/contractors	✓	
	Other stakeholders* (specify: ____)	NA	
Process flowcharts and organizational charts	Clear process steps and checkpoints defined from implementation to incentive processing	✓	The operations manual includes several process flowcharts (such as logic models, project workflows, organizational charts).
	Clear responsibilities and reporting alignment demonstrated	✓	
Program Requirements	Topics guide staff from design to implementation	✓	
	Program overview provided with goals and eligibility requirements identified	✓	
	Eligible program measures and incentives well defined	✓	
	Trade ally participation guidelines defined	✓	
Program Procedures	Step-by-step instructions provided from application timing to payment processes	✓	The manual includes verification sampling guidelines under the Quality Assurance and Quality Control section. Although the manual details and defines post-inspection guidelines well, it does not clearly identify pre-inspection sampling requirements.
	Customer and trade ally touch points identified	✓	
	Data collection, systems, tools, and management clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols clearly defined	✓	

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Additional Resources	Program Website is referenced	v	References file locations are online, but they are not on the Program site. Some phone numbers are included in the Inter-program Referral and Transfer Process section. The manual includes undefined acronyms: HVAC, O&M, VFD (p. 13); CRM, FES, CFO (p.14), LED (p. 27), PSC (p. 30). Marketing materials are not included or referenced in the Program manual, but are covered in a separate Marketing Plan.
	Program staff contact information provided	–	
	Partnership with other utilities' programs identified	NA	
	All acronyms clearly defined	v	
	Key marketing strategies and materials included or referenced	✓	
* Other stakeholders may include qualified service providers, retailers, design team members, or others who participate in program delivery, but are not part of the formal utility and implementation contractor program team.			

Large Energy Users Program

Large Energy Users Program Materials* Review

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program implementation manual, operating guidelines, or handbook	Manual is comprehensive and complete (see detailed review of program manual in the next table)	✓	The Program operations manual is comprehensive and complete.
Policies, procedures, and resources for staff training	Documented, concise, and relevant to audience	✓	Focus On Energy's procedural documents are available on the Program Administrator's SharePoint site to guide staff through nonresidential program delivery. However, these documents are not referenced in the Large Energy Users Program manual.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	v	Application forms are readily available online, but are not intuitive for customers to use. In particular, customers could easily overlook custom forms.
	Forms are easy to complete	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Procedures for customer data collection are in place to enable program evaluation	v	Participant data is available, but nonparticipant data is not available. Participant contact information is not available for many projects. Data collection guidelines are not easily accessible and consistently documented. In addition to the Program manual, there is also a
	Data collection procedure documentation is well organized and easy to follow	v	
	There are error-checking processes and/or algorithms	✓	
	Program staff and trade allies receive clearly defined and detailed verification and inspection guidelines	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
			quality assurance manual that provides step-by-step verification guidelines.
Program marketing, outreach, and education materials	Marketing plan is available with event calendar and budgets identified	✓	There is a detailed marketing plan with events, calendars, and budgets. The Website describes the Program and benefits; however, a program brochure is not readily available. The marketing plan describes measurement tools but does not provide metrics.
	Marketing roles are clearly defined	✓	
	Target markets identified	✓	
	Collateral (fact sheets, brochures, etc.) clearly describes the program and benefits for the participant	–	
	Information is clear and concise	✓	
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Metrics established to measure effectiveness of marketing strategy	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	NA	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	v	It requires multiple clicks to get to information about the Large Energy Users program. However, FAQs are easily located on the Large Energy Users program Website. The Focus On Energy Website contains general case studies and best practices; however, these are not easily located in proximity to the Large Energy Users Website page.
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms are available	✓	
	Case studies, testimonials, FAQs available and prominently located	v	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Trade ally (TA) materials	Program brochures are available to assist with customer outreach	v	A dedicated Trade Ally Website contains detailed fact sheets and applications. However, other than a prescriptive incentives fact sheet, no customer outreach collateral materials are readily available. A biweekly newsletter provides updates for all programs. Individual equipment incentive application forms list submission timing requirements. Trade Ally materials do not list the requirements.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	✓	
	Materials provide clear expectations for the time required to process applications, review projects, process rebates, etc.	v	

* Focus on Energy Large Energy Users program documents reviewed: 2012 Policies and Procedure Manual (2/13/2012); Business Programs Summary of Services and Incentives (10/4/2012); Competitive Energy Efficiency Incentive 2013 – Large Energy Users Program; Custom Incentive Technical Review; FM-001 PROCEDURE: Invoice Approval for Implementers and Grantees (Rev. 11/28/11); Focus on Energy 2012 Marketing Manual – January 2012; Focus on Energy Website (last reviewed February 4, 2012); Incentive Agreement Amendment Form; Large Energy Program Quality Assurances and Measurement Verification Plan (DRAF -3/19/12); Large Energy Users Program Operations Manual (DRAFT-7/27/12); Marketing and Communications Program Plan – Large Energy Users Program April 2012-December 2012 (DRAFT – 11/02/12); Performance Based Assessment (7/8/2011); Prescriptive and Custom Applications; TM-003 PROCEDURE: Project Pre-Approvals (Rev. 10/26/11); Trade Ally Application.

Large Energy Users Program Manual/Handbook Review

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Roles and Responsibilities	Roles, responsibilities, and hand-offs are clearly defined for key staff:		The manual does not identify the utility account manager role.
	Program Administrator staff	✓	
	Implementer staff (including Energy Advisors)	✓	
	Utility account managers	–	
	Trade allies/contractors	✓	
	Other stakeholders* (specify: ____)	NA	
Process flowcharts and organizational charts	Clear process steps and checkpoints defined from implementation to incentive processing	v	An appendix provides an organizational chart and prescriptive process flowchart. No custom process flowchart is available.
	Clear responsibilities and reporting alignment	✓	
Program Requirements	Topics guide staff from design to implementation	✓	The appendix lists Program goals. Program goals are not in the overview. The manual details the overall program eligibility requirements,; however, customers are referred to prescriptive incentive application forms for additional information. There is limited discussion of Trade Ally participation requirements and guidelines.
	Program overview provided with goals and eligibility requirements identified	v	
	Eligible program measures and incentive structure well defined	✓	
	Trade ally participation requirements defined	v	

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Program Procedures	Step-by-step instructions provided from application timing to payment processes	✓	The manual provides detailed information about project, application intake, and incentive processing. The incentive application forms describe the timing for submission, but the Program manual does not. The manual identifies the data system as a new tool with additional features still in development. The manual does not cohesively address the operable features and use of the tool in one section.
	Data collection, systems, tools, and management clearly defined (name, who will use, and when in the process)	v	
	QA/QC, inspection and verification protocols clearly defined	✓	
	Customer and trade ally touch points	✓	
Additional Resources	Reference to program Website	v	Although there are occasional references to the Program Website, the manual does not provide an overview. The manual does not list contact information. The program manual does not reference the comprehensive marketing manual.
	Program staff contact information	✓	
	Partnership with other utilities' programs	✓	
	All acronyms clearly defined	v	
	Key marketing strategies and materials included or referenced		

* Other stakeholders may include qualified service providers, retailers, design team members, or others who participate in program delivery, but are not part of the formal utility and implementation contractor program team.

Small Business Program

Small Business Program Materials* Review

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program implementation manual, operating guidelines, or handbook	Manual is comprehensive and complete (see detailed review of program manual in the next table)	✓	The Program manual is comprehensive and provides details about all of the Program components.
Policies, procedures, and resources for staff training	Documented, concise, and relevant to audience	✓	In addition to the procedures the Program manual details, several Focus on Energy general procedural documents are available on SharePoint to guide staff through nonresidential program delivery. However, the Small Business Program operations manual does not reference these documents.
	Targeted customers and expected benefits defined	✓	
	Requirements for participation are clear	✓	
	Process steps, responsibilities, and timing are clear	✓	
	Checkpoints and QA processes are clear	✓	
Application and rebate forms, customer contracts	Forms are readily available or easy to access online	✓	
	Forms are easy to complete	✓	
	Requirements are clear	✓	
	Repeat entries/paperwork is minimized where possible	✓	
Data collection and QA/QC protocols	Procedures for customer data collection are in place to enable program evaluation	v	Participant data is available, but nonparticipant data is not available. The Small Business Program tracking system is well documented. It uses an iPad application that allows for direct data entry during an assessment. This reduces the likelihood of entry error.
	Data collection procedure documentation is well organized and easy to follow	✓	
	There are error-checking processes and/or algorithms	✓	
	Program staff and trade allies receive clearly defined and detailed verification and inspection guidelines	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes
Program marketing, outreach, and education materials	Marketing plan is available with event calendar and budgets identified	✓	A comprehensive marketing plan is available which includes an event calendar, budgets, and information about target markets. The target customer population does not require materials to be in alternate languages.
	Marketing roles are clearly defined	✓	
	Target markets identified	✓	
	Collateral (fact sheets, brochures, etc.) clearly describes the program and benefits for the participant	✓	
	Information is clear and concise	✓	
	Materials simply convey brand	✓	
	Value proposition is appropriate for target customers	✓	
	Metrics established to measure effectiveness of marketing strategy	✓	
	Alternate versions are available where appropriate to reach different customer segments or non-English speaking customers	NA	
Program information online/Website	Program information is obvious on the first- or second-level pages (home page or customer sector page)	✓	
	Requirements for participation are clear	✓	
	It is clear what equipment or measures the Program supports	✓	
	Application forms or locations are available	✓	
Trade ally (TA) materials	Program brochures are available to assist with customer outreach	✓	The Small Business Program has a dedicated, comprehensive Trade Ally Website with an enrollment fact sheet, an enrollment form, and program staff contact information.
	Materials summarize Program information from TA perspective	✓	
	Requirements for customer and project eligibility are clear	✓	
	Multiple communication channels provide resources specific to TAs (Websites, liaisons, etc.)	✓	
	Materials provide clear expectations for the time required to process applications, review projects, process rebates, etc.	✓	

Program Materials	Indicators	Status (✓,v,—, or NA)	Notes

*Focus on Energy Operations Manual Small Business Program, August 31, 2012; Process Flowchart, Trade Ally and Customer; Nonresidential Staples Small Business Program Plan; Organizational Chart Small Business; Focus on Energy Small Business Program Marketing Plan, May 14, 2012; Focus on Energy Small Business Program Product Specification Sheets and Details; Focus on Energy Small Business Program iPad Specifications; Small Business Program Trade Ally Application; Small Business Program Trade Ally Confirmation of Training; Small Business Program Trade Ally Training.

Small Business Program Manual/Handbook Review

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Roles and Responsibilities	Roles, responsibilities, and hand-offs are clearly defined for key staff:		A comprehensive Program manual includes descriptions of administrative and Energy Advisor roles; however, the manual summarizes the roles later in the document.
	Program Administrator staff	✓	
	Implementer staff (including Energy Advisors)	✓	
	Utility account managers	NA	
	Trade allies/contractors	✓	
	Other stakeholders* (specify: ____)	NA	
Program Requirements	Topics guide staff from design to implementation	✓	
	Program overview provided with goals and eligibility requirements identified	✓	
	Eligible program measures and incentive structure well defined	✓	
	Trade ally participation requirements defined	✓	
Process flowcharts and organizational charts	Clear process steps and checkpoints defined from implementation to incentive processing	✓	The Small Business Program has a comprehensive process flowchart which details customer and trade ally timelines and responsibilities for successful completion of Small Business Program projects. However, the Program manual does not reference the flowchart.
	Clear responsibilities and reporting alignment	✓	
Program Procedures	Step-by-step instructions provided from application timing to payment processes	✓	The Program manual provides step-by-step details of Program procedures from customer to Trade Ally engagement.
	Data collection, systems, tools, and management clearly defined (name, who will use, and when in the process)	✓	
	QA/QC, inspection and verification protocols clearly defined	✓	
	Customer and trade ally touch points	✓	

Key Elements	Indicators	Status (✓,v,—, or NA)	Notes
Additional Resources	Reference to program Website is provided	✓	The manual does not list contact information, but it does list the regional advisors' names.
	Program staff contact information is listed	–	
	Partnership with other utilities' programs identified	✓	
	All acronyms clearly defined	✓	
	Key marketing strategies and materials included or referenced	✓	

* Other stakeholders may include qualified service providers, retailers, design team members, or others who participate in program delivery, but are not part of the formal utility and implementation contractor program team.

CADMUS

Appendix M. Survey Instruments by Program

This appendix includes a sample survey/script for the following programs in Focus on Energy's Mass Market and Targeted Market portfolios:

- Residential Appliance Recycling Program Participant Survey
- Residential Appliance Recycling Program Nonparticipant Survey
- Express Energy Efficiency Participant Survey
- Express Energy Efficiency Nonparticipant Survey
- Residential Lighting Customer Survey
- Residential Lighting Customer Recruitment Script
- Multifamily Energy Savings Program Participating Property Owner/Manager Net-to-Gross Survey
- Chain Store and Franchises/Business Incentive Programs Participant Customer Survey
- Chain Store and Franchises Program Participant Customer Survey
- Large Energy User Program Participant Customer Survey
- Business Incentives Program Partial Participant Survey

Each survey section in this appendix includes:

- A table outlining the researchable questions the survey investigates
- A participant quota
- A sample of the script surveyors used to interview participants

Special text indicates the following throughout all of the survey scripts:

- Green text: Interviewer instructions
- Red text: CATI programming instructions
- Asterisk (*): Survey questions labeled with an asterisk are core questions that will be asked across all Focus on Energy phone surveys, where appropriate.



Residential Appliance Recycling Program Participant Survey

Wisconsin Focus on Energy
Residential Appliance Recycling Program
Participant Survey

Researchable Question	Current Survey Question Mapping
What is customer satisfaction with the Program?	C1-D4
What is customer perception of marketing materials?	B1-B7
How can the Program increase its energy and demand savings?	E1-G5
What are the gross and net electric and gas savings?	G1-G5

Quota: 60 (30 who discarded refrigerator and 30 who discarded freezer)

**Survey questions labeled with a "*" are core questions that will be asked across all Focus on Energy phone surveys, where appropriate.*

Hello, my name is _____ from _____. I'm calling on behalf of **Focus on Energy**. May I please speak to **[NAME]**?

I am following up on your household's participation in Focus on Energy's program where you recycled your **[APPLIANCENAME]**.

A. Introduction

A1. Are you the person in your household who is most familiar with this pick up?
1. Yes, I remember ***[SKIP TO A1b]***
2. Someone better to talk to
99. DON'T KNOW about the removal **[IF NEEDED: Focus on Energy offers an incentive to pick up and recycle old working refrigerators and freezers. A contractor would have picked the appliance up at your home and you would have been paid $30 later in the mail]** ***[IF STILL NOT FAMILIAR, THANK AND TERMINATE]***

A1a. **[ASK IF A1 = 2, 88]** May I please speak with that person? **[IF NOT AVAILABLE, ATTEMPT TO SCHEDULE A CALL BACK]**
1. Yes
2. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW

[TERMINATION SCRIPT: "Those are all the questions we have for you. Thank you very much for your time."]

A1b. Great, **Focus on Energy** would like to make this program as effective as possible. Would you be willing to participate in a short survey to help **Focus on Energy** evaluate and improve the Appliance Recycling Program? All your answers are confidential. ***[IF YES, CONTINUE TO A2.]***

[IF RESPONDENT ASKS HOW LONG, SAY "ABOUT 15 MINUTES."]

[IF THE RESPONDENT INDICATES THAT THIS IS NOT A CONVENIENT TIME, ASK IF THEY WOULD LIKE TO ARRANGE A SPECIFIC TIME FOR US TO CALL THEM BACK.]

[IF CUSTOMER IS WARY OF THE SURVEY, REASSURE THEM THAT YOU ARE NOT SELLING ANYTHING. IF NECESSARY, OFFER CAROL STEMRICH (608-266-8174) AS THE PERSON TO CONTACT WITH ANY QUESTIONS ABOUT THE VALIDITY OF THE RESEARCH.]

A2. ***[ASK IF # REF collected>0]*** Our program records indicate you received an incentive for having **[# REF collected]** refrigerator(s) recycled by Focus on Energy's program on **[PickupDt]**. Is this correct? **[IF NEEDED: Specifically a combo refrigerator/freezer, or standalone refrigerator]**

1. Yes, that is correct
2. No, not correct
88. REFUSED
99. DON'T KNOW

A3. ***[ASK IF A2=2, 88, or 99]*** How many refrigerators did you have recycled through Focus on Energy's program?

1. _____ **[RECORD QUANTITY OF REFRIGERATORS]**
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

A4. ***[ASK IF # FRZ collected>0]*** Our program records indicate you received an incentive for having **[# FRZ collected]** freezer(s) recycled by Focus on Energy's program on **[PickupDt]**. Is this correct? **[IF NEEDED: Specifically a standalone freezer]**

1. Yes, that is correct
2. No, not correct
88. REFUSED
99. DON'T KNOW

A5. **[ASK IF A4=2, 88, or 99]** How many freezers did you have recycled through Focus on Energy's program?

1. _____ **[RECORD QUANTITY OF FREEZERS]**
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

B. Awareness and Knowledge

Now I'd like to ask you some general questions about how you became aware of the program.

B1. *Where did you most recently learn about Focus on Energy's appliance pick-up and recycling program? **[SELECT ONLY ONE. DO NOT READ, BUT PROMPT IF NECESSARY.]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

B2. *Are there any other ways you heard about the program? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event

18. Other **[SPECIFY: _____]**
19. None / no other ways
88. REFUSED
99. DON'T KNOW

B3. *Are you aware of any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No
88. REFUSED
99. DON'T KNOW

B4. ***[ASK IF B3=1]** Have you participated in any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No
88. REFUSED
99. DON'T KNOW

B5. *What is the best way for Focus on Energy to inform you about energy-efficiency programs? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
19. Do not want to receive information
88. REFUSED
99. DON'T KNOW

B6. *What motivated you to recycle your **[APPLIANCENAME]** through Focus on Energy's program? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Save energy
2. Save money / appliance was expensive to run
3. Good for the environment / environmentally safe disposal / recycled
4. Recommended by a friend/relative
5. Recommended by a retailer/dealer
6. Recommended by a contractor
7. Cash/rebate/incentive payment
8. Utility sponsorship of the program
9. Free pick-up service/others don't pick up/don't have to take it myself
10. Easy/convenient
11. Never heard of any others/only one I know of
12. The appliance was a spare that I did not use very much
13. The appliance was old and I wanted something with more modern features
14. I wanted a bigger appliance
15. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

B7. How informed do you feel about all the ways you can save energy, including buying and using energy efficient appliances and equipment?

1. Very Informed
2. Somewhat Informed
3. Not Too Informed
4. Not At All Informed

88. REFUSED
99. DON'T KNOW

B8. *How important to you is saving energy in your home?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important ***[SKIP TO NEXT SECTION]***

88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

B9. *I am going to read through some energy saving actions you may have heard or read about. Please let me know if you frequently, sometimes, or never have taken these actions in your home over the past 12 months. **[MARK FOR EACH: 1=FREQUENTLY; 2=SOMETIMES; 3=NEVER; 88=REFUSED; 99=DON'T KNOW].**

[RANDOMIZE ORDER OF LIST]

A. Turn off lights in rooms that are unoccupied
B. Wash laundry in cold water
C. Unplug electronic equipment when not in use
D. Turn up cooling temperature in summer or turn down heating temperature in winter to save on energy
E. Took shorter showers
F. Turn down water heater temperature

B10. *Have you taken any other actions to save energy in your home in the last 12 months?

1. Yes **[SPECIFY: _____]**
2. No actions taken
88. REFUSED
99. DON'T KNOW

B11. *What challenges, if any, do you face in saving energy in your home? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Have a leaky/non-efficient/old home (leaky overall, windows, air sealing)
2. Can't control energy use by other household members
3. Don't know what to do (information)
4. Don't have money to invest in energy-efficient improvements
5. Have already done what we can and know to do
6. Health or comfort issues require higher energy use
7. Need energy for a home business or hobby
8. Hasn't been a priority
9. Have energy using equipment/appliances in need of repair
10. Rental property (limited ability to make changes)
11. Nothing/none/no challenges
12. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

C. Program Process

Now I'd like to ask you some general questions about the process you went through to participate in the program.

C1. How clear were the program's instructions for how to participate? Would you say:

1. Very Clear
2. Somewhat Clear

3. Not Too Clear
4. Not At All Clear
88. REFUSED
99. DON'T KNOW

C2. Did you feel like the timing for having the appliance(s) picked up was too long, too short, or just about right?
1. Too long
2. Too short
3. Just about right
88. REFUSED
99. DON'T KNOW

C3. After you requested the pick-up, did you get a phone call to confirm your pick-up date and time?
1. Yes
2. No
88. REFUSED
99. DON'T KNOW

C4. On the day of the pick-up, did you receive a call to let you know that someone would arrive in their designated pick-up timeframe?
1. Yes
2. No
88. REFUSED
99. DON'T KNOW

C5. How satisfied were you with the services of the people who removed your appliance?
1. Very Satisfied
2. Somewhat Satisfied
3. Not Too Satisfied
4. Not At All Satisfied
88. REFUSED
99. DON'T KNOW

C6. How long did it take to receive the $30 incentive check after your application was submitted?
(RECORD RESPONSE IN MONTHS. ROUND TO HALF MONTH. DECIMALS ALLOWED.)
_____ **[RECORD RESPONSE IN MONTHS]**
77. HAVE NOT RECEIVED INCENTIVE CHECK YET
88. REFUSED
99. DON'T KNOW

C7. How satisfied were you with the time it took to receive your incentive check for participating?
1. Very Satisfied
2. Somewhat Satisfied
3. Not Too Satisfied
4. Not At All Satisfied

88. REFUSED
99. DON'T KNOW

C8. How satisfied are you with the Focus on Energy Appliance Recycling Program overall?
1. Very Satisfied
2. Somewhat Satisfied
3. Not Too Satisfied
4. Not At All Satisfied
88. REFUSED
99. DON'T KNOW

C9. ***[ASK IF (C5=3 OR 4) OR (C7=3 OR 4) OR (C8=3 OR 4)]*** What about the Program were you dissatisfied with? **[DO NOT READ; MARK ALL THAT APPLY]**
1. Incentive was too small.
2. Contractor never called me back.
3. Contractor never showed up/showed up late.
4. Contractor was unreliable/unprofessional.
5. Difficult to get an appointment/time that was convenient for me.
6. Took too long for them to remove our [refrigerator, freezer].
7. Other **[SPECIFY: _____]**
8. Nothing
88. REFUSED
99. DON'T KNOW

C10. How likely is it you would recommend the Appliance Recycling Program to a friend? Use a 0 – 10 scale where 0 means extremely unlikely and 10 means extremely likely.
_____ **[RECORD RESPONSE]**
88. REFUSED
99. DON'T KNOW

C11. Is there anything you would suggest to improve Focus on Energy's Appliance Recycling Program? **[RECORD RESPONSE]**
1. No/None
88. REFUSED
99. DON'T KNOW

D. Satisfaction

D1. *What type of fuel do you use to heat your home?
1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

D2. *What type of fuel does your water heater use?

1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

D3. *Thinking about the price you pay and the electric service you receive, how would you rate your electric utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied

88. REFUSED
99. DON'T KNOW

D4. ****[ASK IF D1=1 or D2=1]*** Thinking about the price you pay and the gas service you receive, how would you rate your gas utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied

88. REFUSED
99. DON'T KNOW

D5. *What utility company provides your electric service?

1. **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

D6. ****[ASK IF D1=1 or D2=1]*** What utility company provides your gas service?

1. **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

E. Appliance Characteristics

[READ THE FOLLOWING TEXT IF (Total APP Collected > 1)] Although you recycled several appliances through the program, please answer the rest of the questions only about **[IF # REF collected=1 AND # FRZ collected=1 READ:** *the **[APPLIANCE]***, **IF # REF collected=2 OR # FRZ collected=2 READ:** *one of the **[APPLIANCE]**s you recycled.*

[IF ANY RESPONDENTS RECYCLED MULTIPLE REFRIGERATORS OR MULTIPLE FREEZERS THROUGH THE PROGRAM, HAVE THE RESPONDENT SELECT ONE APPLIANCE AND ANSWER ALL QUESTIONS ABOUT IT.]

E1. At the time you recycled it, approximately how old was the **[APPLIANCE]**? **[RECORD IN YEARS. ENTER "00" IF LESS THAN ONE YEAR OLD.]**

_____**[RECORD YEARS]**

88. REFUSED
99. DON'T KNOW

E2. How would you describe the condition of the **[APPLIANCE]** you recycled through the program? Would you say …? **[READ, RECORD ONE RESPONSE ONLY]**

1. It worked well and was in good physical condition.
2. It worked okay but had some problems [Example: it wouldn't defrost].
3. It didn't work (turned on but did not cool)
88. REFUSED
99. DON'T KNOW

E3. In the year before you removed the *[APPLIANCE]*, how much was it used? Was it…? **(READ LIST)**?

1. Kept running all the time **[SKIP TO E5]**
2. Plugged in only for special occasions or certain months of the year
3. Never plugged in or running **[SKIP TO E5]**
4. **(DO NOT READ)** Other **[SPECIFY: _____]**
88. REFUSED **[SKIP TO E5]**
99. DON'T KNOW **[SKIP TO E5]**

E4. During the year, how many total months do you think it was plugged in and running?

_____ **[RECORD MONTHS; RANGE: 1-12; HALF A MONTH=0.5]**

88. REFUSED
99. DON'T KNOW

E5. Before you made the decision to remove the *[APPLIANCE]*, in what room was it used/located?

1. Kitchen
2. Garage
3. Porch/patio
4. Basement
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F. Replacement

F1. Did you replace the **[APPLIANCE]** you recycled through Focus on Energy's program?

1. Yes
2. No **[SKIP TO NEXT SECTION]**
88. REFUSED **[SKIP TO NEXT SECTION]**
99. DON'T KNOW **[SKIP TO NEXT SECTION]**

F2. Why did you decide to replace your old **[APPLIANCE]**? **[READ LIST]**

1. Save energy (example: wanted a more efficient appliance)
2. Save money
3. Good for the environment
4. Recommended by a friend/relative
5. Recommended by a retailer/dealer
6. Recommended by a contractor
7. Cash/rebate/incentive payment
8. Utility sponsorship of the program
9. Wanted to upgrade (example: more space, new features, appearance)
10. Old appliance was not working well or at all
11. Was planning to give previous **[APPLIANCE]** away
12. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F3. Was the new replacement **[APPLIANCE]** new or used?

1. New
2. Used
88. REFUSED **[SKIP TO NEXT SECTION]**
99. DON'T KNOW **[SKIP TO NEXT SECTION]**

F4. Was the new replacement **[APPLIANCE]** an ENERGY STAR or high-efficiency model?

1. Yes
2. No **[SKIP TO F6]**
88. REFUSED **[SKIP TO F6]**
99. DON'T KNOW **[SKIP TO F6]**

F5. How important was the program in your decision to replace your old **[APPLIANCE]** with an ENERGY STAR or high-efficiency model?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important

88. REFUSED
99. DON'T KNOW

F6. Were you already planning to replace your **[APPLIANCE]** before you decided to recycle your existing unit through the Appliance Recycling Program?

1. Yes **[SKIP TO G1]**
2. No
88. REFUSED
99. DON'T KNOW

F7. Let me make sure I understand: you would *not* have replaced your **[APPLIANCE]** with a different [APPLIANCE] without the program? Is that correct?

1. Correct, I would not have replaced it without the program
2. Incorrect, I would have replaced it anyway
88. REFUSED
99. DON'T KNOW

G. Freeridership

G1. Had you considered getting rid of the **[APPLIANCE]** before you heard about Focus on Energy's Appliance Recycling Program?
[IF NECESSARY, BY "DISPOSE OF," I MEAN REMOVING THE APPLIANCE FROM YOUR HOME BY ANY MEANS, INCLUDING: SELLING IT, GIVING IT AWAY, HAVING SOMEONE PICK IT UP, OR TAKING IT TO THE DUMP OR A RECYCLING CENTER YOURSELF.]

1. Yes
2. No **[SKIP TO G7]**
88. REFUSED
99. DON'T KNOW

G2. Would you have kept your **[APPLIANCE]** had the program not been available?

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

G3. **[ASK ONLY IF G2=1 AND E5 = 1-5]** If you had kept the **[APPLIANCE]**, would you have kept it in the same location you mentioned earlier? That is would it have been located in: **[READ IN ANSWER FROM E5]**?

1. Yes **[SKIP TO G7]**
2. No **[SKIP TO G7]**
88. REFUSED **[SKIP TO G7]**
99. DON'T KNOW **[SKIP TO G7]**

G4. **[ASK ONLY IF G2<>1]** How would you have disposed of the unit if the program had not been available? **[ALLOW ONLY ONE ANSWER ; PROMPT IF NEEDED, READ LIST IN RANDOM ORDER]**

1. Sold it to a private party either by an ad or to someone you know
2. Sold it to a used appliance dealer
3. Given it away to a private party, such as a friend or neighbor
4. Given it away to a charity organization
5. Left it on the curb with free sign
6. Had it removed by the dealer you got your new or replacement **[APPLIANCE]** from **[DISPLAY ONLY IF F1=1]**
7. Hauled it to the dump yourself [or friend or family member]
8. Hauled to a recycling center yourself [or friend or family member]
9. Hired someone to take it to a dump or recycling center
10. Have it picked up by local waste management company
11. Kept it
12. Some other way **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

[If (G4 = 2 and AGE > 15) or G4 = 4 or G4 = 7 or G4 = 8] then read follow up question G5 along with the corresponding

[Read only if G4 = 2 and AGE > 15]
Used appliance dealers typically only buy units that are less than 15 years old and are in very good condition.

[Read only if G4 = 4]
Market research suggests many local charities (Goodwill or Vietnam Veterans of America) do not accept large appliances.

[Read only if G4 = 7 or 8]
Appliances are heavy and often require a truck, trailer, or large vehicle to relocate.

