



Memorandum

To: Erin Daughton, ComEd

CC: Elizabeth Horne, David Brightwell, ICC Staff; Sagar Phalke, Parini Shah, Guidehouse

From: Kumar Chittory, Trace O'Rourke, Verdant Associates

Date: September 23, 2026

Re: ComEd Custom Program CY2025 Net-to-Gross Research Results Memo

1 Executive Summary

This memo presents the findings from the Net-to-Gross (NTG) study of the ComEd Custom Program, which includes the Data Center New Construction projects. The NTG research approach uses self-reporting to estimate free-ridership (FR) and spillover (SO) scores and is consistent with the Core Non-Residential algorithms in the Illinois Technical Reference Manual (TRM) v14.0. The results from this analysis will inform Guidehouse's September 2026 draft recommendations to the Illinois Stakeholder Advisory Group (SAG) of NTG values to be used for the Custom program in CY2027.

The findings are based on in-depth telephone interviews and web surveys conducted with customers who participated in the ComEd Custom Program during CY2025¹. These interviews and surveys included research for both FR and SO effects. Altogether, the CY2025 Custom Program results are based on 18 in-depth interviews and 3 web surveys. These responses represent 27 total projects and account for 62% of total ex ante CY2025 Custom Program savings, including the savings from one pre-approved Data Center New Construction project².

The evaluation team reports Custom program results separately for Non-Data Center New Construction (Non-DC NC), Data Center New Construction, and LED Streetlighting measure types due to differences in project design, implementation, and prior NTG research findings. Beginning CY2024 NTG research for ComEd's Custom Program, "Data Center Other" projects are included in the Non-Data Center (Non-DC) projects.³ Additionally, CY2025 research was not conducted for LED Streetlight measure, thus the recommended NTG values are based on prior research.

An outcome of the CY2020 evaluation was that SAG approved using a three-year rolling NTG weighted average for Custom and Data Center Projects. The FR and NTG ratios for each researched year along with

¹ The CY2025 sample includes one pre-approved project that will be paid in CY2026. An in-depth interview was completed for this project, and its results and savings are included in the analysis for CY2025.

² Details on the inclusion of the pre-approved Data Center New Construction project is provided in Section 2.2.

³ There was only one "Data Center Other" project completed in CY2023 and no others completed since CY2021.

the recommended three-year values for each measure type for kWh and kW savings are provided in Table 1 and Table 2. Note that none of the projects assessed for the relevant research periods qualified for SO.

Table 1. Three Year Combined kWh Free Ridership and NTG Research Results, Custom Program

Measure Type	Researched Year	Savings Type	Free Ridership	Spillover	NTG Ratio
Custom Projects – Non-DC NC	CY2023	kWh	0.32	0.00	0.68
Custom Projects – Non-DC NC	CY2024	kWh	0.33	0.00	0.67
Custom Projects – Non-DC NC	CY2025	kWh	0.23	0.00	0.77
Custom Projects – Non-DC NC	3 Year Average	kWh	0.29	0.00	0.71
Data Center New Construction*	3 Year Average*	kWh	0.82	0.00	0.18
LED Streetlighting	CY2018#	kWh	0.19	0.00	0.81

* Results for Data Center New Construction include one pre-approved project from CY2025 that will be paid in CY2026.

+ Only one Data Center New Construction project was completed in CY2023; to ensure anonymity, per-year results are not shown.

No new research was conducted for the LED Streetlighting measures, thus the existing deemed values from CY2018 are recommended for those measures instead.

Table Source: Evaluation team analysis.

Table 2. Three Year Combined kW Free Ridership and NTG Research Results, Custom Program

Measure Type	Researched Year	Savings Type	Free Ridership	Spillover	NTG Ratio
Custom Projects – Non-DC NC	CY2023	kW	0.28	0.00	0.72
Custom Projects – Non-DC NC	CY2024	kW	0.34	0.00	0.66
Custom Projects – Non-DC NC	CY2025	kW	0.22	0.00	0.78
Custom Projects – Non-DC NC	3 Year Average	kW	0.25	0.00	0.75
Data Center New Construction*	3 Year Average*	kW	0.82	0.00	0.18
LED Streetlighting	CY2018#	kW	0.19	0.00	0.81

* Results for Data Center New Construction include one pre-approved project from CY2025 that will be paid in CY2026.