G5. ***[ASK IF* (G4 = 2 and AGE > 15) or G4 = 4 or G4 = 7 or G4 = 8*]*** Given this information, would you have **[READ IN ANSWER FROM G4]**, or would you have done something else?

1. Same thing as G4 **[SKIP TO G7]**
2. Something else

88. REFUSED **[SKIP TO G7]**
99. DON'T KNOW **[SKIP TO G7]**

G6. [ASK IF G5=2] How else would you have disposed of it?
[DO NOT READ; ALLOW ONLY ONE ANSWER BUT DO NOT ALLOW PREVIOUS ANSWER]

1. Sold it to a private party (example: friend, family member, Craig's list)
2. Sold it to a used appliance dealer

3. Given it away for free to a private party (example: friend, family member, Craig's list)
4. Given it away to a charity organization
5. Left it on the curb with free sign
6. Had it removed by the dealer you got your new or replacement appliance from **[DISPLAY ONLY IF F1= 1]**
7. Taken it to a dump yourself or recycling center yourself (or friend or family member)
8. Hiring someone to take it to a dump or recycling center
9. Have it picked up by local waste management company
10. Kept it
11. Some other way **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

G7. What is the main reason you chose Focus on Energy's program? **[DO NOT READ. RECORD ONLY ONE RESPONSE]**

1. Energy conservation
2. Free pick-up service
3. Savings on electric bill
4. To ensure it was recycled
5. Incentive
9. Other **[RECORD VERBATIM]**

88. REFUSED
99. DON'T KNOW

G8. Would you have participated in the program if the amount of the rebate had been less?

1. Yes
2. No **[SKIP TO H1]**

88. REFUSED
99. DON'T KNOW

G9. Would you have participated in the program with no rebate check at all?

1. Yes
2. No

88. REFUSED
99. DON'T KNOW

H. Spillover

H1. Since participating in the program, have you received any other rebate or incentive from Focus on Energy for other purchases or upgrades you have made?

1. Yes
2. No

88. REFUSED
99. DON'T KNOW

H2. Since participating in the program, have you installed any other energy-efficient products in your home for which you did NOT receive for free or receive a program rebate? **[IF NEEDED: By energy-efficient products, I mean appliances such as ENERGY STAR refrigerators or clothes washers; ENERGY STAR lighting such as CFL light bulbs; high efficiency air conditioners and heat pumps, etc.]**

1. Yes
2. No **[SKIP TO NEXT SECTION]**

88. REFUSED **[SKIP TO NEXT SECTION]**
99. DON'T KNOW **[SKIP TO NEXT SECTION]**

H3. What were the energy-efficient products that you purchased and installed without getting a rebate? Please only mention the equipment that is currently installed and operating.

[DO NOT READ LIST; MARK ALL MEASURES MENTIONED THAT WERE INSTALLED; 1=Yes; 2=No; 88= Refused; 99=Don't Know; Note: If the customer says they bought something but have not installed it, the measure has to be installed and operating for us to count it towards spillover]

A. CFLs
B. LEDs
C. Fluorescent tubes
D. ENERGY STAR Lighting fixtures or ceiling fan
E. Water-saving showerheads or faucet aerators
F. Windows
G. Insulation **[ASK FOLLOW UP: "What type (wall, ceiling, floor)?"]**
H. Air sealing
I. Pipe or water heater insulation
J. Water heater
K. Central AC
L. Furnace
M. Boiler
N. Other **[SPECIFY: _____]**

H4. **[ASK FOR EACH MEASURE A-I IN H3, WHERE H3A=1, H3B=1, H3C=1, H3D=1, H3E=1, H3F=1, H3G=1, H3I=1] [IF H3A=1, H3B=1, H3C=1, H3D=1, H3E=1, H3F=1 READ:** "How many <MEASURE> did you install?" **IF H3G=1 OR H3I READ:** "How many square feet of insulation did you install?"**]**

[RECORD QUANTITY]

88. REFUSED
99. DON'T KNOW

H5. **[ASK FOR EACH MEASURE A-I IN H3]** How important was the Appliance Recycling Program in your decision to install the **[MEASURE]**? Was it…. **[READ RESPONSES FOR EACH MEASURE; If respondent has more than two spillover measures, after 2x reading H5, read "And using the same scale, please rate how important the program was on your decision to install the other items you mentioned?"]**

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important
88. REFUSED
99. DON'T KNOW

H6. **[ASK FOR EACH MEASURE A-I IN H3]** Did you apply for a rebate from Focus on Energy for installing **[LIST MEASURES FROM H3 WHERE H3=1]**?

1. Yes, applied for rebate for all items
2. No, did not apply for any rebates
88. REFUSED
99. DON'T KNOW

H7. **[ASK FOR EACH MEASURE A-I IN H3] [ASK IF H6=2, 88, OR 99]** What are the reasons you did not apply for the Focus on Energy rebate **[IF H6=2, READ:** "for all the items you installed"**]**?

1. Didn't know I could get a rebate
2. Didn't qualify
3. Too much hassle/paperwork/time
4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I. Demographics

Now I have just a few final questions.

I1. *What type of home do you live in? Is it a: **[READ LIST]**

1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex)
3. Multifamily apartment or condo building with 4 or more units
4. Mobile/manufactured home
5. Co-op/retirement community
6. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I2. *Do you or members of your household own this home or do you rent?

1. Own/buying
2. Rent/lease
3. Occupied without payment of rent

4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I3. *Approximately how many square feet of living space does your home have? Don't include the basement unless it is a space that you consider lived in.? **[READ CATEGORIES IF NEEDED]**

1. Less than 1,000
2. 1,000 to less than 1,500
3. 1,500 to less than 2,000
4. 2,000 to less than 2,500
5. 2,500 to less than 3,000
6. 3,000 to less than 4,000
7. 4,000 or more
88. REFUSED
99. DON'T KNOW

I4. *About when was your home first built? **[READ CATEGORIES IF NEEDED]**

1. Before 1970s
2. 1970s
3. 1980s
4. 1990-1994
5. 1995-1999
6. 2000s
7. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I5. ***[ASK IF I2=2]** Do you pay your electric bill directly to your utility company, or is your electricity included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I6. ***[ASK IF I2=2 AND (ASK IF D1=1 OR D2=1)]** Do you pay your gas bill directly to your utility company, or is your gas included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

I7. *Including yourself, how many people currently live in this household on a full time basis**? [IF NEEDED: Please include everyone who lives in your home whether or not they are related to you and exclude anyone who is just visiting or in the military or children who may be away at college.]**

Number: ___

88. REFUSED
99. DON'T KNOW

I8. *What is the highest level of school that you have completed? **[READ CATEGORIES, IF NECESSARY.]**

1. Less than ninth grade
2. Ninth to twelfth grade; no diploma
3. High school graduate (includes GED)
4. Some college, no degree
5. Associates degree
6. Bachelor's degree
7. Graduate or professional degree

88. REFUSED
99. DON'T KNOW

I9. *Which of the following categories best represents your age? Please stop me when I get to the appropriate category.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older

88. REFUSED
99. DON'T KNOW

I10. *Which category best describes your total household income in 2011 before taxes? **[IF NEEDED: Please stop me when I get to the appropriate category.]**

1. Less than $20,000
2. $20,000, up to $50,000
3. $50,000, up to $75,000
4. $75,000, up to $100,000
5. $100,000, up to $150,000
6. $150,000, up to $200,000
7. $200,000 or more

88. REFUSED
99. DON'T KNOW

I11. ***[INTERVIEWER RECORD: DO NOT READ.]**

Gender:

1. Female
2. Male

CLOSING SCRIPT: Those are all the questions we have. **Focus on Energy** appreciates your input. Thank you for your time.

CADMUS

Residential Appliance Recycling Program Nonparticipant Survey

THE CADMUS GROUP, INC.

Wisconsin Focus on Energy
Residential Appliance Recycling Program
Nonparticipant Survey

Researchable Question	Current Survey Question Mapping
What are the barriers to increased customer participation and how effectively is the Program overcoming those barriers?	C1-D5
What is customer perception of marketing materials?	B1-B9

Quota: 60 (30 who discarded refrigerator and 30 who discarded freezer)

**Survey questions labeled with a "*" are core questions that will be asked across all Focus on Energy phone surveys, where appropriate.*

A. Introduction

Hello, my name is _____. from _____. I'm calling on behalf of **Focus on Energy**. I am calling to ask you some survey questions that will help **Focus on Energy** improve their energy-efficiency programs.

A1. Are you familiar with Focus on Energy?
1. Yes
2. No
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW

[Please retain answers to A1 question for all respondents as a component of the call disposition—even if they are terminated in next screener section.]

[IF A1=1, READ] Great, would you be willing to participate in a short survey to help Focus on Energy evaluate and improve their programs? All your answers will be kept confidential. ***[IF YES, CONTINUE TO A2.]***

[IF A1=2 OR 99, READ] Focus on Energy offers energy-efficiency programs that help customers save money on their utility bills. Would you be willing to participate in a short survey to help Focus on Energy evaluate and improve their programs? All your answers will be kept confidential. ***[IF YES, CONTINUE TO A2.]***

[If respondent asks how long, say "About 10 minutes."]

[If customer is wary of the survey, reassure them that we are not SELLING ANYTHING. We are interested in their opinions to help improve our programs, and understand how to assist customers in saving money on their utility bills. Their responses will remain confidential. If necessary, offer CAROL STEMRICH (608-266-8174) as the person to contact with any questions about the validity of the research.]

A2. Did you have a refrigerator or freezer removed from your home in 2011 or 2012? By remove, we mean getting rid of it either by selling it, giving it away, having someone pick it up, or taking it to the dump or a recycling center.
1. Yes, refrigerator(s) **[Combo refrigerator/freezer, or standalone refrigerator only]**
2. Yes, freezer(s) **[Standalone freezer only]**
3. Yes, both a refrigerator and freezer **[More than one separate appliance]**
4. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

A3. Did ***[IF A2=1 READ:*** the refrigerator; ***IF A2=2, READ:*** the freezer; ***IF A2=3, READ:*** *either* of the appliances***]*** work? **[IF RESPONDENT IS UNSURE, SAY: "Even if it didn't get cold, did the appliance turn on when it was plugged in?"]**
1. Yes
2. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

A4. Did you have ***[IF A2=1 READ:*** the refrigerator; ***IF A2=2, READ:*** the freezer; ***IF A2=3, READ:*** *either* of the appliances***]*** picked up through Focus on Energy's or your utility company's appliance recycling program? **[IF NEEDED: Focus on Energy offers an incentive to pick up and recycle old working refrigerators and freezers. A contractor would have picked the appliance up at your home and you would have been paid $30 later in the mail.]**
1. Yes ***[THANK AND TERMINATE]***
2. No
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

[TERMINATION SCRIPT: "Those are all the questions we have for you. Thank you very much for your time."]

B. Nonparticipant Awareness

B1. ***[ASK IF A1=1, ELSE SKIP TO B7]*** Prior to this phone call and your decision to remove the appliance(s), were you aware of the Focus on Energy appliance recycling program?
1. Yes
2. No ***[SKIP TO B5]***
88. REFUSED ***[SKIP TO B5]***
99. DON'T KNOW ***[SKIP TO B5]***

B2. *Where did you most recently hear about the Focus on Energy appliance pick-up and recycling program? **[SELECT ONLY ONE. DO NOT READ, BUT PROMPT IF NECESSARY.]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

B3. *Are there any other ways you heard about the program? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
19. None / no other ways

88. REFUSED
99. DON'T KNOW

B4. What made you decide not to have your appliance picked up through the Focus on Energy appliance recycling program? **[DO NOT READ. RECORD UP TO THREE RESPONSES.]**
1. Unit did not qualify
2. Did not know how to sign up
3. Was not able to schedule convenient pickup time
4. Too much hassle
5. Started to participate, but contractor or representative never came to get unit
6. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

B5. ***[ASK IF *A1=1]*** Are you aware of any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**
1. Yes **[SPECIFY: _____]**
2. No
88. REFUSED
99. DON'T KNOW

B6. ***[ASK IF *A1=1 and* B5=1]** Have you participated in any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**
1. Yes **[SPECIFY: _____]**
2. No
88. REFUSED
99. DON'T KNOW

B7. *What is the best way for Focus on Energy to inform you about energy-efficiency programs? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**
1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor

14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
19. Do not want to receive information
88. REFUSED
99. DON'T KNOW

B8. How informed do you feel about all the ways you can save energy, including buying and using energy efficient appliances and equipment?

1. Very Informed
2. Somewhat Informed
3. Not Too Informed
4. Not At All Informed
88. REFUSED
99. DON'T KNOW

B9. *How important to you is saving energy in your home?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important ***[SKIP TO NEXT SECTION]***
88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

B10. *I am going to read through some energy saving actions you may have heard or read about. Please let me know if you frequently, sometimes, or never have taken these actions in your home over the past 12 months. **[MARK FOR EACH: 1=FREQUENTLY; 2=SOMETIMES; 3=NEVER; 88=REFUSED; 99=DON'T KNOW].**

[RANDOMIZE ORDER OF LIST]

A. Turn off lights in rooms that are unoccupied
B. Wash laundry in cold water
C. Unplug electronic equipment when not in use
D. Turn up cooling temperature in summer or turn down heating temperature in winter to save on energy
E. Took shorter showers
F. Turn down water heater temperature

B11. *Have you taken any other actions to save energy in your home in the last 12 months?

1. Yes **[SPECIFY: _____]**
2. No actions taken
88. REFUSED
99. DON'T KNOW

B12. *What challenges, if any, do you face in saving energy in your home? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Have a leaky/non-efficient/old home (leaky overall, windows, air sealing)
2. Can't control energy use by other household members
3. Don't know what to do (information)
4. Don't have money to invest in energy-efficient improvements
5. Have already done what we can and know to do
6. Health or comfort issues require higher energy use
7. Need energy for a home business or hobby
8. Hasn't been a priority
9. Have energy using equipment/appliances in need of repair
10. Rental property (limited ability to make changes)
11. Nothing/none/no challenges
12. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

C. Appliance Characteristics

[IF A2=1 or 2, SAY:] I would like to ask you a few questions about the appliance you discarded.

[IF A2=3, SAY:] I would like to ask you a few questions about each of the appliances you discarded. We'll start with the refrigerator.

[IF A2=3 ASK QUESTIONS C1 THROUGH D5 FOR REFRIGERATOR, THEN C1 THROUGH D5 AGAIN FOR FREEZER]

[IF ANY RESPONDENTS DISCARDED MULTIPLE REFRIGERATORS OR MULTIPLE FREEZERS THAT WERE WORKING, WE JUST WANT TO KNOW ABOUT THE MOST RECENT REFRIGERATOR THEY DISCARDED OR THE MOST RECENT FREEZER THEY DISCARDED]

C1. At the time you removed it, approximately how old was the ***[APPLIANCE]***?
[RECORD AGE IN YEARS]

88. REFUSED
99. DON'T KNOW

C2. How would you describe the condition of the ***[APPLIANCE]*** you got rid of? Would you say …?
[READ LIST; RECORD ONE RESPONSE ONLY]

1. It worked well and was in good physical condition.
2. It worked okay but had some problems [Example: it wouldn't defrost].
3. It didn't work (turned on but did not cool)

88. REFUSED
99. DON'T KNOW

C3. In the year before you removed the ***[APPLIANCE]***, how much was it used? Was it…? **[READ LIST]**
1. Kept running all the time ***[SKIP TO C5]***
2. Plugged in only for special occasions or certain months of the year
3. Never plugged in or running ***[SKIP TO C6]***
4. **[DO NOT READ]** Other **[SPECIFY: _____]**
88. REFUSED ***[SKIP TO C5]***
99. DON'T KNOW ***[SKIP TO C5]***

C4. During the year, how many total months do you think it was plugged in and running?
_____ **[RECORD MONTHS; RANGE: 1-12; HALF A MONTH=0.5]**
88. REFUSED
99. DON'T KNOW

C5. Before you made the decision to remove the ***[APPLIANCE]***, in what room was it used/located?
1. Kitchen
2. Garage
3. Porch/patio
4. Basement
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C6. How did you remove your old ***[APPLIANCE]***? **[IF NEEDED, PROMPT: "For example, did you sell it or give it away?"]**
1. Sold it to a private party, either by running an ad or to someone you know
2. Sold it to a used appliance dealer
3. Gave it away to a private party, such as a friend or neighbor
4. Gave it away to a charity organization, such as Goodwill Industries or a church
5. Leave it on curb with free sign
6. Had it removed by the dealer you got your new or replacement appliance from
7. Hauled it to the dump yourself [or friend or family member]
8. Hauled to a recycling center yourself [or friend or family member]
9. Hired someone to take it to a dump or recycling center
10. Kept it
11. Some other way **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

D. Replacement

D1. Did you get a new ***[APPLIANCE]*** to replace the one you removed?
1. Yes
2. No ***[SKIP TO NEXT SECTION]***
88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

D2. How did you acquire the new replacement ***[APPLIANCE]***? Did you… **[READ LIST]**

1. Buy it
2. Get it for no charge
88. REFUSED
99. DON'T KNOW

D3. Why did you decide to replace your old ***[APPLIANCE]***? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Save energy (example: wanted a more efficient appliance)
2. Save money
3. Good for the environment
4. Recommended by a friend/relative
5. Recommended by a retailer/dealer
6. Recommended by a contractor
7. Cash/rebate/incentive payment
8. Utility sponsorship of the program
9. Wanted to upgrade (example: more space, new features, appearance)
10. Old appliance was not working well or at all
11. Was planning to give previous [**APPLIANCE**] away
12. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

D4. Was the new replacement ***[APPLIANCE]*** new or used?

1. New
2. Used
88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

D5. Was the new replacement ***[APPLIANCE]*** an ENERGY STAR or high-efficiency model?

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

E. Satisfaction

E1. *What type of fuel do you use to heat your home?

1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

E2. *What type of fuel does your water heater use?
1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

E3. *Thinking about the price you pay and the electric service you receive, how would you rate your electric utility on providing service that's worth what you pay?
1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

E4. ****[ASK IF E1=1 or E2=1]*** Thinking about the price you pay and the gas service you receive, how would you rate your gas utility on providing service that's worth what you pay?
1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

E5. *What utility company provides your electric service?
1. **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

E6. ****[ASK IF E1=1 or E2=1]*** What utility company provides your gas service?
1. **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F. Demographics

F1. *What type of home do you live in? Is it a: **[READ LIST]**
1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex)

3. Multifamily apartment or condo building with 4 or more units
4. Mobile/manufactured home
5. Co-op/retirement community
6. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F2. *Do you or members of your household own this home or do you rent?
1. Own/buying
2. Rent/lease
3. Occupied without payment of rent
4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F3. *Approximately how many square feet of living space does your home have? Don't include the basement unless it is a space that you consider lived in.? **[READ LIST IF NECESSARY]**
1. Less than 1,000
2. 1,000 to less than 1,500
3. 1,500 to less than 2,000
4. 2,000 to less than 2,500
5. 2,500 to less than 3,000
6. 3,000 to less than 4,000
7. 4,000 or more
88. REFUSED
99. DON'T KNOW

F4. *About when was your home first built? **[READ LIST IF NECESSARY]**
1. Before 1970s
2. 1970s
3. 1980s
4. 1990-1994
5. 1995-1999
6. 2000s
7. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F5. ****[ASK IF F2=2]*** Do you pay your electric bill directly to your utility company, or is your electricity included in your rent or condo fee?
1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F6. *_**[ASK IF F2=2 and (ASK IF E1=1 or E2=1)]**_ Do you pay your gas bill directly to your utility company, or is your gas included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F7. *Including yourself, how many people currently live in this household on a full time basis? **IF NEEDED: Please include everyone who lives in your home whether or not they are related to you and exclude anyone who is just visiting or in the military or children who may be away at college.**

Number: _____

88. REFUSED
99. DON'T KNOW

F8. *What is the highest level of school that you have completed? **[READ CATEGORIES, IF NECESSARY.]**

1. Less than ninth grade
2. Ninth to twelfth grade; no diploma
3. High school graduate (includes GED)
4. Some college, no degree
5. Associates degree
6. Bachelor's degree
7. Graduate or professional degree
88. REFUSED
99. DON'T KNOW

F9. *Which of the following categories best represents your age? Please stop me when I get to the appropriate category.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older
88. REFUSED
99. DON'T KNOW

F10. *Which category best describes your total household income in 2011 before taxes? **[IF NEEDED: "Please stop me when I get to the appropriate category."]**

1. Less than $20,000
2. $20,000, up to $50,000
3. $50,000, up to $75,000
4. $75,000, up to $100,000

5. $100,000, up to $150,000
6. $150,000, up to $200,000
7. $200,000 or more
88. REFUSED
99. DON'T KNOW

F11. ***[INTERVIEWER RECORD: DO NOT READ.]**
Gender:

1. Female
2. Male

CLOSING SCRIPT: Those are all the questions we have. **Focus on Energy** appreciates your input. Thank you for your time.



Express Energy Efficiency Participant Survey

THE CADMUS GROUP, INC.

FOE Express Energy Efficiency Participant Survey

Researchable Question	Discussion	Supporting Questions
What is the Program intent, process, and roles and responsibilities?	It is important to understand the intent and process of the Program to assess how well the processes are working.	NA
How well is the Program working?	Program effectiveness can be affected at many stages. Thus, speaking to stakeholders at all different levels of involvement with the Program is crucial to getting a well-rounded picture of how effectively the Program is operating.	B1-3, C1-10, FA1-7, SH1-8, P1-7, T1-5
Is the Program marketing strategy effective?	Participation (and thus energy savings) is partially dependent on the effectiveness of the Program marketing strategy.	B1-7, G1-6, H1-2, I1-11
How can the Program increase its energy and demand savings?	A wide variety of process issues can affect energy savings, such as trade ally training in marketing and implementing the Program, customer awareness and education about energy-efficiency options and benefits, customer resources to install measures, and whether the Program helps to ensure that direct-install measures persist. For EEE: Are participants leaving measures installed? Are participants remembering and then implementing audit recommendations and/or participating in other Focus on Energy programs?	B6, AP1-3, G1-6, H1
What are the barriers to increased customer participation, and how effectively does the Program overcoming those barriers?	The Program is designed to close the awareness, knowledge, motivation, price, and convenience gaps that often prevent customer participation. Evaluation research will characterize the primary barriers to selling Program services and how well the Program addresses the identified barriers. This will include assessing the current rebate levels.	C11-12, FA7-10, SH9-10, P8-9, G1-6, H1
How effective is the trade ally network in supporting contractors for Program implementation?	The Program depends on trade allies to market and sell Program services. The Program trained and qualified contractors in the trade ally network to conduct both Program outreach and implementation. Through interviews with trade allies, the Evaluation Team will explore contractor satisfaction, how well the network is working, successes and challenges of selling the Program, and suggestions for improving the Program's operation and success.	NA
What is the level of customer satisfaction with the Program?	Customer satisfaction with the various Program components and the overall Program provide an important indicator of Program effectiveness.	F1-6

Researchable Question	Discussion	Supporting Questions
How well does the Program leverage the current supply chain for Program measures and services?	Evaluation research will be used to assess the effectiveness of the Program's efforts on influencing the supply chain, and the Team will track how these efforts have affected business practices.	NA

Introduction

Introduction

Hello, I am [***name***] calling on behalf of Focus on Energy about some of the programs and services they offer to residential customers. Our records show you recently had an installation visit through the Express Energy Efficiency program. Would you have some time now to answer a few questions about your experience?

[IF NEEDED: Your answers will help us understand how the program is doing and where it can be improved. The survey should take around 30 minutes.]

[If customer is wary of the survey, reassure them that you are not SELLING ANYTHING. If necessary, offer CAROL STEMRICH (608-266-8174) as the person to contact with any questions about the validity of the research.]

Your responses will be kept strictly confidential. To start, I have a few questions to determine if you qualify for the study.

A. Screening

A1. Do you recall having someone come to your home to provide you with information about ways to save energy, and to install some products such as energy saving light bulbs, low flow showerheads, or faucet aerators **("AIR-RATE-ORS")**?
[IF NEEDED: This is also known as an Express Energy Efficiency installation visit, and it would have been provided free of charge for a limited time by Focus on Energy. You probably signed up on-line.]

1. Yes
2. No **[ASK "IS THERE SOMEONE ELSE IN YOUR HOME I COULD SPEAK TO NOW WHO MAY HAVE SIGNED UP FOR THE VISIT OR HAS BEEN INVOLVED IN MAKING WEATHERIZATION IMPROVEMENTS TO YOUR HOME?" IF SO, TRANSFER TO NEW PERSON AND REPEAT INTRO] [IF NO ONE ELSE IS AWARE, THANK AND TERMINATE]**
98. Don't know **[THANK AND TERMINATE]**
99. Refused **[THANK AND TERMINATE]**

B. Program Awareness

B1. How did you learn about the Express Energy Efficiency opportunity? **(RECORD ALL MENTIONED, DO NOT READ)**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard from utility
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. ValPak advertisement
19. Direct mail/brochure/postcard from another organization
20. Email from another organization
21. Online advertisement
22. Recommendation from previous participant
23. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

B2. Of the methods you mentioned, which had the biggest ipact on your decision to have an Express Energy Efficiency visit? **[DO NOT READ.]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard from utility
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores

16. Home/trade shows
17. Sporting or community event
18. ValPak advertisement
19. Direct mail/brochure/postcard from another organization
20. Email from another organization
21. Online advertisement
22. Recommendation from previous participant
23. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

B3.

B4.

B5.

[RECORD RESPONSE]

B6. Are you aware of any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No
88. Refused
99. Don't know

B7. **[ASK IF B4=1]** Have you participated in any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No
88. Refused
99. Don't know

B8. Through what media or information channels would you prefer to learn about opportunities such as the Express Energy Efficiency program? **[MULTIPLE RESPONSE, UP TO 3, prompt by reading list if necessary)**

1. Television
2. Radio/NPR ad
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard

7. Family/friends/word-of-mouth (including previous participant)
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. ValPak ad
19. Search engine ad
20. Direct phone call
21. Local organization or community center
22. Other **[SPECIFY: _____]**
23. Do not want to receive information
88. Refused
99. Don't know

B9. What motivated you to participate in Focus on Energy's Express Energy efficiency program? **[DO NOT READ LIST, SELECT ALL THAT APPLY]**

1. Learn how to save energy
2. Learn how to lower my energy bills
3. Concerned about the environment
4. Recommended by a friend/relative
5. Receive free products like CFLs (compact fluorescent light bulbs), showerheads, etc.
6. Learn what rebates exist
7. Learn how to make my home more comfortable/warmer/less drafty
8. Previous participation
9. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

Direct Install Measures

Now I would like to ask you about the energy-saving items you received through the program.

[ASK THE FOLLOWING MEASURE-SPECIFIC QUESTIONS ONLY FOR THOSE MEASURES THE PARTICIPANT RECEIVED]

Possible measures:

CFLs (C)
Faucet aerators (F)
Showerheads (SH)
Water heater temperature turn-down (T)
Insulation for water heater pipe (P)

C. CFL

[ASK SECTION IF MEASURE=CFL, ELSE SKIP TO NEXT MEASURE]

C1. Our records indicate that you received **[CFL_QUANTITY]** compact fluorescent light bulbs, also known as CFLs. Is this correct?
1. Yes **[SKIP TO C3]**
2. Yes, I received CFLs, but quantity is not correct
3. No, I did not receive any CFLs **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

C2. How many CFLs did you receive?
[RECORD NUMBER]_____
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

C3. Did the contractor install the CFLs directly into your fixtures or were they left with you to install yourself?
1 The CFLs were installed directly in the light fixtures **[SKIP TO C5]**
2 The CFLs were left behind for me to install
3 I did not receive CFLs **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW**[SKIP TO NEXT MEASURE]**

C4. Did you install any of the CFLs?
1. Yes **[SPECIFY HOW MANY WERE INSTALLED: _____]**
2. No **[SKIP TO C10]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

C5. **[ASK IF C3=1]** How many CFLs did the contractor install during the visit?
[RECORD NUMBER]_____ **[IF QUANTITY=0, SKIP TO C10]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

C6. Have you since removed any of the CFLs from the original fixture where they were installed?

1 Yes
2 No **[SKIP TO C10]**
88. REFUSED **[SKIP TO C10]**
99. DON'T KNOW **[SKIP TO C10]**

C7. How many of the light bulbs did you remove?
[RECORD NUMBER]_____
88. REFUSED
99. DON'T KNOW

C8. What did you do with these **[QUANTITY FROM C7]** CFLs?

1. Moved them to a different room in the house **[SPECIFY WHERE THEY WERE MOVED TO]**
2. Storing them for future use
3. Threw them away / recycled them
4. Gave them to someone else
88. REFUSED
99. DON'T KNOW

C9. What are the reasons you removed the bulbs(s)? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Burned out
2. Broke/stopped working
3. Bulb was too bright
4. Bulb was not bright enough
5. Delay in light coming on
6. Did not work with dimmer/3-way switch
7. Didn't fit properly
8. Stuck out of fixture
9. Light color
10. Interference with radio, TV, other electronic devices
11. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C10. **[ASK IF C4=2 OR C5=0 OR ((CFL_QUANTITY OR C2)> (C4 OR C5))]** What did you do with the CFLs that were not installed? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Storing them for future use
2. Threw them away / recycled them
3. Gave them to someone else
4. Broken
88. REFUSED
99. DON'T KNOW

C11. How satisfied are you with the CFLs you received?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

C12. Can you explain why you are **[INSERT RESPONSE FROM C11]**? **[DO NOT READ, MARK ALL THAT APPLY]**

Negative

1 I don't like the color of the light
2 The light is too bright
3 The light is too dim
4 They flicker
5 They take too long to light up
6 They don't fit well in my fixtures
7 They don't look nice in my fixtures
8 I just didn't like them
9 They burn out quickly

Positive

10 They're better than the bulbs I had
11 They're just fine or I just like them
12 I like the way they look
13 They give good light
14 They save energy
15 They [will] save me money
16 They were free
17 I needed new light bulbs anyway
18 I won't have to change hard-to-reach fixture
19 I won't have to change the bulb frequently

20 Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C11. How satisfied are you with the CFLs you received?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

F. FAUCET AERATORS

[ASK SECTION IF MEASURE=FAUCET AERATOR, ELSE SKIP TO NEXT MEASURE]

F1. Our records indicate that you received **[FA_QUANTITY]** faucet aerators. Is this correct? **[IF NEEDED: These go on water faucets to break up the water flow. They may be replacing old ones in your kitchen or bathroom sinks]**

1. Yes **[SKIP TO F3]**
2. Yes, I received faucet aerators, but quantity is not correct
3. No, I did not receive any faucet aerators **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

F2. **[ASK IF F1=2]** How many faucet aerators did you receive?
[RECORD NUMBER]_____
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

F3. Did the contractor install the faucet aerators directly into your fixtures or were they left with you to install yourself?

1 The faucet aerators were installed directly in the fixtures **[SKIP TO F5]**
2 The faucet aerators were left behind for me to install
3 I did not receive faucet aerators **[SKIP TO NEXT MEASURE]**
88. REFUSED
99. DON'T KNOW

F4. Did you install any of the Faucet aerators?

1. Yes **[SPECIFY HOW MANY WERE INSTALLED: _____]**
2. No **[SKIP TO F8]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

F5. **[ASK IF F3=1]** How many faucet aerators did the contractor install during the visit?
[RECORD NUMBER]_____ [IF QUANTITY=0, SKIP TO F8]

88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

F6. Have you since removed any of the aerators from the original fixture where they were installed?
1 Yes **[RECORD NUMBER REMOVED: _____]**
2 No **[SKIP TO F9]**
88. REFUSED **[SKIP TO F9]**
99. DON'T KNOW **[SKIP TO F9]**

F7. What are the reasons you removed the aerator(s)? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Didn't like the flow of water
2. Didn't like how it looked
3. Didn't fit properly
4. Broken
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F8. **[ASK IF F4=2 OR F5=0 OR ((FA_QUANTITY OR F2)> (F4 OR F5))]** What did you do with the faucet aerators that were not installed? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Storing them for future use
2. Threw them away
3. Gave them to someone else
4. Broken
88. REFUSED
99. DON'T KNOW

F9. **[ASK IF F4=1 OR F5>0]** How satisfied are you with the faucet aerators you received?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

F10. Can you explain why you are **[INSERT RESPONSE FROM F9]**? **[DO NOT READ, MARK ALL THAT APPLY]**

Negative

1 I do not like the kind it is (standard vs. swivel)

2 The flow is too weak/slow
3 It is at the wrong angle
4 I just didn't like it

Positive

5 It is the kind I prefer (standard vs. swivel)
6 It has the right pressure/strength
7 I needed faucet aerators anyway
8 It works
9 My old aerator wasn't working well
10 It is just fine or I just like it

1 Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

SH. LOW FLOW SHOWERHEADS

[ASK SECTION IF MEASURE=SHOWERHEAD, ELSE SKIP TO NEXT MEASURE]

SH1. Our records indicate that you received **[SH_QUANTITY]** low flow showerheads. Is this correct?
1. Yes **[SKIP TO SH3]**
2. Yes, I received low flow showerheads, but quantity is not correct
3. No, I did not receive any low flow showerheads **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

SH2. **[ASK IF SH1=2]** How many showerheads did you receive?
[RECORD NUMBER]_____
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

SH3. Did the contractor install the showerheads directly into your shower or were they left with you to install yourself?
1 The showerheads were installed directly in the fixtures **[SKIP TO SH5]**
2 The showerheads were left behind for me to install
3 I did not receive showerheads **[SKIP TO NEXT MEASURE]**
88. REFUSED
99. DON'T KNOW

SH4. Did you install any of the Showerheads?
1. Yes **[SPECIFY HOW MANY WERE INSTALLED: _____]**
2. No **[SKIP TO SH8]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

SH5. **[ASK IF SH3=1]** How many showerheads did the contractor install during the visit?
[RECORD NUMBER]_____ [IF QUANTITY=0, SKIP TO SH8]
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

SH6. Have you since removed any of the showerheads from the original fixture where they were installed?
1 Yes **[RECORD NUMBER REMOVED: _____]**
2 No **[SKIP TO SH9]**
88. REFUSED **[SKIP TO SH9]**
99. DON'T KNOW **[SKIP TO SH9]**

SH7. What are the reasons you removed the showerhead(s)? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Didn't like the flow of water
2. Didn't like how it looked
3. Didn't fit properly
4. Broken
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

SH8. **[ASK IF SH4=2 OR SH5=0 OR ((SH_QUANTITY OR SH2)> (SH4 OR SH5))]** What did you do with the showerheads that were not installed? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Storing them for future use
2. Threw them away
3. Gave them to someone else
4. Broken
88. REFUSED
99. DON'T KNOW

SH9. **[ASK IF SH4=1 OR SH5>0]** How satisfied are you with the showerheads you received?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

SH10. Can you explain why you are **[INSERT RESPONSE FROM SH9]**? **[DO NOT READ, MARK ALL THAT APPLY]**

Negative

1 I do not like the kind it is (standard vs. swivel)
2 The flow is too weak/slow
3 It is at the wrong angle
4 I just didn't like it

Positive

5 It is the kind I prefer (standard vs. swivel)
6 It has the right pressure/strength
7 I needed a new showerhead anyway
8 It works
9 My old aerator wasn't working well
10 It is just fine or I just like it

11 Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

P. WATER HEATER PIPE INSULATION

[ASK SECTION IF MEASURE=WATER HEATER PIPE INSULATION, ELSE SKIP TO NEXT MEASURE]

P1. Our records indicate that you received **[P_QUANTITY]** feet of water heater pipe insulation. Is this correct?

1. Yes **[SKIP TO P3]**
2. Yes, I received water heater pipe insulation, but amount is not correct
3. No, I did not receive any water heater pipe insulation **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

P2. **[ASK IF P1=2]** How much pipe insulation did you receive?

[RECORD NUMBER]_____

88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

P3. Did the contractor install the pipe insulation directly on to your water heater pipe or was it left with you to install yourself?

1 The pipe insulation was installed directly in the fixtures **[SKIP TO P5]**
2 The pipe insulation was left behind for me to install
3 I did not receive pipe insulation **[SKIP TO NEXT MEASURE]**
88. REFUSED
99. DON'T KNOW

P4. Did you install the Pipe insulation?

1. Yes
2. No **[SKIP TO P7]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

P5. Have you since removed any of the pipe insulation from where it was originally installed?

1 Yes
2 No **[SKIP TO P8]**
88. REFUSED **[SKIP TO P8]**
99. DON'T KNOW **[SKIP TO P8]**

P6. What are the reasons you removed the pipe insulation? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, 88=REFUSED; 99=DON'T KNOW]**

1. Wasn't helping to insulate enough / wasn't seeing any difference
2. Didn't like how it looked
3. Didn't fit properly
4. Damaged/torn
5. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

P7. **[ASK IF P4=2]** What did you do with the pipe insulation that was not installed? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Storing it for future use
2. Threw it away
3. Gave them to someone else
4. Damaged/torn
88. REFUSED
99. DON'T KNOW

P8. **[ASK IF P4=1 OR P3=1]** How satisfied are you with the pipe insulation you received?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

P9. Can you explain why you are **[INSERT RESPONSE FROM P8]**? **[DO NOT READ, MARK ALL THAT APPLY]**

Negative

1 I do not like the type of insulation
2 The water is too hot now
3 It is not installed right
4 I just didn't like it

Positive

5 It has the right insulation
6 I needed pipe insulation anyway
7 It works
8 My old insulation was not in place anymore
9 It is just fine or I just like it

10 Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

T. WATER HEATER TEMPERATURE TURN-DOWN

[ASK IF MEASURE=WATER HEATER TEMPERATURE TURN-DOWN, ELSE SKIP TO NEXT MEASURE]

T1. Our records show that the contractor turned down your water heater temperature. Do you remember this?

1 Yes
2 The water heater temperature was not turned down **[SKIP TO NEXT MEASURE]**
88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

T2. What is the reduced temperature currently set at?
[RECORD NUMBER]_____

88. REFUSED
99. DON'T KNOW

T3. Did the contractor turn down your water heater temperature or did they suggest that you turn it down?

1 The contractor turned down the water heater temperature **[SKIP TO T5]**
2 They asked me to turn down the water heater temperature
3 My water heater temperature was not turned down **[SKIP TO NEXT MEASURE]**

88. REFUSED **[SKIP TO NEXT MEASURE]**
99. DON'T KNOW **[SKIP TO NEXT MEASURE]**

T4. Did you turn it down to the suggested temperature?

1 Yes
2 No
88. REFUSED
99. DON'T KNOW

T5. Have you adjusted the water heater temperature since?

1 Yes **[SPECIFY WHETHER THEY TURNED IT UP OR DOWN, AND TO WHAT TEMPERATURE THEY SET IT AT]**
2 No
88. REFUSED
99. DON'T KNOW

Additional Program Information

AP1. After participating in the program, have you installed any additional **[PROGRAM MEASURES INSTALLED]** on your own without any incentives? **[YES=1, NO=2, 88=REFUSED, 99=DON'T KNOW]**

A. CFLs **[IF YES, SPECIFY HOW MANY THEY HAVE INSTALLED: _____]**
B. Faucet aerators **[IF YES, SPECIFY HOW MANY THEY HAVE INSTALLED: _____]**
C. Showerheads **[IF YES, SPECIFY HOW MANY THEY HAVE INSTALLED: _____]**
D. Insulation for water heater pipe **[IF YES, SPECIFY HOW MUCH THEY HAVE INSTALLED: _]**

AP2. Did your installation technician provide you with information on other ways you can save energy during your Express Energy Efficiency visit?

1. Yes
2. No
88. Refused
99. Don't know

AP3. Have you taken any of these actions or made any of the improvements suggested?

1. Yes **[SPECIFY WHAT THEY DID]**
2. No
88. Refused
99. Don't know

AP4. Did you receive information on other programs from Focus on Energy or your utility for energy efficiency products and services during your Express Energy Efficiency visit?

1. Yes
2. No
88. Refused
99. Don't know

AP5. Do you plan to participate in any Focus on Energy programs within the next year?

1. Yes **[SPECIFY: _____]**
2. No
88. Refused
99. Don't know

F. Program Satisfaction (ASK ALL)

F1. How satisfied were you with the process to sign up for your EEE visit? Would you say you were… **[READ LIST]**

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
88. Refused
99. Don't know

F2. How satisfied were you with the process to schedule your EEE visit? Would you say you were…

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
88. Refused
99. Don't know

F3. How satisfied were you with the skill and professionalism of the technician that visited you? Would you say you were…

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied

88. Refused
99. Don't know

F4. How satisfied were you with your Express Energy Efficiency visit as a whole experience? Would you say you were…
1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
88. Refused
99. Don't know

F5. **[IF F1, F2, F3, F4 =3,4]** You mentioned you were less than satisfied with **[insert from above]**. Could you tell me more about why you were not satisfied?
RECORD RESPONSE

F6. Is there anything you would suggest to improve Focus on Energy's Express Energy Efficiency program?
RECORD RESPONSE
5. None
-98. REFUSED
-99. DON'T KNOW

G. KNOWLEDGE OF AND ATTITUDES TOWARD ENERGY EFFICIENCY

I would now like to ask you a few questions on a slightly different topic.

G1. How informed do you feel about all the ways you can save energy, including buying and using energy efficient appliances and equipment?
1. Very Informed
2. Somewhat Informed
3. Not Too Informed
4. Not At All Informed
88. Refused
99. Don't know

G2. Following your Express Energy Efficiency visit, would you say you are…
1. Much more informed about ways to save energy
2. Somewhat more informed **(about ways to save energy)**
3. Not much more informed **(about ways to save energy)**
4. Not at all more informed **(about ways to save energy)**
88. Refused

99. Don't know

G3. How important to you is saving energy in your home?
1. Very important
2. Somewhat important
3. Not too important
4. Not at all important
88. Refused
99. Don't know

G4. **[ASK IF G3=1,2,or 3]** I am going to read through some energy saving actions you may have heard or read about. Please let me know if you frequently, sometimes, or never have taken these actions in your home over the past 12 months. **[Randomize order].**
1. Frequently
2. Sometimes
3. Never
88. Refused
99. Don't know

G4a. Turn off lights in rooms that are unoccupied
G4b. Wash laundry in cold water
G4c. Unplug electronic equipment when not in use
G4d. Turn up cooling temperature in summer or turn down heating temperature in winter to save on energy
G4e. Took shorter showers
G4f. Turn down water heater temperature

G5. **[ASK IF G3=1,2,or 3]** Have you taken any other actions to save energy in your home in the last 12 months?
1. Yes **[SPECIFY: _____]**
2. None / no actions taken
88. Refused
99. Don't know

G6. **[ASK IF G3=1,2,or 3]** What challenges, if any, do you face in saving energy in your home? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -98=REFUSED; -99=DON'T KNOW]**
1. Have an older (leaky/non-efficient) home
2. Can't control energy use by other household members
3. Don't know what to do (information)
4. Don't have money to invest in energy-efficient improvements
5. Have already done what we can and know to do
6. Health or comfort issues require higher energy use
7. Need energy for a home business or hobby

8. Hasn't been a priority
9. Have energy using equipment/appliances in need of repair
10. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

H. HOUSEHOLD CHARACTERISTICS

We are close to being done. I would now like to ask you a few questions about your home. These questions are for classification purposes only.

H1. Thinking about the price you pay and the electric service you receive, how would you rate your electric utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. Refused
99. Don't know

H2. **[ASK IF H1=1 OR H2=1]** Thinking about the price you pay and the gas service you receive, how would you rate your gas utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. Refused
99. Don't know

I. CUSTOMER DEMOGRAPHICS

Now I have a few questions for statistical purposes only.

I1. What type of home do you live in? Is it a: **[READ LIST]**

1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex)
3. Multifamily apartment or condo building with 4 or more units
4. Mobile/manufactured home
5. Co-op/retirement community
6. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I2. Do you or members of your household own this home or do you rent?

1. Own/buying
2. Rent/lease
3. Occupied without payment of rent
4. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I3. Approximately how many square feet of living space does your home have? Don't include the basement unless it is a space that you consider lived in.? **[READ CATEGORIES IF NEEDED]**

1. Less than 1,000
2. 1,000 to less than 1,500
3. 1,500 to less than 2,000
4. 2,000 to less than 2,500
5. 2,500 to less than 3,000
6. 3,000 to less than 4,000
7. 4,000 or more

88. Refused
99. Don't know

I4. About when was your home first built? [READ CATEGORIES IF NEEDED]

1. Before 1970s
2. 1970s
3. 1980s
4. 1990-1994
5. 1995-1999
6. 2000s
7. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I5. **[ASK IF I2=2]** Do you pay your electric bill directly to your utility company, or is your electricity included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I6. **[ASK IF I2=2 AND (H1=1 OR H2=1]** Do you pay your gas bill directly to your utility company, or is your gas included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I7. Including yourself, how many people currently live in this household on a full time basis? **[IF NEEDED: please include everyone who lives in your home whether or not they are related to you and exclude anyone who is just visiting or in the military or children who may be away at college.]**

Number: ___

88. Refused
99. Don't know

I8. What is the highest level of school that you have completed? [read categories, if necessary.]

1. Less than ninth grade
2. Ninth to twelfth grade; no diploma
3. High school graduate (includes GED)
4. Some college, no degree
5. Associates degree
6. Bachelor's degree
7. Graduate or professional degree

88. Refused
99. Don't know

I9. Which of the following categories best represents your age? Please stop me when i get to the appropriate category.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older
88. Refused
99. Don't know

I10. Which category best describes your total household income in 2011 before taxes? [if needed: "please stop me when i get to the appropriate category."]

1. Less than $20,000
2. $20,000, up to $50,000
3. $50,000, up to $75,000
4. $75,000, up to $100,000
5. $100,000, up to $150,000
6. $150,000, up to $200,000
7. $200,000 or more
88. Refused
99. Don't know

I11. **[INTERVIEWER RECORD: DO NOT READ.]**

Gender:

1. Female
2. Male

CLOSING SCRIPT: Those are all the questions we have. **Focus on Energy** appreciates your input. Thank you for your time.

CADMUS

Express Energy Efficiency Nonparticipant Survey

THE CADMUS GROUP, INC.

FOE Express Energy Efficiency
NON Participant Survey

Researchable Question	Discussion	Supporting Questions
What is the Program intent, process, and roles and responsibilities?	It is important to understand the intent and process of the Program to assess how well the processes are working.	NA
How well is the Program working?	Program effectiveness can be affected at many stages. Thus, speaking to stakeholders at all different levels of involvement with the Program is crucial to getting a well-rounded picture of how effectively the Program is operating.	NA
Is the Program marketing strategy effective?	Participation (and thus energy savings) is partially dependent on the effectiveness of the Program marketing strategy.	B1-B3, C5-C9, H1-H4, I1-I12
How can the Program increase its energy and demand savings?	A wide variety of process issues can affect energy savings, such as trade ally training in marketing and implementing the Program, customer awareness and education about energy-efficiency options and benefits, customer resources to install measures, and whether the Program helps to ensure that direct-install measures persist. For EEE: Are participants leaving measures installed? Are participants remembering and then implementing audit recommendations and/or participating in other Focus on Energy programs?	B4, F4, G5
What are the barriers to increased customer participation, and how effectively does the Program overcoming those barriers?	The Program is designed to close the awareness, knowledge, motivation, price, and convenience gaps that often prevent customer participation. Evaluation research will characterize the primary barriers to selling Program services and how well the Program addresses the identified barriers. This will include assessing the current rebate levels.	B5, B6, C1-C4, F4, G1-G4, H1-H4, I1-I12
How effective is the trade ally network in supporting contractors for Program implementation?	The Program depends on trade allies to market and sell Program services. The Program trained and qualified contractors in the trade ally network to conduct both Program outreach and implementation. Through interviews with trade allies, the Evaluation Team will explore contractor satisfaction, how well the network is working, successes and challenges of selling the Program, and suggestions for	NA

Researchable Question	Discussion	Supporting Questions
	improving the Program's operation and success.	
What is the level of customer satisfaction with the Program?	Customer satisfaction with the various Program components and the overall Program provide an important indicator of Program effectiveness.	F1-F3
How well does the Program leverage the current supply chain for Program measures and services?	Evaluation research will be used to assess the effectiveness of the Program's efforts on influencing the supply chain, and the Team will track how these efforts have affected business practices.	NA

Quota: 15

THE CADMUS GROUP, INC.

Introduction

Introduction

Hello, I am [***name***] calling on behalf of Focus on Energy, which is Wisconsin utilities' statewide energy efficiency and renewable resource program. Our records show you recently signed up for an Express Energy Efficiency visit, but did not pursue it. We would like to understand why you did not complete the program, in order to make improvements that will help the program serve customers better. Would you have some time now to answer a few questions about your experience?

[IF NEEDED: Your answers will help us understand how the program is doing and where it can be improved. The survey should take around 20 minutes.]

[If customer is wary of the survey, reassure them that you are not SELLING ANYTHING. If necessary, offer CAROL STEMRICH (608-266-8174) as the person to contact with any questions about the validity of the research.]

Your responses will be kept strictly confidential. To start, I have a few questions to determine if you qualify for the study.

A. Screening

A1. Do you recall signing up for a technician to come to your home to install items such as energy saving light bulbs, low flow showerheads, or faucet aerators **("AIR-RATE-ORS")**?
[IF NEEDED: This is also known as an Express Energy Efficiency installation visit, and it would have been provided free of charge for a limited time by Focus on Energy. You probably signed up on-line.]

1. Yes
2. No **[ASK "IS THERE SOMEONE ELSE IN YOUR HOME I COULD SPEAK TO NOW WHO MAY HAVE SIGNED UP FOR THE VISIT OR HAS BEEN INVOLVED IN MAKING WEATHERIZATION IMPROVEMENTS TO YOUR HOME?" IF SO, TRANSFER TO NEW PERSON AND REPEAT INTRO]**
88. Refused **[THANK AND TERMINATE]**
99. Don't know **[THANK AND TERMINATE]**

A2. Our records show that you ultimately did not receive the visit or the installation of free materials. Is that correct?

1. Yes
2. No, I received the visit and the materials **[THANK AND TERMINATE]**
88. Refused **[THANK AND TERMINATE]**

99. Don't know **[THANK AND TERMINATE]**

B. Program Awareness

B1. How did you first learn about the Express Energy Efficiency opportunity? **(RECORD ALL MENTIONED, DO NOT READ)**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard from utility
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. ValPak advertisement
19. Direct mail/brochure/postcard from another organization
20. Email from another organization
21. Online advertisement
22. Recommendation from previous participant
23. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

B2. Did you hear about the Express Energy Efficiency opportunity through any other methods? **(RECORD ALL MENTIONED, DO NOT READ)**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard from utility
7. Family/friends/word-of-mouth

8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. ValPak advertisement
19. Direct mail/brochure/postcard from another organization
20. Email from another organization
21. Online advertisement
22. Recommendation from previous participant
23. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

B3. **[IF MULTIPLE RESPONSES TO B2]** Of these methods you mentioned, which had the biggest impact on your decision to sign up for an Express Energy Efficiency visit?
[RECORD RESPONSE]
88. Refused
99. Don't know

B4. Through what media or information channels would you prefer to learn about opportunities such as the Focus on Energy Express Energy Efficiency program? **[MULTIPLE RESPONSE, UP TO 3, prompt by reading list if necessary)**
1. Television
2. Radio/NPR ad
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth (including previous participant)
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder

15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. ValPak ad
19. Search engine ad
20. Direct phone call
21. Local organization or community center
22. Other **[SPECIFY: _____]**
23. Do not want to receive information
88. Refused
99. Don't know

B5. What motivated you to sign up for the Express Energy efficiency program? **[DO NOT READ LIST, SELECT ALL THAT APPLY]**

1. Learn how to save energy
2. Learn how to lower my energy bills
3. Concerned about the environment
4. Recommended by a friend/relative
5. Receive free products like CFLs (compact fluorescent light bulbs), showerheads, etc.
6. Learn what rebates exist
7. Learn how to make my home more comfortable/warmer/less drafty
8. Previous participation
9. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

B6. Why did you ultimately not receive an Express Energy Efficiency home visit?

1. I didn't need the materials
2. It was not convenient
3. I forgot to schedule the appointment
4. I didn't want a stranger coming to my house
5. I would have but I was never contacted
6. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

C. Measures currently installed

Now I would like to ask you about some products you might currently use in your home.

C1. Do you currently have any compact fluorescent bulbs (also known as CFLs) installed in your home? **[IF NEEDED: These are the high-efficiency light bulbs that often have a swirly shape, but they also come in other shapes.]**

1. Yes
2. No
88. Refused
99. Don't know

C2. **[IF C1=1]** How many CFLs do you currently have installed in your home?
[Record: 1-99]

88. Refused
99. Don't know

C3. Do you currently have any faucet aerators or low-flow showerheads installed in your home?

1. Yes
2. No
88. Refused
99. Don't know

C4. **[IF C3=1]** How many aerators or showerheads do you currently have installed?
[Record: 1-99]

88. Refused
99. Don't know

C5. Are you aware of any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No
88. Refused
99. Don't know

C6. **[ASK IF C5=1]** Have you participated in any other Focus on Energy programs over the past year?

1. Yes
2. No
88. Refused
99. Don't know

C7. **[IF C6=1]** In which programs have you participated?
[RECORD RESPONSE]

88. Refused

99. Don't know

C8. **[IF C5=1]** Do you plan to participate in any **[IF C6=1, READ:** "other"**]** Focus on Energy programs in the near future?

1. Yes
2. No
88. Refused
99. Don't know

C9. **[IF C8=1]** In which programs do you plan to participate?

[RECORD RESPONSE]

88. Refused
99. Don't know

F. Program Satisfaction (ASK ALL)

F1. How satisfied were you with the process to sign up for your EEE visit? Would you say you were…

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
88. Refused
99. Don't know

F2. How satisfied were you with the process to schedule your EEE visit? Would you say you were…

1. Very satisfied
2. Somewhat satisfied
3. Not very satisfied
4. Not at all satisfied
88. Refused
99. Don't know / did not schedule a visit

F3. **[ASK IF F1 OR F2=3,4]** You mentioned you were less than satisfied with the process to **[insert from F1 or F2]** your EEE visit. Could you tell me more about why you were not satisfied?

[RECORD RESPONSE]

88. Refused
99. Don't know

F4. Is there anything you would suggest to improve Focus on Energy's Express Energy Efficiency program?

1. **RECORD RESPONSE**
2. None

88. Refused
99. Don't know

KNOWLEDGE OF AND ATTITUDES TOWARD ENERGY EFFICIENCY

I would now like to ask you a few questions about your knowledge and opinions of energy efficiency.

G1. How informed do you feel about all the ways you can save energy, including buying and using energy efficient appliances and equipment?

1. Very Informed
2. Somewhat Informed
3. Not Too Informed
4. Not At All Informed

88. Refused
99. Don't know

G2. How important to you is saving energy in your home?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important

88. Refused
99. Don't know

G3. **[ASK IF G2=1,2,or 3, ELSE SKIP TO NEXT SECTION]** I am going to read through some energy saving actions you may have heard or read about. Please let me know if you frequently, sometimes, or never have taken these actions in your home over the past 12 months. **[Randomize order].**

1. Frequently
2. Sometimes
3. Never

88. Refused
99. Don't know

G3a. Turn off lights in rooms that are unoccupied
G3b. Wash laundry in cold water
G3c. Unplug electronic equipment when not in use
G3d. Turn up cooling temperature in summer or turn down heating temperature in winter to save on energy
G3e. Take shorter showers
G3f. Turn down water heater temperature

G4. Have you taken any other actions to save energy in your home in the last 12 months?
1. **Yes [RECORD RESPONSE]**
2. None / no actions taken
88. Refused
99. Don't know

G5. What challenges, if any, do you face in saving energy in your home**? [DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -98=REFUSED; -99=DON'T KNOW]**
1. Have an older (drafty/non-efficient) home
2. Can't control energy use by other household members
3. Don't know what to do (information)
4. Don't have money to invest in energy-efficient improvements
5. Have already done what we can and know to do
6. Health or comfort issues (new baby, elderly or ill resident) require higher energy use
7. Need energy for a home business or hobby
8. Hasn't been a priority
9. Have energy using equipment/appliances in need of repair
10. Other **[SPECIFY: _____]**
88. Refused
99. Don't know

H. HOUSEHOLD CHARACTERISTICS

We are close to being done. I would now like to ask you a few questions about your home. These questions are for classification purposes only.

H1. What type of fuel do you use to heat your home?

1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

H2. What type of fuel does your water heater use?

1. Natural Gas
2. Electricity
3. Propane/Bottled Gas
4. Wood
5. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

H3. Thinking about the price you pay and the service you receive, how would you rate your electric utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied

88. Refused
99. Don't know

H4. **[ASK IF H1=1 OR H2=1]** Thinking about the price you pay and the gas service you receive, how would you rate your gas utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied

88. Refused
99. Don't know

I. CUSTOMER DEMOGRAPHICS

Now I have a few questions for statistical purposes only.

I1. What type of home do you live in? Is it a: **[READ LIST]**

1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex)
3. Multifamily apartment or condo building with 4 or more units
4. Mobile/manufactured home
5. Co-op/retirement community
6. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I2. Do you or members of your household own your home or do you rent?

1. Own/buying
2. Rent/lease
3. Occupied without payment of rent
4. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I3. Approximately how many square feet of living space does your home have? Don't include the basement unless it is a space that you consider lived in.? [READ CATEGORIES IF NEEDED]

1. Less than 1,000
2. 1,000 to less than 1,500
3. 1,500 to less than 2,000
4. 2,000 to less than 2,500
5. 2,500 to less than 3,000
6. 3,000 to less than 4,000
7. 4,000 or more

88. Refused
99. Don't know

I4. How many rooms are in your home, not counting bathrooms?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more

88. Refused
99. Don't know

I5. About when was your home first built? **[READ CATEGORIES IF NEEDED]**

1. Before 1970s
2. 1970s
3. 1980s
4. 1990-1994
5. 1995-1999
6. 2000s
7. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I6. **[ASK IF I2=2]** Do you pay your electric bill directly to your utility company, or is your electricity included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I7. **[ASK IF I2=2 AND (H1=1 OR H2=1)]** Do you pay your gas bill directly to your utility company, or is your gas included in your rent or condo fee?

1. Pay directly to utility company
2. Included in rent/condo fee
3. Other **[SPECIFY: _____]**

88. Refused
99. Don't know

I8. Including yourself, how many people currently live in this household on a full time basis? **[IF NEEDED: please include everyone who lives in your home whether or not they are related to you and exclude anyone who is just visiting or in the military or children who may be away at college.]**

Number: ___

88. Refused
99. Don't know

I9. **[ASK IF I8>1]** how many people under the age of 18 live in your home year round?

1. 1
2. 2
3. 3
4. 4
5. 5

6. 6
7. 7+
88. Refused
99. Don't know

I10. What is the highest level of school that you have completed? [read categories, if necessary.]

1. Less than ninth grade
2. Ninth to twelfth grade; no diploma
3. High school graduate (includes GED)
4. Some college, no degree
5. Associates degree
6. Bachelor's degree
7. Graduate or professional degree
88. Refused
99. Don't know

I11. Which of the following categories best represents your age? Please stop me when I get to the appropriate category.

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older
88. Refused
99. Don't know

I12. Which category best describes your total household income in 2011 before taxes? **[IF NEEDED: "please stop me when I get to the appropriate category."]**

1. Less than $20,000
2. $20,000, up to $50,000
3. $50,000, up to $75,000
4. $75,000, up to $100,000
5. $100,000, up to $150,000
6. $150,000, up to $200,000
7. $200,000 or more
88. Refused
99. Don't know

I13. [INTERVIEWER RECORD: DO NOT READ.]