+ Only one Data Center New Construction project was completed in CY2023; to ensure anonymity, per-year results are not shown.

No new research was conducted for the LED Streetlighting measures, thus the existing deemed values from CY2018 are recommended for those measures instead.

Table Source: Evaluation team analysis.

2 Free Ridership and Spillover Survey Disposition

For CY2025, the evaluation team conducted a combination of in-depth telephone interviews and web surveys with key decision-makers.

2.1 Non-Data Center New Construction

All Non-Data Center New Construction (Custom Non-DC NC) projects within the Custom Program were stratified into three categories based on ex ante savings: Stratum 1 – Large projects, Stratum 2 – Medium projects, and Stratum 3 – Small projects. In-depth interviews were attempted for 26 unique participants that overlap with the Custom Program gross sample as well as an additional 6 participants. Web surveys were emailed to 21 total Stratum 2 and Stratum 3 decision-makers who were not included in the in-depth interview sample. The analysis team made multiple attempts to conduct in-depth interviews via email and phone for all unique customers in the gross sample who had not been interviewed for similar projects in

previous evaluations, and additional customers outside of the gross sample received invites for a web survey version via email.

In the CY2025 population, there were several customers who had participated in multiple projects within the same facility or at multiple facilities (such as branch locations). Rather than implementing the full survey again, respondents for such projects were asked to confirm if their responses were also applicable to the other projects conducted through ComEd's Custom Program. Where applicable, customer responses were applied to those additional projects and weighted accordingly.

A total of 23 Custom Non-DC NC projects from the overall CY2025 population were incorporated into the analysis based on the completion of 14 in-depth interviews and 3 web surveys. These projects represented 65% of the total CY2025 Custom Program ex ante savings for Non-DC NC projects. Table 3 presents the survey representation for FR and projects with qualified SO for these Non-DC NC projects.

Table 3. NTG Disposition for CY2025, Custom Non-DC NC Projects

Interview Type	Actual Completes	Analyzed Completes*	Projects Represented	Share of Ex Ante Savings	Projects Qualified for Spillover
In-Depth	14	14	19	63%	0
Web Survey	3	3	4	2%	0
Total	17	17	23	65%	0

* The analyzed completes represent the count of responses used to develop the FR and SO estimates. It excludes responses that failed consistency checks or lacked required data. For CY2025, all completed responses were incorporated into the research.
Table Source: Evaluation team analysis.

2.2 Data Center New Construction

For Data Center New Construction projects, the analysis team conducted census outreach for in-depth interviews of all five projects, but zero in-depth interviews were conducted during this cycle. However, three respondents confirmed that the responses provided for their projects in previous research cycles remained valid. These 3 projects represented 54% of ex ante population savings for CY2025 Data Center New Construction projects.

Beginning with the CY2025 research cycle, the evaluation team has incorporated newly completed NTG interviews from pre-approved Data Center New Construction projects into the current analysis cycle to ensure the dataset reflects current market conditions. Given the pace of change in the data center market, accelerating the inclusion of recently completed interviews allows for a more current perspective on project decision-making. All projects are weighted equally based on their savings representation regardless of the research cycle in which they were evaluated. Accordingly, one CY2025 pre-approved project with a completed NTG interview was included in the current analysis.

Consistent with the CY2020 decision to use a three-year rolling, savings-weighted NTG average for all Custom and Data Center projects, no individual project will be included in the NTG analysis for more than three years, regardless of the research cycle in which it is evaluated. A total of three CY2025 Data Center New Construction projects and one CY2026 pre-approved Data Center New Construction project were included in the analysis based on the completion of four in-depth NTG interviews. Together, these projects

represent 60% of the total CY2025 Custom Program ex ante savings for Data Center New Construction projects, including eligible pre-approved projects. The following section summarizes the survey-based inputs used to estimate FR and spillover SO for these projects.

Table 4. NTG Disposition for CY2025, Data Center New Construction Projects

Interview Type	Actual Completes	Analyzed Completes*	Projects Represented	Share of Ex Ante Savings	Projects Qualified for Spillover
In-Depth	4 ⁺	4	4	60%	0
Web Survey	0	0	0	0%	0
Total	4	4	4	60%	0

*The analyzed completes represent the count of responses used to develop the FR and SO estimates. It excludes responses that failed consistency checks or lacked required data. For CY2025, all completed responses were incorporated into the research.