1. Female
2. Male

CLOSING SCRIPT: Those are all the questions we have. **Focus on Energy** appreciates your input. Thank you for your time.



Residential Lighting Customer Survey

THE CADMUS GROUP, INC.

Wisconsin Focus on Energy
Residential Energy Star Lighting
Customer Survey

Researchable Question	Current Survey Question Mapping
What are the barriers to increased customer participation and how effectively is the Program overcoming those barriers?	B12-B15
Customer satisfaction with the Program	B13-B15
Program awareness Customer perception of marketing materials	A6-A8
Is the program designed effectively? Is the cost reduction of bulbs substantial enough?	A7-A9
What are the hours of use for lighting and storage rates? How many bulbs end up in-service	B6-B7

Quota: 223 surveys; 70 recruits for site visits

**Survey questions labeled with a "*" are core questions that will be asked across all Focus on Energy phone surveys, where appropriate.*

A. INTRODUCTION

Hello, my name is _____ and I am calling on behalf of Wisconsin's Focus on Energy. We are talking with Wisconsin residents about the lighting they use in their homes.

A1. Are you familiar with Focus on Energy?

1. Yes
2. No
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW

[IF A1=1, READ] Great, would you be willing to participate in a short survey to help Focus on Energy evaluate and improve their programs? All your answers will be kept confidential. ***[IF YES, CONTINUE TO A2.]***
[If respondent asks how long, say "About 15 minutes."]

[IF A1=2 or 99, READ] Focus on Energy offers energy-efficiency programs that help customers save money on their utility bills. Would you be willing to participate in a short survey to help Focus on Energy evaluate and improve their programs? All your answers will be kept confidential. ***[IF YES, CONTINUE TO A2.]***
[If respondent asks how long, say "About 15 minutes."]

A2. Are you the person who usually purchases light bulbs for your home?

1. Yes
2. No ***[ASK TO SPEAK TO THE PERSON WHO USUALLY PURCHASES LIGHTS – REPEAT INTRODUCTION WITH CORRECT PERSON, THEN GO TO A3. IF PERSON IS NOT AVAILABLE, TRY TO RESCHEDULE, OTHERWISE TERMINATE]***

[IF CUSTOMER IS WARY OF THE SURVEY, REASSURE THEM THAT YOU ARE NOT SELLING ANYTHING. IF NECESSARY, OFFER CAROL STEMRICH (608-266-8174) AS THE PERSON TO CONTACT WITH ANY QUESTIONS ABOUT THE VALIDITY OF THE RESEARCH.]

Awareness of Energy-Saving Light Bulbs and Focus on Energy's Program

A3. I'd like to ask you a few questions about different types of light bulbs you may have in your home. Do you have any compact fluorescent light bulbs, also known as CFLs, currently in your home? **[IF NEEDED: CFLs often have a spiral shape. Some people say they look like soft-serve ice cream and others call them twisty or swirly light bulbs.]**

1. Yes ***[SKIP TO A5]***
2. No
88. REFUSED
99. DON'T KNOW

A4. Have you ever heard of compact fluorescent bulbs, or CFLs? **[IF NEEDED AND HAVE NOT ALREADY EXPLAINED: CFLs often have a spiral shape. Some people say they look like soft-serve ice cream and others call them twisty or swirly light bulbs.]**

1. Yes
2. No ***[SKIP TO A7]***
88. REFUSED ***[SKIP TO A7]***
99. DON'T KNOW ***[SKIP TO A7]***

A5. How familiar are you with CFLs? Would you say that you are…?

1. Very familiar
2. Somewhat familiar
3. Not too familiar
4. Not at all familiar
88. REFUSED
99. DON'T KNOW

A6. Through what marketing channels have you most recently heard about CFLs? **[DO NOT READ RESPONSES. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Through the local utility or local electric company
2. Through an insert that came with your electric bill
3. Through an energy audit in my home
4. Ad or story on TV, radio, newspaper, magazine
5. Retail store display or ad
6. Friend or family member
7. Work; co-worker; promotion in the workplace
8. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

A7. Do you have any LED bulbs currently in your home? **[IF NEEDED: LED stands for light-emitting diode.]**

1. Yes***[SKIP TO A9]***
2. No

88. REFUSED
99. DON'T KNOW

A8. Have you ever heard of LED bulbs? **[IF NEEDED AND HAVE NOT ALREADY EXPLAINED: LED stands for light-emitting diode.]**

1. Yes
2. No ***[SKIP TO D1]***

88. REFUSED ***[SKIP TO D1]***
99. DON'T KNOW ***[SKIP TO D1]***

A9. How familiar are you with LEDs? Would you say that you are…?

1. Very familiar
2. Somewhat familiar
3. Not too familiar
4. Not at all familiar

88. REFUSED
99. DON'T KNOW

A10. Through what marketing channels have you most recently heard about LEDs **[DO NOT READ RESPONSES. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Through the local utility or local electric company
2. Through an insert that came with your electric bill
3. Through an energy audit in my home
4. Ad or story on TV, radio, newspaper, magazine
5. Retail store display or ad
6. Friend or family member
7. Work; co-worker; promotion in the workplace
8. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

A11. ***[ASK IF A1=1, IF A1=2 OR 99 SKIP TO A10]*** Are you aware that Focus on Energy has a lighting program in which you can purchase CFLs at a discounted price at most stores in your area?

1. Yes
2. No

88. REFUSED
99. DON'T KNOW

A12. ***[ASK IF A1=1, IF A1=2 OR 99 SKIP TO A10]*** Are you aware that the Focus on Energy lighting program also allows you to purchase LEDs and LED fixtures at a discounted price at most stores in your area?

1. Yes
2. No ***[SKIP TO A15]***

88. REFUSED ***[SKIP TO A15]***
99. DON'T KNOW ***[SKIP TO A15]***

A13. *Where did you <u>most recently</u> hear about the Focus on Energy Lighting program **[SELECT ONLY ONE. DO NOT READ, BUT PROMPT IF NECESSARY]**

1. Saw advertisements in the store
2. Retail salesperson told me about it
3. Had a coupon for CFL discount
4. Family/friends/word-of-mouth
5. Focus on Energy or Utility website
6. Other website **[SPECIFY: _____]**
7. Email
8. Social Media
9. Focus on Energy or Utility representative
10. Contractor
11. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

A14. *Are there any other ways that you have heard about the program? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Saw advertisements in the store
2. Retail salesperson told me about it
3. Had a coupon for CFL discount
4. Family/friends/word-of-mouth
5. Focus on Energy or Utility website
6. Other website **[SPECIFY: _____]**
7. Email
8. Social Media
9. Focus on Energy or Utility representative
10. Contractor
11. Other **[SPECIFY: _____]**
12. None / no other ways

88. REFUSED
99. DON'T KNOW

A15. Have you ever purchased any CFL or LED bulbs that were discounted by a utility company or other energy-efficiency program? **[IF NEEDED: You may have seen a sign indicating that the bulbs were discounted by Focus on Energy or another organization. You may have even used a Focus on Energy coupon to purchase a discounted bulb.]**

1. Yes
2. No

88. REFUSED
99. DON'T KNOW

A16. Have you or anyone else in your household ever been given any CFLs or LEDs through a utility or other energy-efficiency program? **IF NEEDED: Such as during an energy audit conducted in your home. Programs could have been Home Performance with Energy Star, Assisted Home Performance with Energy Star, Express Energy Efficiency, or the Multifamily program.**

1. Yes
2. No

88. REFUSED
99. DON'T KNOW

A17. ***[ASK IF A1=1]** Are you aware of any other Focus on Energy Programs? **[IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]**

1. Yes **[SPECIFY: _____]**
2. No

88. REFUSED
99. DON'T KNOW

A18. *[ASK IF A1=1 and A12=1] Have you participated in any other Focus on Energy Programs? [IF NEEDED: SUCH AS REBATES ON CFL BULBS, ENERGY STAR APPLIANCES, OR ENERGY-EFFICIENT UPGRADES, OR HOME ENERGY AUDITS]

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

A19. *[ASK IF A13=1] Which programs? [DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]

1. Home Performance with ENERGY STAR
2. New Homes
3. Appliance Recycling
4. Lighting and Appliances
5. Express Energy Efficiency
6. Residential Rewards
7. Geothermal Heat Pumps
8. Solar Hot Water Systems
9. Solar Electric Systems
10. Other [SPECIFY: _____]
88. REFUSED
99. DON'T KNOW

A20. *What is the best way for Focus on Energy to inform you about energy-efficiency programs? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Television
2. Radio
3. Print media (magazine, newspaper article or advertisement)
4. Billboard/outdoor ad
5. Bill insert
6. Direct mail/brochure/postcard
7. Family/friends/word-of-mouth
8. Focus on Energy or Utility website
9. Other website **[SPECIFY: _____]**
10. Email
11. Social Media
12. Focus on Energy or Utility representative
13. Contractor
14. Realtor, home builder
15. Retail stores
16. Home/trade shows
17. Sporting or community event
18. Other **[SPECIFY: _____]**
19. Do not want to receive information
88. REFUSED
99. DON'T KNOW

B. CFL PURCHASES AND SATISFACTION

Now I would like to ask you some questions about your lighting purchases just during the last 12 months.

B1. Have you purchased any CFLs in the last 12 months?

1. Yes ***[SKIP TO B3]***
2. No
88. REFUSED
99. DON'T KNOW

B2. Have you ever had a CFL in your home or business?

1. Yes ***[SKIP TO B11]***
2. No ***[SKIP TO B18]***
88. REFUSED ***[SKIP TO B18]***
99. DON'T KNOW ***[SKIP TO B18]***

B3. Approximately how many CFLs did you purchase in the past 12 months? **[IF RESPONDENT IS UNSURE, TRY TO GET THEM TO APPROXIMATE]**

1. **[RECORD NUMBER OF CFLs: ____]**
88. REFUSED ***[SKIP TO B11]***
99. DON'T KNOW ***[SKIP TO B11]***

B4. ***[ASK IF B3>0, ELSE, SKIP TO B11]*** Do you recall if any of the ***[INSERT NUMBER FROM B3]*** CFLs you purchased in the past 12 months were discounted, available at a reduced price or cost about a dollar a bulb?

1. Yes, **[RECORD NUMBER PURCHASED THAT WERE DISCOUNTED: _____]**
2. No
88. REFUSED
99. DON'T KNOW

B5. Of the ***[INSERT NUMBER FROM B3]*** CFLs you purchased in the past 12 months, were these purchased for your home, business, or another location?

1. Home
2. Business
3. Both
4. Other
5. Have not installed any of the CFLs purchased ***[SKIP TO B8]***
88. REFUSED
99. DON'T KNOW

B6. ***[ASK IF B5=1, 3, OR 4, OR 88 OR 99]*** How many of the CFLs you purchased are currently installed in your home?

1. **[RECORD NUMBER OF CFLs: ___]**
88. REFUSED
99. DON'T KNOW

B7. ***[ASK IF B5=2,3, or 4]*** How many of the CFLs you purchased are currently installed in a business or will be installed in a business rather than in your home (i.e., outside of a residential home)?

1. **[RECORD NUMBER OF CFLs: ___]**
88. REFUSED
99. DON'T KNOW

B8. ***[ASK IF B3 > (B6+B7) OR B5=5]*** What did you do with the CFLs that were not installed? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Storing them for future use
2. Threw them away
3. Gave them to someone else
4. Broken

88. REFUSED
99. DON'T KNOW

B9. From which store did you purchase the ***[INSERT NUMBER FROM B3]*** CFLs you purchased in the past 12 months? **[PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW. IF RESPONDENT INDICATES A NON-SPECIFIC HARDWARE STORE, GROCERY STORE, PROBE FOR SPECIFIC STORE NAME; IF CANNOT REMEMBER STORE NAME, RECORD IN NON-SPECIFIC STORE CATEGORIES.]**

[RANDOMIZE PROMPTS, BUT ALWAYS HAVE "OTHER" LAST]

1. Ace Hardware
2. Batteries Plus
3. Farm & Fleet / Fleet/Farm
4. Costco
5. Family Dollar
6. Festival Foods
7. Home Depot
8. Lowes
9. Menards
10. Sam's Club
11. True Value Hardware
12. Wal-Mart
13. Kmart
14. Walgreens
15. NON-SPECIFIC Retail Store **[USE ONLY IF RESPONDENT CAN'T REMEMBER STORE NAME]**
16. NON-SPECIFIC Grocery Store **[USE ONLY IF RESPONDENT CAN'T REMEMBER STORE NAME]**
17. NON-SPECIFIC Hardware Store **[USE ONLY IF RESPONDENT CAN'T REMEMBER STORE NAME]**
18. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

B10. ***[ASK IF B6>0 OR B5 <> 5]*** Of the ***[INSERT NUMBER FROM B6]*** CFLs you purchased and then installed in your home in the last 12 months, how many replaced burnt out or broken CFLs as opposed to a different type of bulb.

1. **[RECORD NUMBER OF CFLs: _____]**
88. REFUSED
99. DON'T KNOW

B11. When a CFL burns out, how likely are you to replace it with a CFL versus a different kind of light bulb?

1. Very likely
2. Somewhat likely
3. Not too likely
4. Not at all likely
88. REFUSED
99. DON'T KNOW

B12. Have you ever installed and then later removed a CFL from the inside or outside of your home?

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

B13. ***[ASK IF B12 = 1]*** Why did you remove the bulbs(s)? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Burned out
2. Broke/stopped working
3. Bulb was too bright
4. Bulb was not bright enough
5. Delay in light coming on
6. Did not work with dimmer/3-way switch
7. Didn't fit properly
8. Stuck out of fixture
9. Light color
10. Interference with radio, TV, other electronic devices
11. Changed to an incompatible fixture
12. Concerned about mercury content
13. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

B14. How satisfied are you with the CFLs currently in your home, or, if you have no CFLs installed right now, the ones you have used in the past?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

B15. ***[ASK IF B1=1]*** How satisfied are you with the price you paid in the last 12 months for CFLs?

1. Very satisfied
2. Somewhat satisfied
3. Not too satisfied
4. Not at all satisfied
88. REFUSED
99. DON'T KNOW

B16. ***[ASK IF B14 OR B15= 3,4]*** What are the reasons you are not satisfied? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Expensive
2. Takes a long time to reach full brightness
3. Not familiar with them
4. Confused about what type of CFL I need
5. Don't like that they contain mercury
6. Don't like that they have to be recycled (can't just be thrown away)
7. Didn't like the color the light gives off
8. They don't last long
9. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

B17. ***[ASK IF A3=1 A10=1 OR A11 = 1]*** What motivated you to purchase CFLs instead of or in addition to incandescent bulbs in your home? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Save energy
2. Save money
3. Good for the environment
4. Recommended by a friend/relative
5. Recommended by a retailer/dealer
6. Recommended by a contractor
7. Cash/rebate/incentive payment
8. Utility sponsorship of the program
9. They have a longer bulb life
10. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

B18. ***[ASK IF B2=2,98, OR 99]*** What are the reasons you have not bought CFLs? **[DO NOT READ. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Expensive
2. Takes a long time to reach full brightness
3. Not familiar with them
4. Confused about what type of CFL I need
5. Don't like that they contain mercury
6. Don't like that they have to be recycled (can't just be thrown away)
7. Other **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

B19. *How important to you is saving energy in your home?

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important ***[SKIP TO NEXT SECTION]***

88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

B20. *I am going to read through some energy saving actions you may have heard or read about. Please let me know if you frequently, sometimes, or never have taken these actions in your home over the past 12 months. **[MARK FOR EACH: 1=FREQUENTLY; 2=SOMETIMES; 3=NEVER; -88=REFUSED; -99=DON'T KNOW]**

[RANDOMIZE ORDER OF LIST]

A. Turn off lights in rooms that are unoccupied
B. Wash laundry in cold water
C. Unplug electronic equipment when not in use
D. Turn up cooling temperature in summer or turn down heating temperature in winter to save on energy
E. Took shorter showers
F. Turn down water heater temperature

B21. *Have you taken any other actions to save energy in your home in the last 12 months?

1. Yes **[SPECIFY: _____]**
2. No actions taken
88. REFUSED
99. DON'T KNOW

B22. *What challenges, if any, make saving energy difficult in your home? **[DO NOT READ, BUT PROMPT IF NECESSARY. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Have a leaky/non-efficient/old home (leaky overall, windows, air sealing)
2. Can't control energy use by other household members
3. Don't know what to do (information)
4. Don't have money to invest in energy-efficient improvements
5. Have already done what we can and know to do
6. Health or comfort issues require higher energy use
7. Need energy for a home business or hobby
8. Hasn't been a priority
9. Have energy using equipment/appliances in need of repair
10. Rental property (limited ability to make changes)
11. Nothing/none/no challenges
12. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C. DISPOSAL OF CFLS

C1. Have you ever disposed of any compact fluorescent light bulbs?

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

C2. ***[ASK IF C1 = 1]*** How did you dispose of them? **[DO NOT READ RESPONSES. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Threw away in trash
2. Recycled/dropped off at hazardous waste center
3. Brought to retail store to recycle
4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C3. ***[ASK IF C1=2, -88, OR -99]*** If you were to dispose of a CFL, how would you do so? **[DO NOT READ RESPONSES. RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

1. Throw away in trash
2. Recycle/drop off at hazardous waste center
3. Bring to retail store to recycle
4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

C4. Are you aware that Focus on Energy provides free CFL recycling through participating hardware stores and recycling centers? **[IF NEEDED: HOME DEPOT AND LOWES PROVIDE CFL RECYLCING NATIONWIDE AND FOCUS ON ENERGY PROVIDES RECYCLING AT ACE HARDWARE STORES]**

1. Yes
2. No
88. REFUSED
99. DON'T KNOW

[IF RESPONDENT ASKS: WHY SHOULD I BE CONCERNED ABOUT THE DISPOSAL OF CFLS? ANSWER: COMPACT FLUORESCENT LIGHT BULBS CONTAIN A VERY SMALL AMOUNT OF MERCURY SEALED WITHIN THE GLASS TUBING. THE ENVIRONMENTAL PROTECTION AGENCY (EPA) RECOMMENDS THAT CONSUMERS TAKE ADVANTAGE OF AVAILABLE RECYCLING OPTIONS OFFERED BY MANUFACTURERS AND RETAILERS. MANY STORES THAT SELL CFLS ALSO RECYCLE THEM. FOR MORE INFORMATION ABOUT CFL RECYCLING, VISIT THE FOCUS ON ENERGY WEBSITE AT HTTP://WWW.FOCUSONENERGY.COM/RESIDENTIAL/LIGHTING/CFLS.ASPX]

D. LEDS

D1. Are you familiar with LEDs or light emitting diodes? **[IF RESPONDENT IS UNSURE, SAY "LEDS ARE A HIGHLY EFFICIENT TYPE OF LIGHT BULB"]**

1. Yes
2. No ***[SKIP TO NEXT SECTION]***
88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

D2. Are you currently using any LED bulbs for regular household lighting? **[IF NEEDED, SPECIFY THAT "REGULAR" JUST MEANS NOT INCLUDING HOLIDAY LIGHTS]]**

1. Yes
2. No ***[SKIP TO NEXT SECTION]***
88. REFUSED ***[SKIP TO NEXT SECTION]***
99. DON'T KNOW ***[SKIP TO NEXT SECTION]***

D3. I am going to list different fixtures in which an LED bulb can be found. Please tell me whether or not you have installed an LED bulb in the following types of fixtures. **[RECORD ALL THAT APPLY. MARK FOR EACH: 1=MENTIONED; 2=NOT MENTIONED, -88=REFUSED; -99=DON'T KNOW]**

A. Task/Table/desk lamps
B. Under cabinet lighting
C. Ceiling or wall fixtures
D. Recessed/can lighting
E. Outdoor lighting
F. Decorative lighting (holiday lights etc.)
G. Other **[SPECIFY: _____]**

E. SATISFACTION

E1. *Thinking about the price you pay and the electric service you receive, how would you rate your electric utility on providing service that's worth what you pay?

1. Very satisfied
2. Somewhat satisfied
3. Somewhat dissatisfied
4. Very dissatisfied
88. REFUSED
99. DON'T KNOW

E2. *What utility company provides your electric service?

1. **[SPECIFY: _____]**

88. REFUSED
99. DON'T KNOW

F. CUSTOMER DEMOGRAPHICS

Now I have a few questions for statistical purposes only.

F1. *What type of home do you live in? Is it a: **[READ LIST]**

1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex)
3. Multifamily apartment or condo building with 4 or more units
4. Mobile/manufactured home
5. Co-op/retirement community
6. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F2. *Do you or members of your household own this home or do you rent?

1. Own/buying
2. Rent/lease
3. Occupied without payment of rent
4. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F3. *Approximately how many square feet of living space does your home have? Don't include the basement unless it is a space that you consider lived in? **[READ LIST IF NECESSARY]**

1. Less than 1,000
2. 1,000 to less than 1,500
3. 1,500 to less than 2,000
4. 2,000 to less than 2,500
5. 2,500 to less than 3,000
6. 3,000 to less than 4,000
7. 4,000 or more
88. REFUSED
99. DON'T KNOW

F4. *How many rooms are in your home, not counting bathrooms?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10 or more
88. REFUSED
99. DON'T KNOW

F5. *About when was your home first built? **[READ LIST IF NECESSARY]**

1. Before 1970s
2. 1970s
3. 1980s
4. 1990-1994
5. 1995-1999
6. 2000s
7. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F6. ***[ASK IF F2=2 or 4]*** Do you pay your electric bill directly to your utility company, or is your electricity included in your rent or condo fee?

1. Pay directly to electric company
2. Electricity included in rent or condo fee
3. Other **[SPECIFY: _____]**
88. REFUSED
99. DON'T KNOW

F7. *Including yourself, how many people currently live in this household on a full time basis? **[IF NEEDED: Please include everyone who lives in your home whether or not they are related to you and exclude anyone who is just visiting or in the military or children who may be away at college.]**

1. **[RECORD NUMBER: _____]**
88. REFUSED
99. DON'T KNOW

F8. *What is the highest level of school that you have completed? **[READ CATEGORIES, IF NECESSARY.]**

1. Less than ninth grade
2. Ninth to twelfth grade; no diploma
3. High school graduate (includes GED)
4. Some college, no degree
5. Associates degree
6. Bachelor's degree
7. Graduate or professional degree

88. REFUSED
99. DON'T KNOW

F9. *Which of the following categories best represents your age?

1. 18-24
2. 25-34
3. 35-44
4. 45-54
5. 55-64
6. 65-74
7. 75 or older

88. REFUSED
99. DON'T KNOW

F10. *Which category best describes your total household income in 2012 before taxes? Please stop me when I get to the appropriate category.

1. Less than $20,000
2. $20,000, up to $50,000
3. $50,000, up to $75,000
4. $75,000, up to $100,000
5. $100,000, up to $150,000
6. $150,000, up to $200,000
7. $200,000 or more

88. REFUSED
99. DON'T KNOW

F11. ***[INTERVIEWER: DO NOT READ.]**

Gender:

1. Female
2. Male

G. RECRUIT FOR ON-SITE SURVEY

[ASK IF F1=3 AND (A3=1 OR B6>0)]

Within a few weeks, we will be offering people $50 to allow a trained technician to visit their home. The visit should take about an hour, during which time the technician will gather information on the lighting products used in your home and install meters on up to 5 of the lights in their home. The meters would remain there for approximately 6 months and then we would schedule a visit to remove the meters. By saying yes to participating, you are simply agreeing to be re-contacted to set up an appointment. During the visit, there will be no attempt to sell you anything. Also, should we have more than enough volunteers; we may not contact you at all. If eligible, would you be interested in being a part of our metering study?

G1. Would you be interested in being a part of this type of visit?

1. Yes ***[SKIP TO G3]***
2. No ***[THANK AND TERMINATE]***
88. REFUSED
99. DON'T KNOW

G2. ***[ASK IF G1 = -88 OR-99]*** That is okay, you do not have to decide now. Would it be okay if I take your name and have someone call you when we are scheduling these visits?

1. Yes
2. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

G3. Great! Our research does not impact the functioning of your lighting and is typically not visible. All that we would need from you is your permission to install the meters and to record the length of time the lights are on. I have an address on file for you and I would like to confirm if that is still your address and if it is the best address at which to conduct the on-site visit. **[READ ADDRESS TO RESPONDENT AND RECORD YES OR NO AND BEST ADDRESS IF DIFFERENT FROM ADDRESS ON RECORD]**

1. Yes
2. No **[ASK FOR ADDRESS AND RECORD]**
88. REFUSED
99. DON'T KNOW

G4. Are you the person to contact for the installation?

1. Yes **[CONFIRM NAME]**
2. No **[GET NAME OF PERSON WE SHOULD CONTACT]**

G5. And is the number we called you at today the best number at which to reach you about a visit?

1. Yes **[CONFIRM NUMBER]**
2. No **[GET APPROPRIATE NUMBER]**

Thank you very much. As I said, we will be scheduling these visits in the next few weeks and we may call you then.

CADMUS

Residential Lighting Customer Recruitment Script

THE CADMUS GROUP, INC.

Wisconsin Focus on Energy
Residential Energy Star Lighting
Customer Recruitment Script

Hello, my name is _____ and I am calling on behalf of Wisconsin's Focus on Energy. We are talking with Wisconsin residents about the lighting they use in their homes.

A1. Are you familiar with Focus on Energy?

1. Yes
2. No
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW

[If needed: Focus on Energy offers energy-efficiency programs that help customers save money on their utility bills.]

[IF CUSTOMER IS WARY OF THE SURVEY, REASSURE THEM THAT YOU ARE NOT SELLING ANYTHING. IF NECESSARY, OFFER CAROL STEMRICH (608-266-8174) AS THE PERSON TO CONTACT WITH ANY QUESTIONS ABOUT THE VALIDITY OF THE RESEARCH.]

A3. Do you have any compact fluorescent light bulbs, also known as CFLs, currently in your home? **[IF NEEDED: CFLs often have a spiral shape. Some people say they look like soft-serve ice cream and others call them twisty or swirly light bulbs.]**

1. Yes
2. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[ASK IF THERE IS SOMEONE ELSE IN THE HOUSEHOLD WHO WOULD KNOW, IF SO, REPEAT QUESTION WITH THAT PERSON; OTHERWISE THANK AND TERMINATE]***

F1. *What type of home do you live in? Is it a: **[READ LIST]**

1. Single-family home, detached house
2. Attached house (townhouse, row house, or duplex) ***[THANK AND TERMINATE]***
3. Multifamily apartment or condo building with 4 or more units ***[THANK AND TERMINATE]***
4. Mobile/manufactured home ***[THANK AND TERMINATE]***
5. Co-op/retirement community ***[THANK AND TERMINATE]***
6. Other **[SPECIFY: _____]**
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

[ASK IF F1=1 AND A3=1]

Over the next several weeks, we will be offering people $50 to allow a trained technician to visit their home. The visit should take about an hour, during which time the technician will gather information on the lighting products used in your home and install meters on up to 5 of the lights in their home. The meters would remain there for approximately 6 months and then we would schedule a visit to remove the meters. By saying yes to participating, you are simply agreeing to be re-contacted to set up an appointment. During the visit, there will be no attempt to sell you anything. Also, should we have more than enough volunteers; we may not contact you at all. If eligible, would you be interested in being a part of our metering study?

G1. Would you be interested in being a part of this type of visit?

1. Yes ***[SKIP TO G3]***
2. No ***[THANK AND TERMINATE]***
88. REFUSED
99. DON'T KNOW

G2. ***[ASK IF G1 = -88 OR-99]*** That is okay, you do not have to decide now. Would it be okay if I take your name and have someone call you when we are scheduling these visits?

1. Yes
2. No ***[THANK AND TERMINATE]***
88. REFUSED ***[THANK AND TERMINATE]***
99. DON'T KNOW ***[THANK AND TERMINATE]***

G3. Great! Our research does not impact the functioning of your lighting and is typically not visible. All that we would need from you is your permission to install the meters and to record the length of time the lights are on. I have an address on file for you and I would like to confirm if that is still your address and if it is the best address at which to conduct the on-site visit. **[READ ADDRESS TO RESPONDENT AND RECORD YES OR NO AND BEST ADDRESS IF DIFFERENT FROM ADDRESS ON RECORD]**

1. Yes
2. No **[ASK FOR ADDRESS AND RECORD]**
88. REFUSED
99. DON'T KNOW

G4. Are you the person to contact for the installation?

3. Yes **[CONFIRM NAME]**
4. No **[GET NAME OF PERSON WE SHOULD CONTACT]**

G5. And is the number we called you at today the best number at which to reach you about a visit?

5. Yes **[CONFIRM NUMBER]**
6. No **[GET APPROPRIATE NUMBER]**

Thank you very much. As I said, we will be scheduling these visits in the next few weeks and we may call you then.



Multifamily Energy Savings Program Participating Property Owner/Manager Net-to-Gross Survey

Multifamily Energy Savings Program
Participating Property Owner/Manager Net-to-Gross Survey

A. Introduction

Hello, my name is **[NAME]** and I am calling on behalf of Wisconsin's Focus on Energy Programs. Focus on Energy wants to learn about your recent participation in the Multifamily Energy Savings Program for the property at **[SERVICE ADDRESS].**

A1. **[IF NO CONTACT NAME]:** May I please speak with the person at **[SERVICE ADDRESS]** who was most involved with the property's participation in Focus on Energy's Multifamily Program? **[IF CONTACT NAME PROVIDED]:** May I please speak with **[CONTACT NAME]**?

1. Yes, speaking to the person most involved
2. Yes, call transferred **[Repeat intro]**

88. REFUSED **[THANK AND TERMINATE]**
99. DON'T KNOW **[SAY "THIS WOULD BE THE PERSON WHO MAKES DECISIONS ABOUT ENERGY USE EQUIPMENT SUCH AS HVAC AND LIGHTING], REPEAT]**

A2. I have a few questions for you about your decision making process and involvement in the Program. Do you have a few minutes to speak now? **[IF NEEDED: THIS SHOULD TAKE 10-15 MINUTES OF YOUR TIME.]**

1. Yes
2. No **[SCHEDULE TIME TO CALL BACK]**

[IF RESPONDENT EXPRESSES CONCERN: I can assure you I am not selling anything, this call is for research purposes only. We are interested in your opinions to help improve our programs, and understand how to assist customers in saving money on their utility bills. Your responses will remain confidential.**]**

[If necessary, offer CAROL STEMRICH (608-266-8174) as the person to contact with any questions about the validity of the research.]

A3. Our records indicate that one or several properties that you own or manage received **[IF DIRECT INSTALL, READ:** "Direct installations of energy-saving equipment in housing units" **OR IF MESP, READ:** "Incentives for energy-saving equipment or services"**]** through the Focus on Energy Multifamily Energy Savings Program in 2012. Is this correct?

[IF NECESSARY: "The direct install component of the program included free in-unit energy-efficient equipment such as efficient showerheads and CFL light bulbs in tenant units"/"the incentive component provided rebates for energy-efficient equipment in common areas or tenant units."**]**

1. Yes
2. No, but I did participate in a program program details described are not correct **[RECORD CORRECT PARTICIPATION DETAILS, AND IF APPROPRIATE, CONTINUE ON]**
3. No, I did not participate in any program **[THANK AND TERMINATE]**

88. REFUSED
99. DON'T KNOW

A4. And how many housing units are located at **[SERVICE ADDRESS]**?
1. Response: **[RECORD NUMBER WITH LIMIT OF 1-10,000]**
88. REFUSED
99. DON'T KNOW

IF DIRECT INSTALL, GO TO SECTION B

IF PRESCRIPTIVE/CUSTOM GO TO SECTION C

B. Multifamily Direct Install Program

FREERIDERSHIP

B1. My records show that a contractor installed **[LIST MEASURES 1-4]** in **[HOUSING UNITS QUANTITY]** units of the property that you manage/own. Is this correct?
1. YES
2. NO
88. REFUSED
99. DON'T KNOW

B2. **[IF B1 = 2, -98, -99]** Can you please clarify which items were installed and in what number of units at this address.
[RECORD VERBATUM]

88. REFUSED
99. DON'T KNOW

The following questions are to learn more about the energy efficient equipment you installed through the Multifamily Energy Savings program.

B3. If you had not had the items installed through the Focus on Energy program, would you have installed **all, some, or none** of the same energy efficiency equipment on your own? **(DO NOT READ LIST)**

1. I would have installed **all** of the energy efficient equipment on my own. **[CREATE NEW TEXT VARIABLE "B3KEEP"=MEASURES THEY WOULD HAVE INSTALLED]**

2. I would **not** have installed **any** of the energy efficient equipment that Focus on Energy installed. **[CREATE NEW VARIABLE "B3DROP"=RECORD RESPONDENTS MEASURES]**
3. I would have **only** installed **some** of the equipment on my own that Focus on Energy installed. **[CREATE NEW VARIABLE "B3KEEP"= RECORD WHICH MEASURES WOULD HAVE INSTALLED; "B3DROP"=WHICH MEASURES THEY WOULDN'T HAVE INSTALLED]**

88. REFUSED
99. DON'T KNOW

[IF B3=2,-98,-99, SKIP TOB10, OTHERWISE CONTINUE]

B4. Let me make sure I understand. When you say you would have installed the **[B3KEEP]** on your own, would you have installed equipment that was just as energy efficient, or would you have installed equipment that was somewhat less efficient than what Focus on Energy installed for you? **(DO NOT READ LIST) ["ON YOUR OWN" MEANS WITHOUT THE FOCUS ON ENERGY PROGRAM]**

1. I would have installed **all** equipment to same level of efficiency. **[CREATE NEW VARIABLE "B4KEEP"=B3KEEP]**
2. I would **not** have installed **any** of the equipment to the same level of efficiency. **[CREATE NEW VARIABLE "B4DROP"=B3KEEP]** **[SKIP TO SECTION D]**
3. I would have installed **only some** of the equipment to the same level of efficiency. **[CREATE NEW VARIABLE "B4KEEP"= WHICH MEASURES THEY WOULD HAVE INSTALLED; AND NEW VARIABLE "B4DROP"=ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED]**

88. REFUSED **[CREATE NEW VARIABLE "B4KEEP"=B3KEEP]**
99. DON'T KNOW **[CREATE NEW VARIABLE "B4KEEP"=B3KEEP]**

B5. **[ASK IF B4=1, ~~OR 3~~, 98 or 99]** And would you have installed the same quantity of **[B4KEEP]** in a given housing unit on your own? **(DO NOT READ LIST)**

1. YES, I would have installed the same quantity of **all** equipment.
2. NO – I would **not** have installed the same quantity for **any** of the equipment. **[CREATE NEW VARIABLE "B5DROP"=B4KEEP]**
3. NO – I would have installed the same quantity for only **some** of the equipment. **[CREATE NEW VARIABLE "B5PARTIAL"=WHICH MEASURES WOULDN'T HAVE INSTALLED SAME QUANTITY; AND NEW VARIABLE"B5SAME"=WHICH MEASURES THEY WOULD HAVE INSTALLED SAME QUANTITY]**

88. REFUSED
99. DON'T KNOW

B6. And would you have installed the **[B4KEEP]** in the same quantity of housing units on your own? **(DO NOT READ LIST)**

1. YES, I would have installed measures in the same quantity of **housing units** on my own
2. NO, I would **not** have installed measures in the same quantity of units on my own. **[CREATE NEW VARIABLE "B6PARTIAL"= WHICH MEASURES WOULDN'T HAVE INSTALLED IN SAME QUANTITY OF UNITS; AND NEW VARIABLE "B6SAME"= WHICH MEASURES THEY WOULD HAVE INSTALLED IN SAME QUANTITY OF UNITS]**

88. REFUSED
99. DON'T KNOW

B7. Without the program, would you have installed the **[B4KEEP]** on your own… **(READ LIST)**

1. Within the same year? **[ASK/RECORD WHICH MEASURES = B7A]**
2. Within one to two years? **[ASK/RECORD WHICH MEASURES = B7B]**
3. Within three to five years? **[ASK/RECORD WHICH MEASURES = B7C]**
4. In more than five years? **[ASK/RECORD WHICH MEASURES = B7D]**
5. Upon equipment failure? **[ASK/RECORD WHICH MEASURES = B7E]**

88. REFUSED **[ASK/RECORD WHICH MEASURES = B7F]**
99. DON'T KNOW **[ASK/RECORD WHICH MEASURES = B7G]**

B8. Before you heard about the program were you planning to purchase and install the **[B4KEEP]**?

1. Yes, planned to purchase **all [B4KEEP]** measures before learning about the program.
1. No, planned to purchase **only some** of the **[B4KEEP]** measures before learning about the program. **[ASK/RECORD WHICH MEASURES PURCAHASED PRIOR TO LEARNING ABOUT PROGRAM = B8B]**
2. No, had **not** planned to purchase/install **any** of the **[B4KEEP]** measures before learning about the program.

88. REFUSED
99. DON'T KNOW

B9. Overall, would you say the program was very important, somewhat important, not very important or not important at all in your decision to install the energy efficient **[B4KEEP]**?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

88. REFUSED
99. DON'T KNOW

B10. **[ASK ONLY IF B3= 2, 3, -98 OR -99, ELSE SKIP TO SECTION D1] [IF B3=3, READ:** "Going back to the **[B3DROP]** you originally said you would not have installed without the program, do you mean you would not have installed the **[B3DROP]** at all?" **IF B3=2, READ:** "Let me make sure I understand. When you say you would not have installed the same equipment, do you mean you would not have installed the **[B3DROP]** at all?" **IF B3=-98 or -99, READ** "Would you not have installed the **[B3DROP]** at all?"] **(DO NOT READ LIST)**

1. YES, I would **not** have installed the measures **at all**. **[SKIP TO SECTION D]**
2. NO, I would have installed **some** of the measures. **[ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED = B10DROP AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED = B10KEEP]**

88. REFUSED **[SKIP TO SECTION D]**
99. DON'T KNOW **[SKIP TO SECTION D]**

B11. Would you have installed the same types of **[B10KEEP]** but they would have been at a lower level of efficiency? **(DO NOT READ LIST)**

1. YES, I would **not** have installed **any [B10KEEP]** to the same level of efficiency. **[B10KEEP = B11DROP] [SKIP TO SECTION D]**
2. NO – I would have installed **all** of the **[B10KEEP]** to the same level of efficiency. **[B10KEEP = B11KEEP]**
3. NO – I would have installed **only some** of the measures to the same level of efficiency. **[ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED = B11DROP AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED = B11KEEP]**

88. REFUSED **[B10KEEP = B11KEEP]**
99. DON'T KNOW **[B10KEEP = B11KEEP]**

B12. Would it have been the same **[B11KEEP]** but fewer of them? **(DO NOT READ LIST)**

1. YES, you would have installed fewer of **all** of the **[B11KEEP].**
2. NO, I would **not** have installed fewer of the **[B11KEEP].**
3. NO, I would have **only** installed fewer for **some** of the **[B11KEEP]** but would have installed the same for others. **[ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED SAME QUANTITY = B12PARTIAL AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED SAME QUANTITY = B12SAME]**

88. REFUSED
99. DON'T KNOW

B13. And finally, would you have installed the **[B11KEEP]**… **(READ LIST)**

1. In the same year? **[ASK/RECORD WHICH MEASURES = B13A]**
2. In one to two years? **[ASK/RECORD WHICH MEASURES = B13B]**
3. In three to five years? **[ASK/RECORD WHICH MEASURES = B13C]**
4. More than five years out? **[ASK/RECORD WHICH MEASURES = B13D]**
5. Upon equipment failure? **[ASK/RECORD WHICH MEASURES = B13E]**

88. REFUSED **[ASK/RECORD WHICH MEASURES = B13F]**
99. DON'T KNOW **[ASK/RECORD WHICH MEASURES = B13G]**

B14. Before you heard about the program were you planning to purchase and install the **[B11KEEP]**?

1. Yes, planned to purchase **all** **[B11KEEP]** measures before learning about the program.
2. No, planned to purchase **only some** of the **[B11KEEP]** measures before learning about the program. **[ASK/RECORD WHICH MEASURES PURCAHASED PRIOR TO LEARNING ABOUT PROGRAM = B14B]**
3. No, had **not** planned to purchase/install **any** of the **[B11KEEP]** measures before learning about the program.

88. REFUSED
99. DON'T KNOW

B15. Overall, would you say the program was very important, somewhat important, not very important or not important at all in your decision to install the **[B11KEEP]** measures?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

88. REFUSED
99. DON'T KNOW

[SKIP TO SPILLOVER SECTION D]

C. Multifamily Energy Savings Program

FREERIDERSHIP

C1. My records show that a contractor installed **[LIST MEASURES 1-4]** at **[SERVICE ADDRESS]** that you manage/own. Is this correct?

1. YES
2. NO

88. REFUSED
99. DON'T KNOW

C2. **[IF C1= 2, -98, -99]** Can you please clarify which items were installed at this address? **[RECORD VERBATUM]**

88. REFUSED
99. DON'T KNOW

The following questions are to learn more about the energy efficient equipment you installed through the Multifamily Energy Savings program.

C3. If there were no incentives offered by Focus on Energy, would you have installed **all, some, or none** of the same energy efficiency equipment on your own? **(DO NOT READ LIST)**

1. I would have installed **all** of the energy efficient equipment on my own. **[CREATE NEW TEXT**

VARIABLE "C3KEEP"=MEASURES THEY WOULD HAVE INSTALLED]

2. I would **not** have installed **any** of the energy efficient equipment for which I received a rebate. **[CREATE NEW VARIABLE "C3DROP"=RECORD RESPONDENTS MEASURES]**
3. I would have **only** installed **some** of the equipment on my own for which I received a rebate. **[CREATE NEW VARIABLE "C3KEEP"= RECORD WHICH MEASURES WOULD HAVE INSTALLED; "C3DROP"=WHICH MEASURES THEY WOULDN'T HAVE INSTALLED]**

88. REFUSED
99. DON'T KNOW

[IF C3=2,-98,-99, SKIP TO C9, OTHERWISE CONTINUE]

C4. Let me make sure I understand. When you say you would have installed the **[C3KEEP]** on your own, would you have installed equipment that was just as energy efficient or would you have installed equipment that was somewhat less efficient? **(DO NOT READ LIST) ["ON YOUR OWN" MEANS WITHOUT THE FOCUS ON ENERGY PROGRAM]**

1. I would have installed **all** equipment to same level of efficiency. **[CREATE NEW VARIABLE "C4KEEP"=C3KEEP]**
2. I would **not** have installed **any** of the equipment for which I received a rebate to the same level of efficiency. **[CREATE NEW VARIABLE "C4DROP"=C3KEEP]** **[SKIP TO SECTION D]**
3. I would have installed **only some** of the equipment to the same level of efficiency. **[CREATE NEW VARIABLE "C4KEEP"= WHICH MEASURES THEY WOULD HAVE INSTALLED; AND NEW VARIABLE "C4DROP"=ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED]**

88. REFUSED
99. DON'T KNOW

C5. **[ASK IF C4=1, ~~OR 3~~, 88 or 99]** And would you have installed the same quantity of **[C4KEEP]** on your own? **(DO NOT READ LIST)**

1. YES, I would have installed the same quantity of **all** equipment.
2. NO – I would **not** have installed the same quantity for **any** of the equipment. **[CREATE NEW VARIABLE "C5DROP"=C4KEEP]**
3. NO – I would have installed the same quantity for **only some** of the equipment. **[CREATE NEW VARIABLE "C5PARTIAL"=WHICH MEASURES WOULDN'T HAVE INSTALLED SAME QUANTITY; AND NEW VARIABLE"C5SAME"=WHICH MEASURES THEY WOULD HAVE INSTALLED SAME QUANTITY]**

88. REFUSED
99. DON'T KNOW

C6. Without the program, would you have installed the **[C4KEEP]** on your own… **(READ LIST)**

1. Within the same year? **[ASK/RECORD WHICH MEASURES = C6A]**
2. Within one to two years? **[ASK/RECORD WHICH MEASURES = C6B]**
3. Within three to five years? **[ASK/RECORD WHICH MEASURES = C6C]**
4. In more than five years? **[ASK/RECORD WHICH MEASURES = C6D]**
5. Upon equipment failure? **[ASK/RECORD WHICH MEASURES = C6E]**

88. REFUSED **[ASK/RECORD WHICH MEASURES = C6F]**
99. DON'T KNOW **[ASK/RECORD WHICH MEASURES = C6G]**

C7. Before you heard about the program, had you already purchased and installed the **[C4KEEP]**?

1. Yes, I purchased and installed **all** **[C4KEEP]** before learning about the program.
2. No, I purchased and installed **only some** of the **[C4KEEP]** before learning about the program. **[ASK/RECORD WHICH MEASURES PURCAHASED PRIOR TO LEARNING ABOUT PROGRAM = 7B]**
3. No, I had **not** purchased and installed **any** of the **[C4KEEP]** before learning about the program.

88. REFUSED
99. DON'T KNOW

C8. Overall, would you say the program was very important, somewhat important, not very important or not important at all in your decision to purchase/install the energy efficient **[C4KEEP]**?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

88. REFUSED
99. DON'T KNOW

C9. **[ASK ONLY IF C3= 2, 3, -98 OR -99, ELSE SKIP TO SECTION D] [IF C3=3, READ:** "Going back to the **[C3DROP]** you originally said you would not have installed without the program, do you mean you would not have installed the **[C3DROP]** at all?" **IF C3=2, READ:** "Let me make sure I understand. When you say you would not have installed the same equipment, do you mean you would not have installed the **[C3DROP]** at all?" **IF C3=-98 or -99, READ** "Would you not have installed the **[C3DROP]** at all?"] **[DO NOT READ LIST]**

1. YES, I would **not** have installed the measures **at all**. **[SKIP TO SECTION D]**
2. NO, I would have installed **some** of the measures. **[ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED = C9DROP; AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED = C9KEEP]**

88. REFUSED **[SKIP TO SECTION D]**
99. DON'T KNOW **[SKIP TO SECTION D]**

C10. Would you have installed the same types of **[C9KEEP]** but they would have been at a lower level of efficiency? **(DO NOT READ LIST)**

1. YES, would **not** have installed **any** of the **[C9KEEP]** to the same level of efficiency. **[C9KEEP = C10DROP]** **[SKIP TO SECTION D]**
2. NO – would have installed **all** of the **[C9KEEP]** to the **same** level of efficiency. **[C9KEEP = C10KEEP]**
3. NO – would have installed **only some** of the measures to the same level of efficiency. **[ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED = C10DROP AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED = C10KEEP]**

88. REFUSED
99. DON'T KNOW

C11. Would it have been the same **[C10KEEP]** but fewer of them? **(DO NOT READ LIST)**

1. YES, you would have installed **fewer** of all of the [**C10KEEP].**
2. NO, I would **not** have installed **fewer** of the **[C10KEEP].**
3. NO, I would have **only installed fewer** for **some** of the **[C10KEEP]** but would have installed the same for others**. [ASK/RECORD WHICH MEASURES WOULDN'T HAVE INSTALLED SAME QUANTITY = C11PARTIAL AND ALSO RECORD WHICH MEASURES THEY WOULD HAVE INSTALLED SAME QUANTITY = C11SAME]**

88. REFUSED
99. DON'T KNOW

C12. And finally, would you have installed the **[C10KEEP]** …**(READ LIST)**

1. In the same year? **[ASK/RECORD WHICH MEASURES = C12A]**
2. In one to two years**? [ASK/RECORD WHICH MEASURES = C12B]**
3. In three to five years? **[ASK/RECORD WHICH MEASURES = C12C]**
4. More than five years out? **[ASK/RECORD WHICH MEASURES = C12D]**
5. Upon equipment failure? **[ASK/RECORD WHICH MEASURES = C12E]**

88. REFUSED **[ASK/RECORD WHICH MEASURES = C12F]**
99. DON'T KNOW **[ASK/RECORD WHICH MEASURES = C12G]**

C13. Before you heard about the program, had you already purchased and installed the **[C10KEEP]**?

1. YES, had purchased and installed **all [C10KEEP]** measures before.
2. NO, had **only** purchased and installed **some** of the **[C10KEEP]** measures before participating in the program. **[ASK/RECORD WHICH TYPE OF 'C10KEEP' MEASURES INSTALLED BEFORE PARTICIPATING = C13B]**
3. NO, had **not** purchased and installed **any** of the measures.

88. REFUSED
99. DON'T KNOW

C14. Overall, would you say the program was very important, somewhat important, not very important or not important at all in your decision to purchase/install the **[C10KEEP]** measures?

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

88. REFUSED
99. DON'T KNOW

D. SPILLOVER

D1. Since participating in the program, have you installed any energy efficient equipment or conducted any activity that improves the energy efficiency of your building(s) for which you did not receive a program rebate?

1. YES
2. NO **[SKIP TO SECTION E]**

88. REFUSED **[SKIP TO SECTION E]**
99. DON'T KNOW **[SKIP TO SECTION E]**

D2. What equipment/activities were they?

Type 1: _____
Type 2: _____
Type 3: _____

88. REFUSED **[SKIP TO SECTION E]**
99. DON'T KNOW **[SKIP TO SECTION E]**

D3. Were the **[INSERT TYPE 1-3]** installed/conducted in tenant units or in common areas? **[1= Tenant units, 2= Common areas, 3=Both, 88= Refused, 99= Don't know]**

Location 1
Location 2
Location 3

D4. **[ASK IF ANY RESPONSES IN D3=1, ELSE SKIP TO D6]** In what percent of your tenant units did you install the **[INSERT TYPE 1-3 THAT HAD A LOCATION OF "IN TENANT UNIT"]**?

Percent 1: _____
Percent 2: _____
Percent 3: _____

D5. **[ASK IF ANY RESPONSES IN D3=1]** And how many **[IF ANY OF TYPE 1-3 = INSULATION, READ "SQUARE FEET"]** of the **[INSERT TYPE 1-3 THAT HAD A LOCATION OF "IN TENANT UNIT"]** did you install/conduct in each tenant unit?

Quantity 1: _____
Quantity 2: _____
Quantity 3: _____

D6. **[ASK IF ANY RESPONSES IN D3=2]** And how many **[IF ANY OF TYPE 1-3 = INSULATION, READ "SQUARE FEET"]** of the **[INSERT TYPE 1-3 THAT HAD A LOCATION OF "COMMON AREA"]** did you install/conduct?

Quantity 1: _____
Quantity 2: _____
Quantity 3: _____

D7. Do you recall the efficiency level of the equipment or activity? Such as energy star qualified, for example? **[INSERT TYPE 1-3]**?

Efficiency 1: _____
Efficiency 2: _____
Efficiency 3: _____

D8. Was this equipment/activity more efficient than you would have installed before participating in the Multifamily Energy Savings Program or about the same level of efficiency? **(READ LIST)**

1. More efficient
2. About the same
88. REFUSED
99. DON'T KNOW

Type 1: _____
Type 2: _____
Type 3:_____

D9. Did you receive any financial assistance outside of Focus on Energy?

1. YES **(SPECIFY FOR WHICH IMPROVEMENT: _____)**
2. NO
88. REFUSED
99. DON'T KNOW

D10. Can you please tell me about the reason(s) why you purchased the measures without financial assistance from Focus on Energy?

(DO NOT READ LIST) [MULTIPLE MENTIONS]

1. Too much paperwork
2. Takes too long to get approval
3. No time to participate, needed equipment immediately
4. The program had ended
5. The equipment/activity would not qualify
6. The amount of the rebates wasn't high enough
7. Other **{SPECIFY}** _____
88. REFUSED
99. DON'T KNOW

D11. **[ASK IF D10=5, OTHERWISE SKIP TO D12]** Why did the equipment not qualify? **(RECORD**

VERBATIM)

88. REFUSED
99. DON'T KNOW

D12. Now, I'm going to read a statement about this equipment we've been discussing:

My experience with the Multifamily Energy Savings Program in 2012 influenced me to install additional high efficiency equipment on my own. Would you say you . . **.(READ LIST)**

1. Strongly agree
2. Agree
3. NEUTRAL **(DO NOT READ)**
4. Disagree
5. Strongly disagree
88. REFUSED
99. DON'T KNOW

E. OTHER PROPERTIES

E1. **[ASK IF (OTHER PROERTIES LISTED = YES), ELSE SKIP TO E4]** Our records show that you are the contact for **[AN]**other participating **[PROPERTY/PROPERTIES]**. Do you think you would have answered this survey differently for the other **[PROPERTY/PROPERTIES]**?

1. Yes, would have answered differently **[SPECIFY HOW RESPONSES WOULD BE DIFFERENT: _____]**
2. No, would have answered the same **[SKIP TO E11]**
3. No, do not own/manage other participating properties **[SKIP TO E11]**
88. REFUSED **[SKIP TO E11]**
99. DON'T KNOW **[SKIP TO E11]**

E2. When **[WAS/WERE]** the other participating **[PROPERTY/PROPERTIES]** built?

Year Built 1: _____
Year Built 2: _____
Year Built 3: _____

E3. How important is the age of a building when making decisions about energy efficient upgrades? Is it: **[READ]**

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important
88. REFUSED
99. DON'T KNOW

E4. **[ASK IF CONTACT IS NOT LISTED FOR MORE THAN ONE PROPERTY, ELSE SKIP TO E11]** Do you manage or own any other properties in Wisconsin?

1. YES **(RECORD NUMBER OF PROPERTIES:___)**
2. NO **[SKIP TO E11]**
88. REFUSED **[SKIP TO E11]**
99. DON'T KNOW **[SKIP TO E11]**

E5. How many housing units are there total in **[ALL OF]** the **[PROPERTY/PROPERTIES]** that you just mentioned?

1. Response: **[RECORD NUMBER WITH LIMIT OF 1-100,000]**
88. REFUSED
99. DON'T KNOW

E6. Did any of those properties participate in the Multifamily Energy Savings Program in 2012?

1. YES **(RECORD NUMBER OF PROPERTIES THAT PARTICIPATED:___)**
2. NO **[SKIP TO E10]**
88. REFUSED **[SKIP TO E10]**
99. DON'T KNOW **[SKIP TO E10]**

E7. Can you please tell me the address and city of the participating **[PROPERTY/PROPERTIES]**?

1. Response: **[LIST ADDRESSES]**
88. REFUSED
99. DON'T KNOW

E8. When **[WAS/WERE]** the other participating **[PROPERTY/PROPERTIES]** built?

Year Built 1: _____
Year Built 2: _____
Year Built 3: _____

E9. How important is the age of a building when making decisions about energy efficient upgrades? Is it: **[READ]**

1. Very important
2. Somewhat important
3. Not too important
4. Not at all important
88. REFUSED
99. DON'T KNOW

E10. And lastly, do you think you would have answered this survey differently for the other participating **[PROPERTY/PROPERTIES]** that you mentioned?

1. Yes, would have answered differently **[SPECIFY HOW RESPONSES WOULD BE DIFFERENT: _____]**
2. No, would have answered the same **[SKIP TO E11]**
3. No, do not own/manage other participating properties **[SKIP TO E11]**

88. REFUSED **[SKIP TO E11]**
99. DON'T KNOW **[SKIP TO E11]**

E11. That concludes my questions for you. Thank you for your time and have a great day.

CADMUS

Chain Store and Franchises/Business Incentive Programs Participant Customer Survey

THE CADMUS GROUP, INC.

Focus on Energy Business Programs – CSF & BIP
Participant Customer Survey

Interviewer instructions are in green. CATI programming instructions are in red.

Researchable Questions		
Key Research Topics	Areas of Investigation	Related Questions
Marketing and Outreach	Program awareness	C1
	Future communication preferences	J1
Decision Making and Participation	Factors influencing customers' decision to participate	D1-D2
	Perceived benefits of participating in program	D3
	Local or National decision maker (CSF only)	D4
Barriers	Obstacles to installing high-efficiency equipment	E1-E2
	Equipment not covered by Focus on Energy programs	E3
Net-to-Gross	Determine freeridership to impact net savings	F1-F14
	Determine spillover to impact net savings	G1-G7
Satisfaction	Assess satisfaction with various program components and reasons for dissatisfaction among participants	H1-H4
Firmographics	Determine building and company characteristics of participants	I1-I8

[70 Business Incentive Participants (BIP) – MARKED IN DATABASE]
[50 Chain Stores and Franchises Participants (CSF) – MARKED IN DATABASE]

BIP Quotas

Category	Custom	Prescriptive
Ag	2	0
Alt Energy	7	0
Building Shell	3	0
Commercial Appliances	1	0
HVAC	8	0
Industrial	6	2
Lighting	5	18
Other	4	0
Refrigeration	1	1
VFD/Controls	9	0
TOTAL	46	21

Use fields marked "Category" and "C or P" to determine quotas.

SAMPLE Requirements:

- [PHONE] Phone 1 Area Code and Phone 1
- [COMPANY] Customer Name
- [CONTACT] First Name 1 and Last Name 1
- [BUSINESS INCENTIVES OR CHAINS AND FRANCHISES] One file for each program.
- [MEASURE] Measure 1 Name
- [QUANTITY] QTY
- [ADDRESS] Address and City

A. Introduction

A1. Hello, may I speak with [CONTACT?] OR [IF NO NAME] May I speak with the person who handles energy decisions [IF BIP "for your company's locations in Wisconsin" OR CSF "for all stores and franchisees for your company's locations in Wisconsin" [IF NOT AT THIS LOCATION, ASK FOR PHONE NUMBER AND NAME AT CORRECT LOCATION AND CALL RESPONDENT]

1. Yes [CONTINUE WITH RESPONDENT ON PHONE]
88. REFUSED [THANK AND TERMINATE]

A2. Hello, I am [INSERT NAME] calling with a short survey on behalf of Focus on Energy Wisconsin. Are you the person responsible for making equipment decisions regarding energy efficiency at [IF BUSINESS INCENTIVE "your company" OR IF CHAINS AND FRANCHISES "your company's locations in Wisconsin"]?

1. Yes
2. No, but person can come to phone [START OVER AT A2 WITH NEW RESPONDENT]
3. No, not available [SCHEDULE CALLBACK]
99. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO WOULD KNOW AND START AGAIN]
88. REFUSED [THANK AND TERMINATE]

Back-up information, not to be programmed:

[If "No – Not available," ask if Respondent would like to arrange a more convenient time for us to call them back or if you can leave a message for that person.]

[IF RESPONDENT ASKS HOW LONG, SAY: "APPROXIMATELY 15 MINUTES."]
[IF NEEDED:] This survey is for research purposes only and this is not a marketing call. Your participation in this study is important so that Focus on Energy can improve its energy efficiency program offerings.

[**Only if asked** for a Focus on Energy contact to verify the survey authenticity, offer 1-800-762-7077]

B. Screeners

B1. Our records show that [COMPANY] has participated in the ["BUSINESS INCENTIVE" OR "CHAIN STORES AND FRANCHISES"] program with Focus on Energy at [ADDRESS.] Is this correct? [IF NEEDED: We would like to understand the quality of your experience and how Focus on Energy might improve their programs going forward.]

1. Yes
2. Yes but address is incorrect [RECORD CORRECT ADDRESS. CONTINUE IF IN WISCONSIN.]
3. No [THANK AND TERMINATE]
99. DON'T KNOW [FIND SOMEONE WHO KNOWS AND START WITH A2]
88. REFUSED [THANK AND TERMINATE]

B2. Our records also show that you have installed [QUANTITY] [MEASURE]. Is this correct?
[INTERVIEWER NOTE: IF RESPONDENT INDICATES THEY APPLIED FOR THIS MEASURE AT MORE THAN ONE LOCATION, PLEASE TELL THEM WE ARE CONCERNED ABOUT [ADDRESS]. IF NEEDED READ: "We know you may have applied for other rebates, but for this survey, we'd like to focus on just the [MEASURE]."]
[INTERVIEWER NOTE: IF QUANTITY SAYS "0", PLEASE DON'T READ THE QUANTITY. ONLYCONFIRM THE TYPE OF EQUIPMENT. IF EQUIPMENT IS CORRECT THEN ENTER PUNCH 3 AND ASK FOR QUANTITY OF EQUIPMENT IN NEXT QUESTION.]

1. Yes, both equipment and quantity are correct [SKIP TO C1]
2. No, equipment incorrect [ASK B3 THEN SKIP TO C1]
3. No, quantity incorrect [ASK B4 THEN SKIP TO C1]
4. No, equipment and quantity incorrect [ASK B3 AND B4]
5. No, didn't participate in program [THANK AND TERMINATE]
99. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO KNOWS AND GO TO A2]
88. REFUSED [THANK AND TERMINATE]

[PROGRAM NEEDS TO PULL IN TOP ENERGY SAVING MEASURE FROM SAMPLE]

B3. [ASK IF B2=2 OR 4; WRONG TYPE OF EQUIPMENT FROM DATABASE]What equipment did you install as part of the program?

[RECORD ANSWER:_____. IF DON'T KNOW FIND SOMEONE WHO DOES AND START AGAIN AT A2. IF REFUSE, THANK AND TERMINATE.]

[SKIP TO C1 UNLESS B2=4]

B4. [ASK IF B2=3 OR 4; WRONG QUANTITY FROM DATABASE]How many [MEASURE OR ANSWER FROM B3] did you install?

1. [ENTER NUMBER:_____]
99. DON'T KNOW
88. REFUSED

C. Awareness

C1. How did your organization learn about the ["BUSINESS INCENTIVE" OR "CHAIN STORES AND FRANCHISES"] program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Contacted by Focus on Energy (non-specified)
2. Contacted by our utility company (non-specified)
3. Our organization contacted Focus on Energy
4. Our organization contacted our utility
5. Word of mouth (family, friend, or business colleague)
6. Contacted by contractor or vendor
7. Previously participated in program/received an incentive
8. Program sponsored workshop, event
9. Through a trade association or professional organization
10. Printed program materials
11. Focus on Energy mailing
12. Utility mailing
13. Focus on Energy website
14. Utility website
15. Other, [SPECIFY: _____]

99. DON'T KNOW
88. REFUSED

D. Decision Making

Now I'd like to understand more about how your organization makes decisions about energy projects.

D1. What factors were important to your company's decision to install energy-efficient equipment through Focus on Energy's program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE; PROBE FOR UP TO 3 RESPONSES]

1. To save money on electric bills
2. To reduce energy consumption
3. To reduce energy demand
4. To obtain a program incentive from Focus on Energy
5. To obtain a bonus incentive from Focus on Energy
6. To obtain a tax credit
7. To replace old (but still functioning) equipment
8. To replace broken equipment
9. To acquire the latest technology
10. To reduce maintenance costs
11. Part of a broader remodeling or renovation
12. To help protect the environment
13. My contactor recommended it
14. Participation in other Focus on Energy incentive programs
15. Other [SPECIFY_____]

99. DON'T KNOW [BIP SKIP TO E1, CSF SKIP TO D4]
99. REFUSED [BIP SKIP TO E1, CSF SKIP TO D4]

D2. [ASK IF MORE THAN ONE RESPONSE TO D1] Which of these factors was the most important in your decision to participate in the program? [ONLY SHOW ANSWERS FROM D1 AS RESPONSE CHOICES]

[RECORD ONE RESPONSE _____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

D3. What would you say are the main benefits your company has experienced as a result of the energy projects we've discussed? [DO NOT READ LIST; RECORD ALL THAT APPLY]

1. The incentive from Focus on Energy
2. Energy savings
3. Lower energy bills (i.e. – saved money)
4. Increased occupant comfort
5. Increased productivity
6. Lower maintenance costs
7. Environmental benefits
8. Less waste
9. Water savings
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

D4. [ASK ONLY FOR CHAINS AND FRANCHISES] Are you involved in energy decisions for this location only, multiple locations in Wisconsin, or multiple locations in Wisconsin along with others outside of Wisconsin? [RECORD ONE RESPONSE]

1. This location only
2. Multiple locations in Wisconsin
3. Multiple locations in Wisconsin and others outside of Wisconsin
4. Other [SPECIFY:_____]
5. [DO NOT READ] DON'T KNOW
6. [DO NOT READ] REFUSED

E. Barriers

E1. What do you see as the most significant challenges to making energy-efficient improvements in your company? [DO NOT READ; MULTIPLE RESPONSES POSSIBLE]

1. High initial cost
2. Budget limitations
3. Long payback period
4. Lack of technical knowledge about energy efficiency equipment
5. Lack of corporate support for energy efficiency investments
6. Lack of staff time to dedicate to pursuing energy efficiency upgrades
7. Funding competition for other investments/improvements within organization
8. Don't own building/Tenant
9. Age or condition of the facility
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

E2. What could Focus on Energy do to help your company overcome these challenges?[DO NOT READ LIST]

1. Nothing
2. Higher incentives
3. Other [RECORD VERBATIM ANSWER_____]

99. DON'T KNOW
88. REFUSED

E3. Are there any additional types of energy-efficient equipment or services for which you would like to see Focus on Energy offer incentives?

[RECORD VERBATIM ANSWER_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

F. Program Satisfaction

I would like to know your satisfaction with different aspects of Focus on Energy's [BUSINESS INCENTIVE OR CHAIN STORES AND FRANCHISES] program.

F1. I will ask about some different components of the program. Please indicate if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with each of these components. [RECORD ONE OPTION FOR EACH A-I: 1=VERY SATISFIED; 2=SOMEWHAT SATISFIED; 3=NOT TOO SATISFIED; 4=NOT AT ALL SATISFIED. ALLOW 99 FOR DON'T KNOW AND 88 FOR REFUSED BUT DO NOT READ AS ANSWER CHOICES. RANDOMIZE A-H; ALWAYS ASK I LAST.]

a. Selection of eligible equipment
b. Clarity of the program application requirements
c. Communication from Focus on Energy
d. [CHAINS AND FRANCHISES ONLY]Your relationship with your Focus on Energy Advisor
e. The incentive amount
f. The quality of work by the vendor or contractor
g. The performance of the equipment installed
h. The time it took to receive the incentive check
i. Your overall experience with Focus on Energy's [EITHER "BUSINESS INCENTIVE PROGRAM" OR "CHAIN STORES AND FRANCHISES PROGRAM" DEPENDING ON SAMPLE]

F2. [ASK FOR ANY F1 RESPONSES = "not too satisfied" OR "not at all satisfied"] You said you were [INSERT RESPONSE FROM F1] with [INSERT STATEMENT A-I] Can you say more about why you are [INSERT RESPONSE FROM F1]? [RECORD FOR EACH OF THE STATEMENTS THAT = NOT TOO SATISFIED OR NOT AT ALL SATISFIED

F3. After your organization submitted your application for the equipment, how many weeks did it take to receive the incentive check from Focus on Energy? Was it: [READ LIST; select one]

1. Less than 4 weeks
2. Between 4 and 6 weeks
3. Between 7 and 8 weeks
4. Between 9 and 10 weeks
5. More than 10 weeks
6. Have not received the incentive check yet
99. DON'T KNOW [DO NOT READ]
88. REFUSED [DO NOT READ]

F4. Is there anything that Focus on Energy could have done to improve your experience?

1. Yes [RECORD RESPONSE:_____]
2. No
3. Don't know
99. REFUSED

G. Freeridership

Now I'd like to ask you a little more about the equipment you installed.

[READ ONLY IF measure not blank] The next questions refer to the [MEASURE] we've been talking about. [IF NEEDED READ: "We know you may have applied for other incentives, but for these next questions, we'd like to focus on just the [MEASURE] ."]

[INTERVIEWER NOTE ABOUT THIS SECTION (don't read to respondent): This section is based on hypothetical behavior so we are asking similar questions to verify that we are gathering the correct responses.]

G1. First, did your organization have specific plans to install the [MEASURE][s] ***BEFORE*** learning about the [BUSINESS INCENTIVE PROGRAM OR CHAIN STORES AND FRANCHISES PROGRAM DEPENDING ON SAMPLE]?

1. Yes [ASK G2]
2. No [SKIP TO G4]
99. DON'T KNOW [SKIP TO G4]
88. REFUSED [SKIP TO G4]

G2. Prior to participating in this program, was the purchase and installation of the [MEASURE][s] included in your organization's capital budget?

1. Yes No
99. DON'T KNOW
88. REFUSED

G3. Had your organization ***ALREADY*** ordered or purchased the [MEASURE][s] ***BEFORE*** your organization heard about the [BUSINESS INCENTIVE PROGRAM OR CHAIN STORES AND FRANCHISES PROGRAM?]

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G4. Help me understand, would you have purchased and installed the same [MEASURE][s] without the incentive from Focus on Energy?

1. Yes [SKIP TO G7]
2. No [SKIP TO G10]
99. DON'T KNOW [ASK G5]
88. REFUSED [ASK G5]

G5. [ASK IF G4=98 OR 99] Let me make sure I understand correctly, would you have installed **something** without the incentive? [DO NOT READ LIST UNLESS NECESSARY]

1. Yes, would have done something [CONTINUE TO G6]
2. No, would NOT have installed anything [SKIP TO G10]
99. DON'T KNOW [DO NOT READ] [SKIP TO G14]
88. REFUSED [DO NOT READ] [SKIP TO G14]

G6. [ASK G6 through G9 if G5=1] When you say you **would have installed** the same [MEASURE][s], would you have installed the same [MEASURE] that (was/were) just as energy efficient?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G7. [ASK G7-G9 IF G4=1] [ASK FOR MEASURE WITH ACTUAL UNIT GREATER THAN 1] And without Focus on Energy's incentive, would you have installed the same number of [MEASURE][s]?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G8. Without the Focus on Energy incentive, would you have installed the [MEASURE][s]…[READ LIST AND RECORD ONE RESPONSE]

1. Within the same year?
2. Within one to two years?
3. Within three to five years?
4. In more than five years?
99. DON'T KNOW
88. REFUSED

G9. Before participating in the incentive program, had you previously installed any of the same type of [MEASURE][s]?

1. Yes [SKIP TO SECTION H]
2. No [SKIP TO SECTION H]
99. DON'T KNOW [SKIP TO SECTION H]
88. REFUSED [SKIP TO SECTION H]

G10. [ASK G10 TO G14 IF G4 =2 OR G5 = 2] Let me make sure I understand. When you say **you would not have installed** the same [MEASURE][s] without the Focus on Energy incentive, do you mean you would not have installed the (MEASURE[s]) at all?

1. Yes [SKIP TO G14]
2. No
99. DON'T KNOW
88. REFUSED

G11. Again, help me understand. Without the Focus on Energy program, would you have put in the same type of [MEASURE][s] but (it/they) would not have been as energy efficient?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G12. [ASK FOR MEASURE WITH ACTUAL UNITS GREATER THAN 1*]* Without the Focus on Energy incentive, would you have installed the same [MEASURE][s] but fewer of them?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G13. And finally, would you have installed the same [MEASURE][s]. . . [READ LIST AND RECORD ONE RESPONSE]

1. In the same year?
2. In one to two years?
3. In three to five years?
4. More than five years out?
99. DON'T KNOW
88. REFUSED

G14. Before participating in the incentive program, had you ever installed any of the same type of [MEASURE][s]that you installed through the program?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

H. Spillover

H1. Since participating in the program, has your company installed any other energy-efficient products in your facility that you did ***NOT*** receive a Focus on Energy incentive for? By energy-efficient products, I mean high efficiency lighting such as T5s; high efficiency motors and VSDs; high efficiency air conditioners and heat pumps, efficient heating or water heating equipment, etcetera.

1. Yes [ASK H2]
2. No [SKIP TO SECTION I]
99. DON'T KNOW [SKIP TO SECTION I]
88. REFUSED [SKIP TO SECTION I]

H2. Are these products also installed at [ADDRESS] or at a different location?

1. Same location
2. Different location
99. DON'T KNOW
88. REFUSED

H3. What were the other energy-efficient products that you installed without getting an incentive? [DO NOT READ LIST; MARK ALL THAT APPLY; 99=DON'T KNOW, 88=REFUSED, -96=N/A] [If the customer says they bought something but have not installed it, the equipment has to be installed and operating for us to count it towards spillover.]

1. CFLs
2. LEDs
3. Fluorescent tubes
4. Efficient lighting controls (occupancy sensors, daylighting, timers)
5. High efficiency motors
6. Air source heat pumps
7. Ground source heat pumps
8. Central AC
9. VSD (variable speed drive)
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

H4. [REPEAT FOR EACH ITEM MENTIONED IN H3] How many [INSERT ITEM FROM H3] did you install?

[RECORD NUMBER_____, 99 FOR DON'T KNOW, 88 FOR REFUSED, AND -96 FOR N/A]]

H5. [REPEAT FOR EACH ITEM MENTIONED IN H3] Please tell me how important the Focus on Energy program is in your decision to install [INSERT ITEM FROM H3]. Is it very important, somewhat important, not too important, or not at all important [INSERT ITEM FROM H3]?

[EMPHASIZE EACH ANSWER OPTION AND PAUSE IN BETWEEN EACH OPTION. AFTER THE 2ND ITEM, YOU CAN SAY, "And using the same scale, please rate how important the program was on your decision to install [ANSWER FROM H3]"]

1. Very important
2. Somewhat important
3. Not too important or
4. Not at all important

99. DON'T KNOW
88. REFUSED

H6. [ASK FOR ALL MENTIONED IN H3] Did you apply for an incentive from Focus on Energy for installing [INSERT ANSWER FROM H3]? [DO NOT READ ANSWER LIST]

1. Yes
2. No
3. Item did not qualify

99. DON'T KNOW
88. REFUSED

H7. [ASK IF H2=2] What is the address of the location where you installed [INSERT EACH ITEM FROM H3]? [99 FOR DON'T KNOW AND 88 FOR REFUSED]
ENTER STREET ADDRESS:
ENTER CITY:
ENTER STATE:
ENTER ZIP CODE:

I. Firmographics

Now I would now like to ask you some questions about your company.

I1. What industry is your company in? [CODE ONE RESPONSE BELOW; DON'T READ UNLESS NECESSARY]

1. Agriculture, Mining
2. Communications
3. Construction
4. Education
5. Finance, Insurance, Real Estate
6. Food Service
7. Government
8. Health Care
9. Manufacturing
10. Nonprofit
11. Retail, Wholesale
12. Transportation
13. Other [SPECIFY:_____]

99. DON'T KNOW [DO NOT READ]
88. REFUSED [DO NOT READ]

I2. Does your organization lease or own the facility?

1. Lease
2. Own
3. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I3. What is the approximate square footage of this facility? [NUMERIC OPEN END UP TO 1,000,000]

1. [RECORD NUMBER:_____]

99. DON'T KNOW
88. REFUSED

I4. How many floors are in the building?

[RECORD NUMERIC ANSWER:_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

I5. Is your facility heated primarily with electricity, gas, propane, oil, wood, or something else? [ENTER ONE RESPONSE]

1. Electricity
2. Gas
3. Propane
4. Oil
5. Wood
6. Something else [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I6. What type of heating system is used primarily in the facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. Boiler
2. Furnace
3. Rooftop Unit
4. Unit heater
5. Heat pump
6. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I7. What type of cooling system is used primarily in this facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. A/C
2. Chiller
3. Heat pump
4. Rooftop unit
5. Split system
6. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I8. How many people are employed at this location?

1. [RECORD NUMBER:_____]

99. DON'T KNOW
88. REFUSED

J. Closing

J1. In the future, how would you like to stay informed about opportunities to save energy and money from Focus on Energy? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Bill inserts
2. Email updates
3. Monthly newsletter
4. Direct contact with a Focus on Energy representative
5. Focus on Energy sponsored events
6. Program mailings
7. Professional trade association sponsored event
8. Facebook, LinkedIn, etc.
9. Radio/TV
10. Prefer not to receive further information
11. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

J2. Do you have any other comments about the program you would like to share?

[RECORD RESPONSE:_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

J3. Thank you for your participation in this survey. We may need to contact you again to gather more project-specific details for verification purposes. Are you the best person to contact for this?

1. Yes [RECORD NAME:_____]
2. No [ASK WHO IS AND RECORD NAME HERE:_____]

99. DON'T KNOW
88. REFUSED

J4. What is [IF YES ABOVE THEN "your email address" OR "your colleague's email address"]?

1. [ENTER RESPONSE:_____]

88. REFUSED

J5. At what phone number would be best to reach [IF RESPONDENT, "you" OR "your colleague"?]

1. [ENTER PHONE NUMBER:_____]

88. REFUSED



Chain Store and Franchises Program Participant Customer Survey

THE CADMUS GROUP, INC.

Focus on Energy Business Programs – CSF
Participant Customer Survey

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Commercial Appliances	3	1
HVAC	2	1
Industrial	1	1
Lighting	6	6
Other	1	9
Refrigeration	2	14
VFD/Controls	2	0
TOTAL	17	33

Use fields marked "Category" and "C or P" to determine quotas.

SAMPLE Requirements:

- [PHONE] Phone 1 Area Code and Phone 1
- [COMPANY] Customer Name
- [CONTACT] First Name 1 and Last Name 1
- [BUSINESS INCENTIVES OR CHAINS AND FRANCHISES] One file for each program.
- [MEASURE] Measure 1 Name
- [QUANTITY] QTY
- [ADDRESS] Address and City
- [MEASURECATEGORY]

A. Introduction

A1. Hello, may I speak with [CONTACT?] OR [IF NO NAME] May I speak with the person who handles energy decisions for all stores and franchisees for your company's locations in Wisconsin? [IF NOT AT THIS LOCATION, ASK FOR PHONE NUMBER AND NAME AT CORRECT LOCATION AND CALL RESPONDENT]

1. Yes [CONTINUE WITH RESPONDENT ON PHONE]
88. REFUSED [THANK AND TERMINATE]

A2. Hello, I am [INSERT NAME] calling with a short survey on behalf of Focus on Energy Wisconsin. Are you the person responsible for making equipment decisions regarding energy efficiency at your company's locations in Wisconsin?

1. Yes
2. No, but person can come to phone [START OVER AT A2 WITH NEW RESPONDENT]
3. No, not available [SCHEDULE CALLBACK]
99. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO WOULD KNOW AND START AGAIN]
88. REFUSED [THANK AND TERMINATE]

Back-up information, not to be programmed:

[If "No – Not available," ask if Respondent would like to arrange a more convenient time for us to call them back or if you can leave a message for that person.]

[IF RESPONDENT ASKS HOW LONG, SAY: "APPROXIMATELY 15 MINUTES."]
[IF NEEDED:] This survey is for research purposes only and this is not a marketing call. Your participation in this study is important so that Focus on Energy can improve its energy efficiency program offerings.

[**Only if asked** for a Focus on Energy contact to verify the survey authenticity, offer 1-800-762-7077]

B. Screeners

B1. Our records show that [COMPANY] has participated in the Chain Stores and Franchises program with Focus on Energy . Is this correct? [IF NEEDED: We would like to understand the quality of your experience and how Focus on Energy might improve their programs going forward.]

1. Yes
2. [DON'T SHOW THIS PUNCH CODE OR RESPONSE ON SCREEN]
3. No [THANK AND TERMINATE]
99. DON'T KNOW [FIND SOMEONE WHO KNOWS AND START WITH A2]
88. REFUSED [THANK AND TERMINATE]

B2. Our records also show that you have installed [MEASURECATEGORY]. Is this correct? [INTERVIEWER NOTE: IF NEEDED READ: "We know you may have applied for other incentives, but for this survey, we'd like to focus on just the [MEASURE CATEGORY]."]

1. Yes, equipment type correct [SKIP TO C1]
2. No, equipment incorrect [ASK B3 THEN SKIP TO C1]
3. [DON'T USE THIS RESPONSE OR PUNCH CODE IN LIST]
4. [DON'T USE THIS RESPONSE OR PUNCH CODE IN LIST]
5. No, didn't participate in program [THANK AND TERMINATE]
99. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO KNOWS AND GO TO A2]
88. REFUSED [THANK AND TERMINATE]

[PROGRAM NEEDS TO PULL IN TOP ENERGY SAVING MEASURE FROM SAMPLE]

B3. [ASK IF B2=2 OR 4; WRONG TYPE OF EQUIPMENT FROM DATABASE]What equipment did you install as part of the program?

[RECORD ANSWER:_____. IF DON'T KNOW FIND SOMEONE WHO DOES AND START AGAIN AT A2. IF REFUSE, THANK AND TERMINATE.]

[SKIP TO C1 UNLESS B2=4]

C. Awareness

C1. How did your organization learn about the ["BUSINESS INCENTIVE" OR "CHAIN STORES AND FRANCHISES"] program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Contacted by Focus on Energy (non-specified)
2. Contacted by our utility company (non-specified)
3. Our organization contacted Focus on Energy
4. Our organization contacted our utility
5. Word of mouth (family, friend, or business colleague)
6. Contacted by contractor or vendor
7. Previously participated in program/received an incentive
8. Program sponsored workshop, event
9. Through a trade association or professional organization
10. Printed program materials
11. Focus on Energy mailing
12. Utility mailing
13. Focus on Energy website
14. Utility website
15. Other, [SPECIFY: _____]

99. DON'T KNOW
88. REFUSED

D. Decision Making

Now I'd like to understand more about how your organization makes decisions about energy projects.

D1. What factors were important to your company's decision to install energy-efficient equipment through Focus on Energy's program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE; PROBE FOR UP TO 3 RESPONSES]

1. To save money on electric bills
2. To reduce energy consumption
3. To reduce energy demand
4. To obtain a program incentive from Focus on Energy
5. To obtain a bonus incentive from Focus on Energy
6. To obtain a tax credit
7. To replace old (but still functioning) equipment
8. To replace broken equipment
9. To acquire the latest technology
10. To reduce maintenance costs
11. Part of a broader remodeling or renovation
12. To help protect the environment
13. My contactor recommended it
14. Participation in other Focus on Energy incentive programs
15. Other [SPECIFY_____]

99. DON'T KNOW [BIP SKIP TO E1, CSF SKIP TO D4]
99. REFUSED [BIP SKIP TO E1, CSF SKIP TO D4]

D2. [ASK IF MORE THAN ONE RESPONSE TO D1] Which of these factors was the most important in your decision to participate in the program? [ONLY SHOW ANSWERS FROM D1 AS RESPONSE CHOICES]

[RECORD ONE RESPONSE _____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

D3. What would you say are the main benefits your company has experienced as a result of the energy projects we've discussed? [DO NOT READ LIST; RECORD ALL THAT APPLY]

1. The incentive from Focus on Energy
2. Energy savings
3. Lower energy bills (i.e. – saved money)
4. Increased occupant comfort
5. Increased productivity
6. Lower maintenance costs
7. Environmental benefits
8. Less waste
9. Water savings
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

D4. [ASK ONLY FOR CHAINS AND FRANCHISES] Are you involved in energy decisions for this location only, multiple locations in Wisconsin, or multiple locations in Wisconsin along with others outside of Wisconsin? [RECORD ONE RESPONSE]

1. This location only
2. Multiple locations in Wisconsin
3. Multiple locations in Wisconsin and others outside of Wisconsin
4. Other [SPECIFY:_____]
5. [DO NOT READ] DON'T KNOW
6. [DO NOT READ] REFUSED

E. Barriers

E1. What do you see as the most significant challenges to making energy-efficient improvements in your company? [DO NOT READ; MULTIPLE RESPONSES POSSIBLE]

1. High initial cost
2. Budget limitations
3. Long payback period
4. Lack of technical knowledge about energy efficiency equipment
5. Lack of corporate support for energy efficiency investments
6. Lack of staff time to dedicate to pursuing energy efficiency upgrades
7. Funding competition for other investments/improvements within organization
8. Don't own building/Tenant
9. Age or condition of the facility
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

E2. What could Focus on Energy do to help your company overcome these challenges?[DO NOT READ LIST]

1. Nothing
2. Higher incentives
3. Other [RECORD VERBATIM ANSWER_____]

99. DON'T KNOW
88. REFUSED

E3. Are there any additional types of energy-efficient equipment or services for which you would like to see Focus on Energy offer incentives?

[RECORD VERBATIM ANSWER_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

F. Program Satisfaction

I would like to know your satisfaction with different aspects of Focus on Energy's [BUSINESS INCENTIVE OR CHAIN STORES AND FRANCHISES] program.

F1. I will ask about some different components of the program. Please indicate if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with each of these components. [RECORD ONE OPTION FOR EACH A-I: 1=VERY SATISFIED; 2=SOMEWHAT SATISFIED; 3=NOT TOO SATISFIED; 4=NOT AT ALL SATISFIED. ALLOW 99 FOR DON'T KNOW AND 88 FOR REFUSED BUT DO NOT READ AS ANSWER CHOICES. RANDOMIZE A-H; ALWAYS ASK I LAST.]

a. Selection of eligible equipment
b. Clarity of the program application requirements
c. Communication from Focus on Energy
d. [CHAINS AND FRANCHISES ONLY]Your relationship with your Focus on Energy Advisor
e. The incentive amount
f. The quality of work by the vendor or contractor
g. The performance of the equipment installed
h. The time it took to receive the incentive check
i. Your overall experience with Focus on Energy's [EITHER "BUSINESS INCENTIVE PROGRAM" OR "CHAIN STORES AND FRANCHISES PROGRAM" DEPENDING ON SAMPLE]

F2. [ASK FOR ANY F1 RESPONSES = "not too satisfied" OR "not at all satisfied"] You said you were [INSERT RESPONSE FROM F1] with [INSERT STATEMENT A-I] Can you say more about why you are [INSERT RESPONSE FROM F1]? [RECORD FOR EACH OF THE STATEMENTS THAT = NOT TOO SATISFIED OR NOT AT ALL SATISFIED

F3. After your organization submitted your application for the equipment, how many weeks did it take to receive the incentive check from Focus on Energy? Was it: [READ LIST; select one]

1. Less than 4 weeks
2. Between 4 and 6 weeks
3. Between 7 and 8 weeks
4. Between 9 and 10 weeks
5. More than 10 weeks
6. Have not received the incentive check yet
99. DON'T KNOW [DO NOT READ]
88. REFUSED [DO NOT READ]

F4. Is there anything that Focus on Energy could have done to improve your experience?

1. Yes [RECORD RESPONSE:_____]
2. No
3. Don't know
99. REFUSED

G. Freeridership

Now I'd like to ask you a little more about the equipment you installed.

[READ ONLY IF measure not blank] The next questions refer to all your company's locations in Wisconsin where you installed [MEASURECATEGORY]. [IF NEEDED READ: "We know you may have applied for other incentives, but for these next questions, we'd like to focus on just the [MEASURECATEGORY] ."]

[INTERVIEWER NOTE ABOUT THIS SECTION (don't read to respondent): This section is based on hypothetical behavior so we are asking similar questions to verify that we are gathering the correct responses.]

G1. First, did your organization have specific plans to install the [MEASURECATEGORY][s] ***BEFORE*** learning about the [BUSINESS INCENTIVE PROGRAM OR CHAIN STORES AND FRANCHISES PROGRAM DEPENDING ON SAMPLE]?

1. Yes [ASK G2]
2. No [SKIP TO G4]
99. DON'T KNOW [SKIP TO G4]
88. REFUSED [SKIP TO G4]

G2. Prior to participating in this program, was the purchase and installation of the [MEASURECATEGORY][s] included in your organization's capital budget?

1. Yes No
99. DON'T KNOW
88. REFUSED

G3. Had your organization ***ALREADY*** ordered or purchased the [MEASURECATEGORY][s] ***BEFORE*** your organization heard about the [BUSINESS INCENTIVE PROGRAM OR CHAIN STORES AND FRANCHISES PROGRAM?]

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G4. Help me understand, would you have purchased and installed the same [MEASURECATEGORY] [s] without the incentive from Focus on Energy?

1. Yes, all [SKIP TO G7]
2. No, none [SKIP TO G10]
3. Some [SKIP TO G7]
99. DON'T KNOW [ASK G5]
88. REFUSED [ASK G5]

G5. [ASK IF G4=98 OR 99] Let me make sure I understand correctly, would you have installed **something** without the incentive? [DO NOT READ LIST UNLESS NECESSARY]

1. Yes, would have done something [CONTINUE TO G6]
2. No, would NOT have installed anything [SKIP TO G10]

99. DON'T KNOW [DO NOT READ] [SKIP TO G14]
88. REFUSED [DO NOT READ] [SKIP TO G14]

G6. [ASK G6 through G9 if G5=1] When you say you **would have installed** the same [MEASURECATEGORY][s], would you have installed the same [MEASURECATEGORY] that (was/were) just as energy efficient?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G7. [ASK G7-G9 IF G4=1] [ASK FOR MEASURE WITH ACTUAL UNIT GREATER THAN 1] And without Focus on Energy's incentive, would you have installed the same number of [MEASURECATEGORY][s]?

1. Yes, all
2. No, none
3. Some [ASK: What percentage would you have installed?]
99. DON'T KNOW
88. REFUSED

G8. Without the Focus on Energy incentive, would you have installed the [MEASURECATEGORY][s]…[READ LIST AND RECORD ONE RESPONSE]

1. Within the same year?
2. Within one to two years?
3. Within three to five years?
4. In more than five years?
99. DON'T KNOW
88. REFUSED

G9. Before participating in the incentive program, had you previously installed any of the same type of [MEASURECATEGORY][s]?

1. Yes [SKIP TO SECTION H]
2. No [SKIP TO SECTION H]
99. DON'T KNOW [SKIP TO SECTION H]
88. REFUSED [SKIP TO SECTION H]

G10. [ASK G10 TO G14 IF G4 =2 OR G5 = 2] Let me make sure I understand. When you say **you would not have installed** the same [MEASURECATEGORY][s] without the Focus on Energy incentive, do you mean you would not have installed the (MEASURE[s]) at all?

1. Yes [SKIP TO G14]
2. No
99. DON'T KNOW
88. REFUSED

G11. Again, help me understand. Without the Focus on Energy program, would you have put in the same type of [MEASURECATEGORY][s] but (it/they) would not have been as energy efficient?

1. Yes
2. No
99. DON'T KNOW

88. REFUSED

G12. [ASK FOR MEASURE WITH ACTUAL UNITS GREATER THAN 1*]* Without the Focus on Energy incentive, would you have installed the same [MEASURECATEGORY][s] but fewer of them?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

G13. And finally, would you have installed the same [MEASURECATEGORY][s]. . . [READ LIST AND RECORD ONE RESPONSE]

1. In the same year?
2. In one to two years?
3. In three to five years?
4. More than five years out?
99. DON'T KNOW
88. REFUSED

G14. Before participating in the incentive program, had you ever installed any of the same type of [MEASURECATEGORY][s]that you installed through the program?

1. Yes
2. No
99. DON'T KNOW
88. REFUSED

H. Spillover

H1. Since participating in the program, has your company installed any other energy-efficient products in your Wisconsin locations that you did ***NOT*** receive a Focus on Energy incentive for? By energy-efficient products, I mean high efficiency lighting such as T5s; high efficiency motors and VSDs; high efficiency air conditioners and heat pumps, efficient heating or water heating equipment, etcetera.

1. Yes [ASK H2]
2. No [SKIP TO SECTION I]
99. DON'T KNOW [SKIP TO SECTION I]
88. REFUSED [SKIP TO SECTION I]

H2. Are these products also installed at [ADDRESS] or at a different location?

1. Same location
2. Different location
99. DON'T KNOW
88. REFUSED

H3. What were the other energy-efficient products that you installed without getting an incentive? [DO NOT READ LIST; MARK ALL THAT APPLY; 99=DON'T KNOW, 88=REFUSED, -96=N/A] [If the customer says they bought something but have not installed it, the equipment has to be installed and operating for us to count it towards spillover.]

1. CFLs
2. LEDs
3. Fluorescent tubes
4. Efficient lighting controls (occupancy sensors, daylighting, timers)
5. High efficiency motors
6. Air source heat pumps
7. Ground source heat pumps
8. Central AC
9. VSD (variable speed drive)
10. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

H4. [REPEAT FOR EACH ITEM MENTIONED IN H3] How many [INSERT ITEM FROM H3] did you install?

[RECORD NUMBER_____, 99 FOR DON'T KNOW, 88 FOR REFUSED, AND -96 FOR N/A]]

H5. [REPEAT FOR EACH ITEM MENTIONED IN H3] Please tell me how important the Focus on Energy program is in your decision to install [INSERT ITEM FROM H3]. Is it very important, somewhat important, not too important, or not at all important [INSERT ITEM FROM H3]?

[EMPHASIZE EACH ANSWER OPTION AND PAUSE IN BETWEEN EACH OPTION. AFTER THE 2ND ITEM, YOU CAN SAY, "And using the same scale, please rate how important the program was on your decision to install [ANSWER FROM H3]"]

1. Very important
2. Somewhat important
3. Not too important or
4. Not at all important

99. DON'T KNOW
88. REFUSED

H6. [ASK FOR ALL MENTIONED IN H3] Did you apply for an incentive from Focus on Energy for installing [INSERT ANSWER FROM H3]? [DO NOT READ ANSWER LIST]

1. Yes
2. No
3. Item did not qualify

99. DON'T KNOW
88. REFUSED

H7. [ASK IF H2=2] What is the address of the location where you installed [INSERT EACH ITEM FROM H3]? [99 FOR DON'T KNOW AND 88 FOR REFUSED]
ENTER STREET ADDRESS:
ENTER CITY:
ENTER STATE:
ENTER ZIP CODE:

I. Firmographics

Now I would now like to ask you some questions about your company. For these questions, please think about the locations that are participating in the Chain Stores and Franchises incentive program.

I1. What industry is your company in? [CODE ONE RESPONSE BELOW; DON'T READ UNLESS NECESSARY]

1. Agriculture, Mining
2. Communications
3. Construction
4. Education
5. Finance, Insurance, Real Estate
6. Food Service
7. Government
8. Health Care
9. Manufacturing
10. Nonprofit
11. Retail, Wholesale
12. Transportation
13. Other [SPECIFY:_____]
99. DON'T KNOW [DO NOT READ]
88. REFUSED [DO NOT READ]

I2. Does your organization lease or own the facilities that participated in the program? [INTERVIEWER NOTE: IF THEY SAY IT IS A MIXTURE, PLEASE INCLUDE THAT IN "other"]

1. Lease
2. Own
3. Other [SPECIFY:_____]
99. DON'T KNOW
88. REFUSED

I3. What is the approximate square footage of the facilities participating in the program? [NUMERIC OPEN END UP TO 1,000,000. THIS IS FOR ALL LOCATIONS PARTICIPATING IN THE PROGRAM COMBINED]

1. [RECORD NUMBER:_____]
99. DON'T KNOW
88. REFUSED

I4. How many floors are in the average building?

[RECORD NUMERIC ANSWER:_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

I5. Are the facilities participating in the program heated primarily with electricity, gas, propane, oil, wood, or something else? [ENTER ONE RESPONSE]

1. Electricity
2. Gas
3. Propane
4. Oil
5. Wood
6. Something else [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I6. What type of heating system is used primarily in the facilities participating in the program? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. Boiler
2. Furnace
3. Rooftop Unit
4. Unit heater
5. Heat pump
6. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I7. What type of cooling system is used primarily in the facilities participating in the program? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. A/C
2. Chiller
3. Heat pump
4. Rooftop unit
5. Split system
6. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

I8. How many people are employed at the locations participating in the program [ENTER TOTAL NUMBER OF EMPLOYEES AT ALL LOCATIONS IN THE PARTICIPATING PROGRAMS; BEST GUESS IS FINE]

1. [RECORD NUMBER:_____]

99. DON'T KNOW
88. REFUSED

J. Closing

J1. In the future, how would you like to stay informed about opportunities to save energy and money from Focus on Energy? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Bill inserts
2. Email updates
3. Monthly newsletter
4. Direct contact with a Focus on Energy representative
5. Focus on Energy sponsored events
6. Program mailings
7. Professional trade association sponsored event
8. Facebook, LinkedIn, etc.
9. Radio/TV
10. Prefer not to receive further information
11. Other [SPECIFY:_____]

99. DON'T KNOW
88. REFUSED

J2. Do you have any other comments about the program you would like to share?

[RECORD RESPONSE:_____; 99 FOR DON'T KNOW, 88 FOR REFUSED]

J3. Thank you for your participation in this survey. We may need to contact you again to gather more project-specific details for verification purposes. Are you the best person to contact for this?

1. Yes [RECORD NAME:_____]
2. No [ASK WHO IS AND RECORD NAME HERE:_____]

99. DON'T KNOW
88. REFUSED

J4. What is [IF YES ABOVE THEN "your email address" OR "your colleague's email address"]?

1. [ENTER RESPONSE:_____]

88. REFUSED

J5. At what phone number would be best to reach [IF RESPONDENT, "you" OR "your colleague"?]

1. [ENTER PHONE NUMBER:_____]

88. REFUSED

CADMUS

Large Energy User Program Participant Customer Survey

THE CADMUS GROUP, INC.

Focus on Energy Business Programs – LEU
Participant Customer Survey

Interviewer instructions are in green.

Researchable Questions		
Key Research Topics	Areas of Investigation	Related Questions
Marketing, Outreach, Communication	Program awareness	C1, C4
	Program Changes	C2, C3
	Future communication preferences	J1
Decision Making and Participation	Factors influencing customers' decision to participate	D1-D2
	Program influence on customer's behavior	D4-D8
	Perceived benefits of participating in program	D3
Barriers	Obstacles to installing high-efficiency equipment	E1-E2
	Equipment not covered by Focus on Energy programs	E3
Net-to-Gross	Determine free-ridership to impact net savings	G1-G14
	Determine spillover to impact net savings	H1-H7
Satisfaction	Assess satisfaction with various program components and reasons for dissatisfaction among participants	F1-F3
Firmographics	Determine building and company characteristics of participants	I1-I8

[20] Large Energy User Participants

SAMPLE Requirements:

- Phone [PHONE]
- Email
- Customer Name [COMPANY]
- Contact Name [CONTACT]
- Program [LEU]
- Measure [APPLICATION MEASURE NAME]
- Measure type [CUSTOM OR PRESCRIPTIVE]
- Quantity [ACTUAL UNITS]
- Savings per measure
- Time between application submission and approval or rejection
- Time between project completion and incentive payment
- Address

A. Introduction

A1. Hello, may I speak with [CONTACT NAME] OR [IF NO NAME] May I speak with the person who handles energy decisions ["for your company's locations in Wisconsin" [IF NOT AT THIS LOCATION, ASK FOR PHONE NUMBER AND NAME AT CORRECT LOCATION AND CALL RESPONDENT]

1. Yes [CONTINUE WITH RESPONDENT ON PHONE]
-99. REFUSED [THANK AND TERMINATE]

A2. Hello, [CONTACT NAME], I am [INSERT NAME] calling with a short survey on behalf of Focus on Energy Wisconsin. I'm calling to ask some questions about your experience with the Focus on Energy – Large Energy Users program. Are you the person responsible for making equipment decisions regarding energy efficiency at [COMPANY NAME OR IF multi-location [COMPANY NAME] locations in Wisconsin"]?

1. Yes
2. No, but person can come to phone [START OVER AT A2 WITH NEW RESPONDENT]
3. No, not available [SCHEDULE CALLBACK]
-98. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO WOULD KNOW AND START AGAIN]
-99. REFUSED [THANK AND TERMINATE]

Back-up information, not to be programmed:

[If "No – Not available," ask if Respondent would like to arrange a more convenient time for us to call them back or if you can leave a message for that person.]

[IF RESPONDENT ASKS HOW LONG, SAY: "APPROXIMATELY 20-30 MINUTES. We are offering a $50 gift card as a thank you for your time"]
[IF NEEDED:] This survey is for research purposes only and this is not a marketing call. Your participation in this study is important so that Focus on Energy can improve its energy efficiency program offerings.

[**Only if asked** for a Focus on Energy contact to verify the survey authenticity, offer 1-800-762-7077]

B. Screeners

B1. Our records show that [COMPANY] has participated in the ["Large Energy Users"] program with Focus on Energy at [ADDRESS.] Is this correct? [IF NEEDED: We would like to understand the quality of your experience and how Focus on Energy programs might be improved going forward.]

1. Yes
2. Yes but address is incorrect [RECORD CORRECT ADDRESS. CONTINUE IF IN WISCONSIN.]
3. No [THANK AND TERMINATE]
-98. DON'T KNOW [FIND SOMEONE WHO KNOWS AND START WITH A2]
-99. REFUSED [THANK AND TERMINATE]

[PROGRAM NEEDS TO PULL IN TOP ENERGY SAVING MEASURE FROM SAMPLE]

B2. Our records also show that you have installed [QUANTITY] [MEASURE]. Is this correct?
[INTERVIEWER NOTE: IF RESPONDENT INDICATES THEY APPLIED FOR THIS MEASURE AT MORE THAN ONE LOCATION, PLEASE TELL THEM WE ARE CONCERNED ABOUT [ADDRESS]. IF NEEDED READ: "We know you may have applied for other rebates, but for this survey, we'd like to focus on just the [MEASURE]."]
[INTERVIEWER NOTE: IF QUANTITY SAYS "0", PLEASE DON'T READ THE QUANTITY. ONLY CONFIRM

THE TYPE OF EQUIPMENT. IF EQUIPMENT IS CORRECT THEN ENTER PUNCH 3 AND ASK FOR QUANTITY OF EQUIPMENT IN NEXT QUESTION.]

1. Yes, both equipment and quantity are correct [SKIP TO C1]
2. No, equipment incorrect [ASK B3 THEN SKIP TO C1]
3. No, quantity incorrect [ASK B4 THEN SKIP TO C1]
4. No, equipment and quantity incorrect [ASK B3 AND B4]
5. No, didn't participate in program [THANK AND TERMINATE]

-98. DON'T KNOW [ASK TO SPEAK WITH SOMEONE WHO KNOWS AND GO TO A2]

-99. REFUSED [THANK AND TERMINATE]

B3. [ASK IF B2=2 OR 4; WRONG TYPE OF EQUIPMENT FROM DATABASE]What equipment did you install as part of the program?

[RECORD ANSWER:_____. IF DON'T KNOW FIND SOMEONE WHO DOES AND START AGAIN AT A2. IF REFUSE, THANK AND TERMINATE.]

B4. [ASK IF B2=3 OR 4 ; WRONG QUANTITY FROM DATABASE]How many [MEASURE OR ANSWER FROM B2] did you install?

1. [ENTER NUMBER:_____]

-98. DON'T KNOW

-99. REFUSED

C. Awareness

C1. How did your organization learn about the ["Large Energy Users"] program in 2012? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Contacted by our Focus on Energy – Energy Advisor
2. Contacted by our utility company – Key Account Manager
3. Our organization contacted our Focus on Energy – Energy Advisor
4. Our organization contacted our utility – Key Account Manager
5. Word of mouth (family, friend, or business colleague)
6. Contacted by contractor or vendor
7. Previously participated in program/received an incentive
8. Program sponsored workshop, event
9. Through a trade association or professional organization
10. Printed program materials
11. Focus on Energy mailing
12. Focus on Energy email
13. Utility mailing
14. Utility email
15. Focus on Energy website
16. Utility website
17. Other, [SPECIFY: _____]

-98. DON'T KNOW

-99. REFUSED

C2. Have the 2012 program changes affected your company's participation in the Large Energy Users program?

1. Yes
2. No
3. Other [SPECIFY:]
-98. Don't know
99. Refused

C3. [ASK IF C2=1] In what way?
[RECORD _____]

C4. Who do you contact if you have questions about a new or existing project?
1. Contact our Focus on Energy-Energy Advisor
2. Contact our utility Key Account Manager
3. Contact my contractor or vendor
4. Other, [SPECIFY: _____]
-98. DON'T KNOW
-99. REFUSED

D. Decision Making

Now I'd like to understand more about how your organization makes decisions about energy projects.

D1. What factors were important to your company's decision to install energy-efficient equipment through the Large Energy Users program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE; PROBE FOR UP TO 3 RESPONSES]
1. To save money on electric bills
2. To reduce energy consumption
3. To reduce energy demand
4. To improve manufacturing or process efficiency
5. To obtain a program incentive from Focus on Energy
6. To obtain a bonus incentive from Focus on Energy
7. To obtain a tax credit
8. To replace old (but still functioning) equipment
9. To replace broken equipment
10. To acquire the latest technology
11. To reduce maintenance costs
12. Part of a broader remodeling or renovation
13. To help protect the environment
14. My contactor recommended it
15. Participation in other Focus on Energy incentive programs
16. Other [SPECIFY_____]
-98. DON'T KNOW [SKIP TO D3]
-99. REFUSED [SKIP TO D3]

D2. [ASK IF MORE THAN ONE RESPONSE TO D1] Which of these factors was the most important in your decision to participate in the program? [ONLY SHOW ANSWERS FROM D1 AS RESPONSE CHOICES]

[RECORD ONE RESPONSE _____; -98 FOR DON'T KNOW, -99 FOR REFUSED]

D3. What would you say are the main benefits your company has experienced as a result of the energy projects we've discussed? [DO NOT READ LIST; RECORD ALL THAT APPLY]

1. The incentive from Focus on Energy
2. Energy savings
3. Lower energy bills (i.e. – saved money)
4. Increased occupant comfort
5. Increased productivity
6. Lower maintenance costs
7. Environmental benefits
8. Less waste
9. Water savings
10. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

D4. As a result of working with the Large Energy Users program, has your company formed an Energy Team?

1. Yes
2. No
3. Other [SPECIFY:]

-98. Don't know
99. Refused

D5. Please describe what the Energy Team does within your company?
[RECORD_____]

D6. Would you say the team is

1. Very Effective
2. Somewhat Effective
3. Not Very Effective
4. Not At All Effective
5. Don't Know
6. Refused

D7. [ASK FOR ANY D6 RESPONSES = "somewhat effective" OR "not very effective" OR "not at all effective"] Can you say more about why you feel it is [INSERT RESPONSE FROM D6]?
[RECORD_____]

D8. As a result of working with the Large Energy Users program, has your company developed an Energy Management Plan or established a baseline of Key Performance Indicators?

1. Energy Management Plan
2. Baseline of Key Performance Indicators
3. Both
4. No

-98. Don't know
99. Refused

E. Barriers

E1. What do you see as the most significant challenges to making energy-efficient improvements in your company? [DO NOT READ; MULTIPLE RESPONSES POSSIBLE]

1. High initial cost
2. Budget limitations
3. Long payback period
4. Lack of technical knowledge about energy efficiency equipment
5. Lack of corporate support for energy efficiency investments
6. Lack of staff time to dedicate to pursuing energy efficiency upgrades
7. Funding competition for other investments/improvements within organization
8. Don't own building/Tenant
9. Age or condition of the facility
10. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

E2. What could Focus on Energy do to help your company overcome these challenges?[DO NOT READ LIST]

1. Nothing
2. Higher incentives
3. Other [RECORD VERBATIM ANSWER_____]

-98. DON'T KNOW
-99. REFUSED

E3. Are there any additional types of energy-efficient equipment or services for which you would like to see Focus on Energy offer incentives?

[RECORD VERBATIM ANSWER_____; -98 FOR DON'T KNOW, -99 FOR REFUSED]

F. Program Satisfaction

I would like to know your satisfaction with different aspects of Focus on Energy's [Large Energy Users] program.

F1. I will ask about some different components of the program. Please indicate if you are very satisfied, somewhat satisfied, not too satisfied, or not at all satisfied with each of these components. [RECORD ONE OPTION FOR EACH A-I: 1=VERY SATISFIED; 2=SOMEWHAT SATISFIED; 3=NOT TOO SATISFIED; 4=NOT AT ALL SATISFIED; 5=N/A. ALLOW -98 FOR DON'T KNOW AND -99 FOR REFUSED BUT DO NOT READ AS ANSWER CHOICES. RANDOMIZE A-H; ALWAYS ASK I LAST.]

a. Selection of eligible equipment
b. Clarity of the program application requirements
c. The time it took to prepare the prescriptive incentive application
d. [ASK ONLY IF MEASURE IS CUSTOM] The time it took to prepare the custom incentive application
e. The time it took to receive pre-approval of your custom incentive application
f. Communication from Focus on Energy
g. The Focus on Energy Website
h. Your relationship with your Focus on Energy Advisor
i. Your relationship with your utility Key Account Manager
j. The incentive amount
k. The quality of work by the vendor or contractor
l. The performance of the equipment installed
m. The time it took to receive the incentive check
n. Your overall experience with the Large Energy Users program

F2. [ASK FOR ANY F1 RESPONSES = "somewhat satisfied" OR "not too satisfied" OR "not at all satisfied"] You said you were [INSERT RESPONSE FROM F1] with [INSERT STATEMENT a-n] Can you say more about why you are [INSERT RESPONSE FROM F1]?
[RECORD RESPONSE:_____]

F3. Is there anything that Focus on Energy could have done to improve your experience?

1. Yes [RECORD RESPONSE:_____]
2. No
3. Don't know
-98. REFUSED

G. Free-ridership

Now I'd like to ask you a little more about the equipment you installed.

[READ ONLY IF measure not blank. Ask only for the single measure with the greatest savings impact.]
The next questions refer to the [MEASURE] we've been talking about at [ADDRESS]. [IF NEEDED READ:

"We know you may have applied for other incentives, but for these next questions, we'd like to focus on just the [MEASURE] ".]

[INTERVIEWER NOTE ABOUT THIS SECTION (don't read to respondent): This section is based on hypothetical behavior so we are asking similar questions to verify that we are gathering the correct responses.]

G1. First, did your organization have specific plans to install the [MEASURE] [s] ***BEFORE*** learning about the [Large Energy Users Program]?

1. Yes [ASK G2]
2. No [SKIP TO G4]
-98. DON'T KNOW [SKIP TO G4
-99. REFUSED [SKIP TO G4]

G2. Prior to participating in this program, was the purchase and installation of the [MEASURE][s] included in your organization's capital budget?

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G3. Had your organization ***ALREADY*** ordered or purchased the [MEASURE][s] ***BEFORE*** your organization heard about the [LARGE ENERGY USER PROGRAM?]

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G4. Would you have purchased and installed the same [MEASURE][s] without the incentive from Focus on Energy?

1. Yes [SKIP TO G7]
2. No [SKIP TO G10]
-98. DON'T KNOW [ASK G5]
-99. REFUSED [ASK G5]

G5. [ASK IF G4=98 OR 99] Would you have installed **something** without the incentive? [DO NOT READ LIST UNLESS NECESSARY]

1. Yes, would have done something [CONTINUE TO G6]
2. No, would NOT have installed anything [SKIP to G10]
-98. DON'T KNOW [DO NOT READ] [SKIP TO G14]
-99. REFUSED [DO NOT READ] [SKIP TO G14]

G6. [ASK G6 through G9 if or G5=1] When you say you **would have installed** something, would you have installed [MEASURE] that (was/were) just as energy efficient?

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G7. [ASK FOR MEASURE WITH ACTUAL UNIT GREATER THAN 1] And without Focus on Energy's incentive, would you have installed the same number of [MEASURE][s]?

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G8. Without the Focus on Energy incentive, would you have installed the [MEASURE][s]…[READ LIST AND RECORD ONE RESPONSE]

1. Within the same year?
2. Within one to two years?
3. Within three to five years?
4. In more than five years?
-98. DON'T KNOW
-99. REFUSED

G9. Before participating in the incentive program, had you previously installed any of the same type of [MEASURE][s]?

1. Yes [SKIP TO SECTION H]
2. No [SKIP TO SECTION H]
-98. DON'T KNOW [SKIP TO SECTION H]
-99. REFUSED [SKIP TO SECTION H]

G10. [ASK G10 TO G14 IF G4 =2 OR G5=2] When you say **you would not have installed** the same [MEASURE][s] without the Focus on Energy incentive, do you mean you would not have installed [MEASURE][s] at all?

1. Yes [SKIP TO G14]
2. No
-98. DON'T KNOW
-99. REFUSED

G11. Without the Focus on Energy program, would you have put in the same type of [MEASURE][s] but (it/they) would not have been as energy efficient?

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G12. [ASK FOR MEASURE WITH ACTUAL UNITS GREATER THAN 1] Without the Focus on Energy incentive, would you have installed the same [MEASURE][s] but fewer of them?

1. Yes
2. No
-98. DON'T KNOW
-99. REFUSED

G13. And finally, would you have installed the same [MEASURE][s]. . . [READ LIST AND RECORD ONE RESPONSE]

1. In the same year?
2. In one to two years?
3. In three to five years?
4. More than five years out?

-98. DON'T KNOW
-99. REFUSED

G14. Before participating in the incentive program, had you ever installed any of the same type of [MEASURE][s]that you installed through the program?

1. Yes
2. No

-98. DON'T KNOW
-99. REFUSED

H. Spillover

[INTERVIEWER NOTE ABOUT THIS SECTION: THIS SECTION REFERS TO ANY OTHER ENERGY EFFICIENT PRODUCTS THAT THE CUSTOMER MAY HAVE INSTALLED IN 2012, THAT THEY DID NOT RECEIVE A FOE INCENTIVE FOR, AT ANY OF THEIR WISCONSIN FACILITES]

H1. Now I'd like to ask you about products you may have installed in 2012 in addition to those you received incentives for through the Large Energy Users program. Since participating in the program, has your company installed any other energy-efficient products in your facilities that you did ***NOT*** receive a Focus on Energy incentive for? By energy-efficient products, I mean high efficiency lighting such as T5s; high efficiency motors and VSDs; high efficiency air conditioners and heat pumps, efficient heating or water heating equipment, etcetera.

1. Yes [ASK H2]
2. No [SKIP TO SECTION I]

-98. DON'T KNOW [SKIP TO SECTION I]
-99. REFUSED [SKIP TO SECTION I]

H2. Are these products installed at [ADDRESS] or at a different location?

1. Same location
2. Different location

-98. DON'T KNOW
-99. REFUSED

H3. What were the other energy-efficient products that you installed without getting an incentive? [DO NOT READ LIST; MARK ALL THAT APPLY; -98=DON'T KNOW, -99=REFUSED, -96=N/A] [If the customer says they bought something but have not installed it, the equipment has to be installed and operating for us to count it towards spillover.]

1. CFLs
2. LEDs
3. Fluorescent tubes
4. Efficient lighting controls (occupancy sensors, day lighting, timers)
5. High efficiency motors
6. Air source heat pumps
7. Ground source heat pumps
8. Central AC
9. VSD (variable speed drive)
10. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

H4. [REPEAT FOR EACH ITEM MENTIONED IN H3] How many [INSERT ITEM FROM H3] did you install?

[RECORD NUMBER_____, -98 FOR DON'T KNOW, -99 FOR REFUSED, AND -96 FOR N/A]]

H5. [REPEAT FOR EACH ITEM MENTIONED IN H3] Please tell me how important the Focus on Energy program was in your decision to install [INSERT ITEM FROM H3]. Is it very important, somewhat important, not too important, or not at all important [INSERT ITEM FROM H3]?

[EMPHASIZE EACH ANSWER OPTION AND PAUSE IN BETWEEN EACH OPTION. AFTER THE 2ND ITEM, YOU CAN SAY, "And using the same scale, please rate how important the program was on your decision to install [ANSWER FROM H3]"]

1. Very important
2. Somewhat important
3. Not too important or
4. Not at all important

-98. DON'T KNOW
-99. REFUSED

H6. [ASK FOR ALL MENTIONED IN H3] Did you apply for an incentive from Focus on Energy for installing [INSERT ANSWER FROM H3]? [DO NOT READ ANSWER LIST]

1. Yes
2. No
3. Item did not qualify

-98. DON'T KNOW
-99. REFUSED

H7. [ASK IF H2=2] What is the address of the location where you installed [INSERT EACH ITEM FROM H3]? [-98 FOR DON'T KNOW AND -99 FOR REFUSED]
ENTER STREET ADDRESS:
ENTER CITY:
ENTER STATE:
ENTER ZIP CODE:

I. Firmographics

Now I would now like to ask you some questions about your company.

I1. What industry is your company in? [CODE ONE RESPONSE BELOW; DON'T READ UNLESS NECESSARY]

1. Agriculture, Mining
2. Communications
3. Construction
4. Education
5. Finance, Insurance, Real Estate
6. Food Service
7. Government
8. Health Care
9. Manufacturing
10. Nonprofit
11. Retail, Wholesale
12. Transportation
13. Other [SPECIFY:_____]

-98. DON'T KNOW [DO NOT READ]
-99. REFUSED [DO NOT READ]

I2. Does your organization lease or own the facility?

1. Lease
2. Own
3. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

I3. What is the approximate square footage of this facility? [NUMERIC OPEN END UP TO 1,000,000]

1. [RECORD NUMBER:_____]

-98. DON'T KNOW
-99. REFUSED

I4. How many floors are in the building?

[RECORD NUMERIC ANSWER:_____; -98 FOR DON'T KNOW, -99 FOR REFUSED]

I5. Is your facility heated primarily with electricity, gas, propane, oil, wood, or something else? [ENTER ONE RESPONSE]

1. Electricity
2. Gas
3. Propane
4. Oil
5. Wood
6. Something else [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

I6. What type of heating system is used primarily in the facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. Boiler
2. Furnace
3. Rooftop Unit
4. Unit heater
5. Heat pump
6. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

I7. What type of cooling system is used primarily in this facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. A/C
2. Chiller
3. Heat pump
4. Rooftop unit
5. Split system
6. None
7. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

I8. How many people are employed at this location?

1. [RECORD NUMBER:_____]

-98. DON'T KNOW
-99. REFUSED

J. Closing

J1. In the future, how would you like to stay informed about opportunities to save energy and money from Focus on Energy? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Bill inserts
2. Email updates
3. Monthly newsletter
4. FOE website
5. Direct contact with a Focus on Energy- Energy Advisor
6. Direct contact with your utility Key Account Manager
7. Focus on Energy sponsored events
8. Program mailings
9. Professional trade association sponsored event
10. Facebook, LinkedIn, etc.
11. Radio/TV
12. Prefer not to receive further information
13. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

J2. Do you have any other comments about the program you would like to share?

[RECORD RESPONSE:_____; -98 FOR DON'T KNOW, -99 FOR REFUSED]

J3. Thank you for your participation in this survey. We may need to contact you again to gather more project-specific details for verification purposes. Are you the best person to contact for this?

1. Yes [RECORD NAME:_____]
2. No [ASK WHO IS AND RECORD NAME HERE:_____]

-98. DON'T KNOW
-99. REFUSED

J4. What is [IF YES ABOVE THEN "your email address" OR "your colleague's email address"]?

1. [ENTER RESPONSE:_____]

-99. REFUSED

J5. At what phone number would be best to reach [IF RESPONDENT, "you" OR "your colleague"?]

1. [ENTER PHONE NUMBER:_____]

-99. REFUSED



Business Incentives Program Partial Participant Survey

THE CADMUS GROUP, INC.

Focus on Energy Business Programs – BIP
Partial Participant Survey

Interviewer instructions are in green. CATI programming instructions are in red.

Audience: This survey is for partial participants who submitted an application but did not receive an incentive in the business incentive program (BIP) and Chains and Franchises (CSF).

Researchable Questions		
Key Research Topics	Areas of Investigation	Related Questions
Marketing and Outreach	Program awareness	C1
	Future communication preferences	G1
Decision Making and Participation	Determine status of project; Assess reasons for not completing project	B1, B2, B3, C2-C9
	Factors influencing customers' decision to participate	D1-D2
Barriers	Obstacles to installing high-efficiency equipment	E1-E2
	Equipment not covered by Focus on Energy programs	E3
Firmographics	Determine building and company characteristics of partial participants	F1–F8

[10 BIP PARTIAL PARTICIPANTS]

SAMPLE Requirements:

- [PHONE] Phone 1 Area Code and Phone 1
- [COMPANY] Customer Name
- [CONTACT] First Name 1 and Last Name 1
- [BUSINESS INCENTIVES OR CHAINS AND FRANCHISES] One file for each program.
- [MEASURE] Measure 1 Name
- [QUANTITY] QTY
- [ADDRESS] Address and City

THE CADMUS GROUP, INC.

A. Introduction

A1. Hello, may I speak with [INSERT NAME FROM LIST?] OR [IF NO NAME] May I speak with the person who handles energy decisions for your company's locations in Wisconsin [IF NOT AT THIS LOCATION, ASK FOR PHONE NUMBER AND NAME AT CORRECT LOCATION AND CALL RESPONDENT]

A2. Hello, I am [INSERT NAME] calling with a short survey on behalf of Focus on Energy Wisconsin. Are you the person responsible for making decisions regarding energy efficiency for your company at this location?

Back-up information, not to be programmed:

[If "No – Not available," ask if Respondent would like to arrange a more convenient time for us to call them back or if you can leave a message for that person.]

[IF RESPONDENT ASKS HOW LONG, SAY: "APPROXIMATELY 10-15 MINUTES."]
[IF NEEDED:] This survey is for research purposes only and this is not a marketing call. Your participation in this study is important so that Focus on Energy energy efficiency program offerings can be improved.

[**Only if asked** for a Focus on Energy contact to verify the survey authenticity, offer 1-800-762-7077]

B. Screeners

B1. My records show your company either submitted an incentive application for an energy improvement project at your facility, or had some kind of contact with Focus on Energy. Can you tell me a little more about what your company's communications have been with Focus on Energy? [IF THEY DIDN'T SUBMIT AN APPLICATION FIND OUT WHO THEY TALKED TO AND WHAT THEY DISCUSSED? DID THEY TALK TO SOMEONE ABOUT THE PROGRAM? WHO? WHAT DID THEY DISCUSS? [RECORD VERBATIM:_____]

B2. [IF THEY SEEM CONFUSED/UNAWARE] Before today, had you heard of the Business Incentive Program from Focus on Energy? This is a program from Focus on Energy that offers cash rebates for energy efficient equipment or improvements.

[IF NO ONE HAS HEARD OF FOCUS ON ENERGY, THANK AND TERMINATE.]

B3. Did you complete and submit an application for an incentive or a cash rebate from Focus on Energy for the program? [SKIP TO B4 IF ALREADY ANSWERED IN B1]

B4. Just to confirm, did you receive an incentive check from Focus on Energy for the Business Incentive Program? [IF THEY HAVE RECEIVED AN INCENTIVE CHECK THANK AND TERMINATE.]

C. Awareness

C1. How did your organization learn about the Focus on Energy Business Incentive Program? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE]

1. Contacted by Focus on Energy
2. Contacted by our utility company
3. Our organization contacted Focus on Energy
4. Our organization contacted our utility
5. Word of mouth (family, friend, or business colleague)
6. Contacted by contractor or vendor
7. Previously participated in program/received an incentive
8. Program sponsored conference, trade show, workshop, event
9. Through a trade association or professional organization
10. Printed program materials
11. Focus on Energy mailing
12. Utility mailing
13. Focus on Energy website
14. Utility website
15. Other, [SPECIFY: _____]

-98. DON'T KNOW

-99. REFUSED

THE CADMUS GROUP, INC.

[ASK C2-C6 IF YES IN B3 OTHERWISE SKIP TO C7; RECORD ANSWERS FOR C2-C5 IN TABLE BELOW]

C2. What kind of energy improvement project was the application for?
[READ LIST IF NECESSARY; ENTER RECORD ALL THAT APPLY]

C3. How many [INSERT EQUIPMENT FROM C2] did you include on the application?

C4. Did you install the [READ MEASURE FROM C2] you applied for in the Focus on Energy incentive application?

1. Yes, installed all the measures we applied for [SKIP TO C7]
2. We installed some, but not all the measures we applied for
3. No, we didn't install any of the measures we applied for
-98. DON'T KNOW
-99. REFUSED [SKIP TO C7]

C5. Do you still plan to install [EQUIPMENT FROM C2] through the Focus on Energy incentive program?

Type	C2. Type	C3. Quantity	C4. Install	C5. Plan to install
1	Boilers (boiler controls, boiler tune-ups, boiler retrofits)			
2	Compressed air measures			
3	ENERGYSTAR Appliances (dishwashers, freezers, ovens, steamers, etc.)			
4	Exterior Lighting			
5	Heat exchange measures			
6	High efficiency circulation fans			
7	High efficiency furnace			
8	High volume low speed fans			
9	HVAC			
10	Interior lighting fixtures (T8s, TH5O, CFLs, LEDs)			
11	Irrigation measures			
12	Laundry equipment			
13	Light occupancy sensor(s)			
14	Livestock waterer(s)			
15	Refrigeration SPECIFY			
16	Split system air conditioner(s)			
17	Variable frequency drive(s)			
18	Ventilation fan(s)			
19	Water heater(s)			
20	SPECIFY:			
98	DON'T KNOW			
99	REFUSED			

C6. Why haven't you installed the equipment?

[RECORD ANSWER:_____]

C7. [ASK EVERYONE] What factors prevented you from completing the process and getting the incentive? [DO NOT READ; PROBE AS NEEDED]

1. The equipment wouldn't qualify
2. Forms took too long
3. Didn't know how to apply/what to do next
4. Other [SPECIFY_____]

-98. DON'T KNOW
-99. REFUSED

C8. [ASK EVERYONE] Are you still interested in participating in the Focus on Energy incentive program?

1. Yes
2. No

-98. DON'T KNOW
-99. REFUSED

C9. [ASK EVERYONE] What information or help do you need from Focus on Energy to complete the process and receive the incentive? [RECORD RESPONSE VERBATIM]

D. Decision Making

Now I'd like to understand more about how your organization makes decisions about energy projects.

D1. What factors are important to your company when making decisions about energy improvement projects? [DO NOT READ LIST; MULTIPLE RESPONSES POSSIBLE; PROBE FOR UP TO 3 RESPONSES]

1. To save money on electric bills
2. To reduce energy consumption
3. To reduce energy demand
4. To obtain a program incentive from Focus on Energy
5. DELETED FROM PARTIAL PARTICIPANTS
6. To obtain a tax credit
7. To replace old (but still functioning) equipment
8. To replace broken equipment
9. To acquire the latest technology
10. To reduce maintenance costs
11. Part of a broader remodeling or renovation
12. To help protect the environment
13. My contactor recommended it
14. Participation in other Focus on Energy incentive programs
15. Other [SPECIFY_____]

-98. DON'T KNOW [SKIP TO SECTION E]
-99. REFUSED [SKIP TO SECTION E]

D2. [ASK IF MORE THAN ONE RESPONSE TO D1] Which of these factors are the most important in your company's decision making process? [ONLY SHOW ANSWERS FROM D1 AS RESPONSE CHOICES]

[RECORD RESPONSE ; 98 FOR DON'T KNOW AND 99 FOR REFUSED]

E. Barriers

E1. What do you see as the most significant challenges to making energy-efficient improvements in your company or companies like yours? [DO NOT READ; MULTIPLE RESPONSES POSSIBLE]

1. High initial cost
2. Budget limitations
3. Long payback period
4. Lack of technical knowledge about energy efficiency equipment
5. Lack of corporate support for energy efficiency investments
6. Lack of staff time to dedicate to pursuing energy efficiency upgrades
7. Funding competition for other investments/improvements within organization
8. Don't own building/Tenant
9. Age or condition of facility
10. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

E2. What could Focus on Energy do to help your company overcome these challenges? [DO NOT READ LIST; RECORD ALL THAT APPLY]

1. Nothing
2. Higher incentives
3. Help document potential savings
4. Help prepare business case
5. Other [RECORD VERBATIM ANSWER:_____]

-98. DON'T KNOW
-98. REFUSED

E3. Are there any additional types of energy-efficiency equipment or services for which you would like to see Focus on Energy offer incentives?

1. No
2. Yes [SPECIFY ANSWER:_____]

-98. DON'T KNOW
-98. REFUSED

F. Firmographics

Now I would like to ask you some questions about your company. These questions will help us with our analysis and your answers are strictly confidential.

F1. What industry is your company in? [CODE ONE RESPONSE BELOW

1. Agriculture, Mining
2. Communications
3. Construction
4. Education
5. Finance, Insurance, Real Estate
6. Food Service
7. Government
8. Health Care
9. Manufacturing
10. Nonprofit
11. Retail, Wholesale
12. Transportation
13. Other [SPECIFY:_____]

-98. DON'T KNOW [DO NOT READ]
-99. REFUSED [DO NOT READ]

F2. Does your organization lease or own the facility?

1. Lease
2. Own
3. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

F3. What is the approximate square footage of conditioned space in your facility? [NUMERIC OPEN END UP TO 1,000,000]

1. [RECORD NUMBER:_____]

-98. DON'T KNOW
-99. REFUSED

F4. How many floors are in the building?
[RECORD NUMERIC ANSWER:_____; -98 FOR DON'T KNOW, -99 FOR REFUSED]

F5. Is your facility heated primarily with electricity, gas, propane, oil, wood, or something else? [ENTER ONE RESPONSE]

1. Electricity
2. Gas
3. Propane
4. Oil
5. Wood
6. Something else [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

F6. What type of heating system is used primarily in the facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. Boiler
2. Furnace
3. Rooftop Unit
4. Unit heater
5. Heat pump
6. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

F7. What type of cooling system is used primarily in this facility? [READ LIST IF NECESSARY. ENTER ONE RESPONSE]

1. A/C
2. Chiller
3. Heat pump
4. Rooftop unit
5. Split system
6. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

F8. How many people are employed at this location?

1. [RECORD NUMBER:_____]

-98. DON'T KNOW
-99. REFUSED

G. Closing

G1. In the future, how would you like to stay informed about opportunities to save energy and money from Focus on Energy? [DO NOT READ LIST; MULTIPLE RESPONSE POSSIBLE]

1. Bill inserts
2. Email updates
3. Monthly newsletter
4. Direct contact with a Focus on Energy representative
5. Focus on Energy sponsored events
6. Program mailings
7. Professional trade association sponsored event
8. Facebook, LinkedIn, etc.
9. Radio/TV
10. Other [SPECIFY:_____]

-98. DON'T KNOW
-99. REFUSED

G2. Would you like someone from Focus on Energy to follow-up with you [READ IF THEY STARTED THE PROCESS "about how to complete the participation process or"] to answer any questions you have?

1. Yes [ASK G3]
2. No [SKIP TO G4]
-98. DON'T KNOW [SKIP TO G4]
-99. REFUSED [SKIP TO G4]

G3. What is the best way to reach you?

1. Phone [ENTER PHONE NUMBER:_____]
2. Email [ENTER EMAIL:_____]

G4. Do you have any other comments about the program you would like to share?
[RECORD RESPONSE_____; -98 FOR DON'T KNOW AND -99 FOR REFUSED]

Thank you for your participation in this survey. Focus on Energy appreciates your responses and will use this feedback to improve their offerings.

Appendix N. Calendar Year 2013 Evaluation Activities

The Calendar Year (CY) 2013 evaluation includes a range of measurement and verification activities. Appendix 0: Table 1. summarizes planned evaluation activities, these plans may be updated based on additional requirements of the Public Service Commission, The Administrator, Implementers, and/or Evaluation Findings.

Appendix 0: Table 1. Summary Of Evaluation Activities CY 2013

	Residential	Nonresidential	Total
On-Site Measurement and Verification	114	164	278
Project Audit and Verification Surveys	N/A	196	196
Participant Survey Completes	555	146	701
Partial and Nonparticipant Survey Completes	76	10	86
Stakeholder Interviews[1]	31	48	79
Trade Ally and Market Actor Interviews	68	105	173

[1] Values represent number of individuals interviewed.

Appendix O. SPECTRUM Findings

In the CY 2011 evaluation, the Evaluation Team identified the need to transition to a single central tracking database for all programs in the Focus on Energy portfolio. This activity was already in progress prior to the start of the evaluation year and the first release of the centralized database occurred on December 1, 2011. Subsequent releases in 2012 have continued to improve the system. WIPFLI LLC was engaged to develop this comprehensive system, known as the State Program for Energy Conservation Tracking and Utility Management (SPECTRUM), to provide the following functions:[10]

- Efficient processing of applications for all Focus on Energy programs
- Administering Focus on Energy customer, incentive, and application information.
- Setting up and tracking workflow.
- Facilitating reporting and query functions for qualified users.
- Automating transfer of incentive payments and check information with accounting software.
- Accommodating core customer management/relations functionality.

In its first year of use, the SPECTRUM development team successfully addressed a number of early issues. SPECTRUM supports application approval and payment processes as well as many user query and reporting needs. However, the Evaluation Team (the Team) identified a number of concerns in interviews with program stakeholders and in the acquisition and processing of data to support the evaluation work.

This memorandum identifies the findings of the Team with respect to the SPECTRUM database to support the CY 2012 evaluation and provides recommendations for future improvements. The Program Administrator and Program Implementers share many of these same challenges as they use SPECTRUM data to track and manage programs. This memo addresses other user concerns within the individual program process evaluation discussions.

Data Accessibility

Data accessibility for energy-efficiency program management and evaluation refers to the ability to retrieve data needed while programs are operating and again, relatively quickly, after an evaluation period ends. It also includes the ability to extract additional details, subsets of information, or other custom views to investigate questions identified as priorities for analyses. The Evaluation Team encountered significant challenges in extracting data from SPECTRUM for use in the evaluation work. These challenges are consistent with ones the Program Administrator has reported. Challenges include:

- The amount of data that staff can extract at one time is extremely limited. It is not possible to download a complete set of evaluation data, or even a complete year of a single program's data for large programs at this time. For evaluation purposes, for example, the Team extracts the data and

[10] SPECTRUM User Training Manual Version 1.1. Revised January 11, 2012.

imports it into a separate relational database management system where evaluators can analyze and manipulate it. The Program Administrator conducts a similar operation to support ongoing management and reporting obligations.

- SPECTRUM was not designed to provide access to entire program datasets. A multistep process is required to extract data and save it in an Excel format. The process can take up to an hour and a half for one program data set. This step has to be repeated many times.
- An option to extract data in .csv format rather than Excel is much faster, but is not available since the SPECTRUM output file is not RFC 4180 compliant. It is possible to create a .csv output file but data does not align correctly when imported into a spreadsheet.
- The ability to create custom report views is limited. Program staff is not properly trained to generate reports; and there are limitations and restrictions in terms of the views that staff can generate. Requests for complex reports must go to WIPFLI, and have typically required several weeks before fulfillment.
- The Advanced Query Find Query tool also has severe limitations in usability for evaluation needs.

Limitations On The Amount Of Data Extracted

Wipfli developed and provided the Evaluation Team with a report to extract program data from SPECTRUM for use in the evaluation analyses. However, the Team could not successfully execute the report for the large datasets needed without a system crash. Generally, the Team had to limit the report generation to a single program. For larger programs, the Team designed multiple unique extracts by limiting date ranges to quarterly or even monthly participation. For the measure data review conducted, evaluators pulled information by measure group or some other subset. The system would not respond if the Team attempted to include more records in a report. A single extract could take several hours due to the following issues:

- Only 3,000 to 5,000 records could be extracted at a time, depending upon the number of parameters requested (in 2012, the Program Administrator reported 390,000 residential customers served and 24,500 participating businesses – each would have at least one record).
- Data exports are identified as an MS Excel file format but are actually a web page until the file is resaved as Excel format after downloading. This extra step adds time to the processing of reports.
- The layout of information extracted in the Excel files, while being visually attractive, uses merged columns and formatting. This makes it difficult to transfer or convert data into a form that enables the data to be processed and manipulated. A single data column may become multiple columns with merged cells, increasing the complexity of pre-processing to convert the data into a form that can be easily integrated into the database used for the evaluation work.

Format Problems With .CSV Extracts

The time and bandwidth required to download MS Excel files from the site was rather large, due much in part to the time required for the system to prepare the MS Excel file for download and also due to the document metadata which increased the file size.

The time required for the system to prepare a .csv file and the download time required for such files was significantly shorter than the Excel files. However, this was not without its own difficulties. The .csv files produced by the system were not RFC 4180 compliant. This caused problems when attempting to import them due to rogue double-quote characters (") inside of quoted fields. These rogue characters were most often inserted into text fields in place of the word or abbreviation of "inch". Less common rogue cases of the character appeared in seemingly random fields in place of a single-quote character (such as a last name containing a single-quote character—D'Amico" was changed to "D"Amico") or even within a field without quotes, such as an ID number. From the perspective of a manual review, this is not a problem. However, for automated downloads this causes early termination of a quoted text field which results in garbling the data as it is read into a RDBMS or other system that expects a .csv to be compliant or nearly compliant with RFC 4180.

Using these files would have resulted in a much larger pre-processing time as the Team would have had to undertake one of two methods for addressing the problem: 1) a person would have to manually scrub the file for these problematic characters or 2) a programmer would have to author a challenging pre-processing script to locate and correct these problems.

Limited Functionality In Query Tools

The Team also encountered limitations in the ability to use SPECTRUM's advanced find query tool to extract the quantities of data needed or to create desired data queries:

- The ability to combine data from multiple tables in SPECTRUM is extremely limited.
- The advanced find tool does not provide the ability to write manual or custom queries. WIPFLI does provide this support, but requests take at least a few weeks to fulfill.

Data Integrity

Data integrity refers to the correctness and consistency of stored data. The Evaluation Team conducted a quality assurance review of SPECTRUM measure data and identified the following problems:

- Redundant entries with different savings assumptions for the same active measure ID.
- Some measures appeared active in the system after their expiration date.
- The nomenclature used to name measures is not consistent and there do not appear to be data entry filters to prevent duplicate entries with slight variations in a measure name and savings assumptions for a unique measure identification number.
- The system created duplicate records when staff cancelled and reissued checks.
- Optional Fields were created in SPECTRUM to offer the ability to track data for which there is no specific field in the system. Programs use the fields for different types of information, making it impossible to consolidate and sort data and difficult to verify completeness.

The Evaluation Team provided specific corrections needed to improve the integrity of measure data in SPECTRUM as a companion effort to the CY 2012 Evaluation Report. SPECTRUM staff noted cleanup activities were recently completed.

During the reconciliation of the program tracking data the Evaluation Team discovered duplicate entries in some situations where program staff cancelled and reissued incentive checks. The system replicated

the complete record, including measure and savings data, without a status or other indicator of the duplication. The number of duplicate records represented approximately 5% of the energy savings recorded in the database. The Team learned that reports provided to the Program Administrator correctly eliminated the duplicate entries, however the report provided to the Program Evaluator did not.

Data Completeness

The Evaluation Team found that many critical parameters needed for process and impact evaluation are in the data dictionary for SPECTRUM, but few of the parameters actually were populated with data at the end of CY 2012. SPECTRUM uses two application types (Standard and Custom) and does not provide the opportunity to enter measure-specific data. The Team found that program staff collected much of the data needed on application forms, but only made the data accessible as single PDFs (once they were scanned and added to the system). Not all application forms were available as attachments accessible via SPECTRUM. As a result, it is difficult and costly to access needed data for analysis.

Additionally, several programs continue to be tracked in separate Implementer-owned and managed databases, and only summary data is exported and tracked in SPECTRUM. This undermines a significant portion of the benefit of having a single portfolio-wide tracking database.

Nonresidential Database Analysis

The Team compared data needed for evaluation to fields provided in the extract report and the fields defined in the SPECTRUM data dictionary dated September 9, 2012. Table 7 and Table 8 list data typically required for evaluation analyses, noting if SPECTRUM includes a field for this data and the percent of the CY 2012 program records with data for the nonresidential programs. Generally, program staff collects data in the incentive application forms, but does not make this data available in SPECTRUM.

Table 7. Nonresidential Program Tracking Data Evaluability (Values In Red Are Below Desirable Thresholds)

Type	Data For Tracking And Evaluation	SPECTRUM	Percent Populated
Project Management Information	Program Name	Yes	100%
	Sector	Yes	100%
	Application ID	Yes	100%
	Application Name	Yes	100%
	Application Type (Standard/Custom)	Yes	100%
	Application Status (In Progress, Paid, etc.)	Yes	100%
	Application Received Date	Yes	**47%**
	Application Approval Date (Preapproved)	Yes	**2%**
	Installed Date (Installed/Purchased Date)*	Available	N/A
	Installation/Completion Date	Available	N/A
	Site verified/Inspected		
	Incentive Payment Request Date*	Available	N/A
	Payment Approved Date	Yes	100%
	Paid Date	Yes	100%
	Energy Advisor	Yes	**29%**
	Utility Account Executive (Representative)	Available	N/A
Trade Ally Information	Trade Ally (Provider) ID	Yes	**100%**
	Provider Name	Yes	**94%**
	Provider Contact	Yes	**12%**
	Provider Contact Phone	Yes	**6%**
	Provider Contact Email	Yes	**7%**
Customer and Facility Information	Customer Unique ID	Yes	100%
	Customer/Business Name	Yes	100%
	Project Site Address (City, State, Zip)	Yes	100%
	Primary Contact Name (First, Last)	Yes	**50%**
	Phone	Yes	**48%**
	Email Address	Yes	**37%**
	Heating Fuel Type	Yes	**10%**
	Water Heating Fuel Type	Yes	**18%**
	Type of Facility/Property Usage	Yes	**0%**
	Building Size (Square Feet)[11]	Yes	**6%**
	Total Square Feet Affected by Measure	**No**	N/A
	Occupancy	**No**	N/A
	Electric Utility Name	Yes	100%
	Electric Utility Account ID	Yes	100%
	Gas Utility Name	Yes	78%
	Gas Utility Account ID	Yes	78%

[11] Includes responses of 0, 1, or NA in addition to blank fields

Table 8. Nonresidential Program Tracking Data Evaluability (Measure Information)
(Values In Red Are Below Desirable Thresholds)

Type	Data For Tracking And Evaluation	SPECTRUM	Percent Populated
Measure Information	Project Type		
	Measure Group	Yes	100%
	Measure Category	Yes	100%
	Measure Name	Yes	100%
	Measures Quantity Installed (Actual Units)	Yes	100%
	Equipment Details (Manufacturer, Model)	Yes	**0%**
	Fuel Type Saved	Yes	99%
	Estimated Savings (First Year)		
	• kW	Yes	**0%**
	• kWh	Yes	**0%**
	• Therms	Yes	**0%**
	Actual Savings (First Year)		
	• kW	Yes	**>99%**
	• kWh	Yes	**>99%**
	• Therms	Yes	
	Measure Life	**No**	
	Incentive Cost	Available	**0%**
	Measure Cost (Actual Cost)	Yes	**100%**

*Not in current evaluation extract

The Program Administrator noted that requests for new measures can take months before they appear in the system. This creates problems tracking projects underway and ensuring complete data is entered later.

Particular challenges for evaluation in the nonresidential program tracking data in SPECTRUM are:

- SPECTRUM does not include effective useful life (EUL), which complicates verifying consistent calculation of lifetime savings.[12] Missing data for heating fuel types and building size limits ability to validate energy savings for many measure groups (or adds cost by requiring access to individual project paperwork).
- 90% of records are blank for heating fuel type.
- 94% are missing building size (square feet).
- 82% of records are for measure groups that may require heating fuel and building size to calculate savings.

[12] Lifecycle savings will be included in SPECTRUM beginning in 2013, however there is not a field available to capture EULs.

- Missing contact names and contact phone or email information make it difficult to communicate with the proper person to arrange on-site verification or conduct surveys.
- 50% of records are missing a customer contact name.
- 52% do not have a customer phone number.
- Missing dates for receipt of applications and approvals make it difficult to verify customer and trade ally concerns or confirm if targets for processing times are being met.
- 53% of records are missing an application received date.
- 98% of records are missing a preapproval date.
- Incentive request date appears to be an available field but the report the Evaluation Team reviewed did not include this data.
- Missing information about Energy Advisors and Utility Account Representatives makes it difficult to assess resource alignment and capacity concerns.
- 71% of records do not identify an Energy Advisor (this may reflect the emphasis on outreach through Trade Allies for some programs).
- A field for utility representative appears to be available but the Evaluation Team did not receive this data.
- Although 100% of the records do have a provider (Trade Ally) ID, 6% do not include a provider name and 88% do not include a provider contact name or phone number. The Trade Ally Module was not developed until February 2013.

Residential Database Analysis

Like issues identified in SPECTRUM data, the Evaluation Team identified similar concerns for participating households. For records associated with residential programs, a sample of issues identified include:

- 95% of records for insulation and building shell measures do not have square footage.
- 83% of records do not include a phone number.
- 17% of all records do not have actual costs for measures.
- 16% of records for insulation and building shell measures do not have heating fuel type.

In addition, a number of fields needed for calculations did not exist or were not complete in SPECTRUM. As a result, the Program Administrator had to track information in multiple databases and the Evaluation Team had to download individual project files to obtain values. The following are examples of problems identified for the Residential Rewards program alone:

- 17% of the records were missing make and model number.
- Heating capacity and annual fuel utilization efficiency were not available for boilers or furnaces.
- Energy factors were not available for either tankless or domestic water heaters.
- Cooling capacity, heating capacity, cooling energy efficiency ratio (EER) and heating coefficient of performance (COP) were not available for ground source heat pumps.
- Fields specific to solar PV and solar hot water heater energy savings evaluation are not available in SPECTRUM (for example, tilt, azimuth, shading).

Selected program-specific evaluations for CY 2012 include additional information; however, the Team did not document missing variables or variables that required manual retrieval from documents across measures for all programs.

Evaluation Outcomes And Recommendations

Outcome 1: It should be possible to extract complex data from SPECTRUM much more quickly. The Microsoft Dynamics CRM tool offers the ability to manage massive amounts of data, but large extracts are not possible using the report tools. The Evaluation Team is spending time and effort assembling extracts that should be spent validating and analyzing data. Similarly, program staff are struggling to obtain the information they need, on a timely manner, to make decisions related to program design.

Recommendation: Explore use of an Application Programming Interface (API) or other solutions. A number of tools are available to transfer data into or out of Microsoft Dynamics CRM. One Microsoft Dynamics expert[13] working in a utility environment recommended InaPort (http://www.inaport.com/Products/Inaport-for-Microsoft-CRM.aspx) or Scribe (http://www.scribesoft.com/Integration-Products) as examples, and there are others available for consideration. Both of these options have an approximate cost of $3500, plus a few days of programming time.

Alternate Recommendation: Enable RFC 4180 compliant file extracts from SPECTRUM. Determine if simply changing settings will enable .csv file extracts. This will eliminate the problem with the double-quote character causing data to populate columns incorrectly. Alternatively, eliminate the use of the double-quote characters in any text fields within SPECTRUM. Another solution is to offer uncommon or white space delimiters such as pipe (|, ASCII character code 124) or tab (ASCII character code 9). Either of these would allow the text fields to remain unquoted at the beginning and end of the field, thus preserving in-text use of the double-quote character without modification to the text field as it is stored within SPECTRUM's database.

This recommendation would enable faster extracts but may not solve the larger problem of limitations in the number of records that a user can extract in one request.

Outcome 2: Protocols for creation of new or updated measure information need improvement to prevent conflicting entries and multiple nomenclatures for an energy-efficiency measure. It should not be possible to assign new attributes to an existing measure ID without reviewing and retiring the previous data.

Recommendation: Implement appropriate controls or process changes to prevent or detect data integrity issues for measure data. Determine if issues identified in the CY 2012 review existed in prior

[13] The Evaluation Team interviewed a former Microsoft Dynamics CRM consultant with Neudesic, now working with a southwestern electric water utility. Contact information or referrals to other Dynamics CRM consultants available on request.

data systems or can still occur for new entries or updates made in SPECTRUM. Create data entry protocols, filters and/or internal algorithms to identify improved control strategies.[14] If program staff cannot implement controls at this time, consider creating reports by Measure ID and Name that staff can review periodically to identify instances of multiple entries per ID or unintended nomenclature variations.

Outcome 3. Incomplete and unavailable data fields make it difficult and costly to evaluate program results. Manual retrieval of individual application forms or contact information for participants is highly inefficient and costly for the sample sizes and number of program participants. Increased online application processing made possible with the new Focus on Energy Website should improve population of SPECTRUM fields where they exist. However, participants can still submit applications in hard-copy or PDF form and the custom program applications will not be available online at this time. In addition, SPECTRUM does not include all of the variables needed for evaluation.

Recommendation: Conduct a measure-level review of critical data needed for evaluation to ensure it is collected on application forms and populated in SPECTRUM. Document the data required to support engineering calculations or other evaluation of estimated savings for all prescriptive energy-efficiency measures and any measure types frequently included in custom applications. This should be done on a measure by measure level, recognizing that different information needs to be collected for different technologies. Some evaluation data needs have been identified by program in Volume II of the CY 2012 Evaluation Report. Determine if data is collected, or can be reasonably collected, in application forms. Where needed, create variables and/or tables in SPECTRUM to store the additional variables and make the data easily accessible for later use. This effort should be completed early in the evaluation cycle in order to allow the developer sufficient time to implement changes and program staff to capture needed data in a timely and cost-effective manner.

Recommendation: Establish data integrity and completeness goals for Program Implementers. Manual entry will still be required for some program measures or forms received in hard-copy or PDF format. Establishing a transparent goal for data completeness and accuracy will reinforce the importance of complete information. Consider generating quarterly reports by program summarizing data completeness for critical fields and tracking improvements and performance over time.

[14] In April 2013 the Public Service Commission delegated this task to the Administrator