+ This value includes 3 in-depth interviews completed during previous cycles that apply to CY2025 projects and 1 pre-approved project from CY2026.

Table Source: Evaluation team analysis.

3 Free Ridership and Spillover Protocols

This section discusses the FR and SO approaches used for the CY2025 ComEd Custom Program research.

3.1 Participant Free Ridership Estimation

Figure 1 shows the algorithm that was used to calculate the FR score for Custom projects. The algorithm is consistent with the Core Non-Residential Free Ridership Algorithm in the Illinois TRM v14.0, with one minor modification. Specifically, the Counterfactual (CF) FR Score is based solely on the response to the No-Program (NP) likelihood question, rather than asking the counterfactual question in two different ways depending on the screening question response.

Figure 1. Custom Program Free Ridership Overview

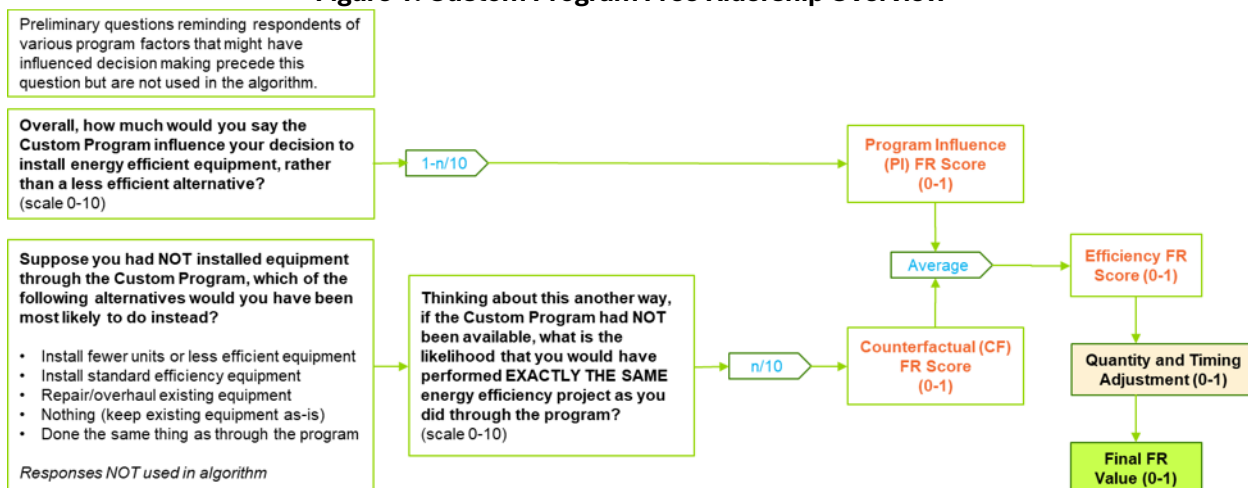


Figure Source: Based on Illinois Non-Residential NTG Working Group consensus algorithm discussion in 2020.

The Quantity and Timing adjustment shown in the NTG algorithm above is estimated using the equations from the Illinois TRM v14.0. The ComEd Custom Program uses the three-year timing adjustment formula presented in Equation 1 below.

Equation 1. Quantity and Timing Adjustment Formula, Three-Year Horizon

$$3\text{-year Time Horizon Timing Adjustment} = 1 - (\text{Number of Months Expedited} - 6)/30$$

$$Q\&T \text{ Adjustment} = (\% \text{ Not Installed at Same Time} * \text{Timing Adjustment}) + \% \text{ Installed at Same Time}$$

Source: [IL-TRM Version 14.0 Volume 4: Cross-Cutting Measures and Attachments](#), page 48.

3.2 Participant Spillover Estimation

The evaluation team used the Core Non-Residential Participant Spillover protocol as specified in the Illinois TRM v14.0 (Section 3.2.1) to qualify non-rebated energy efficiency improvements as spillover. This protocol is applicable to most commercial, industrial, and public sector programs. Figure 2 illustrates the spillover qualification screening process for the Custom Projects as recommended by the Illinois TRM v14.0.

Figure 2. Core Non-Residential Participant Spillover Protocol

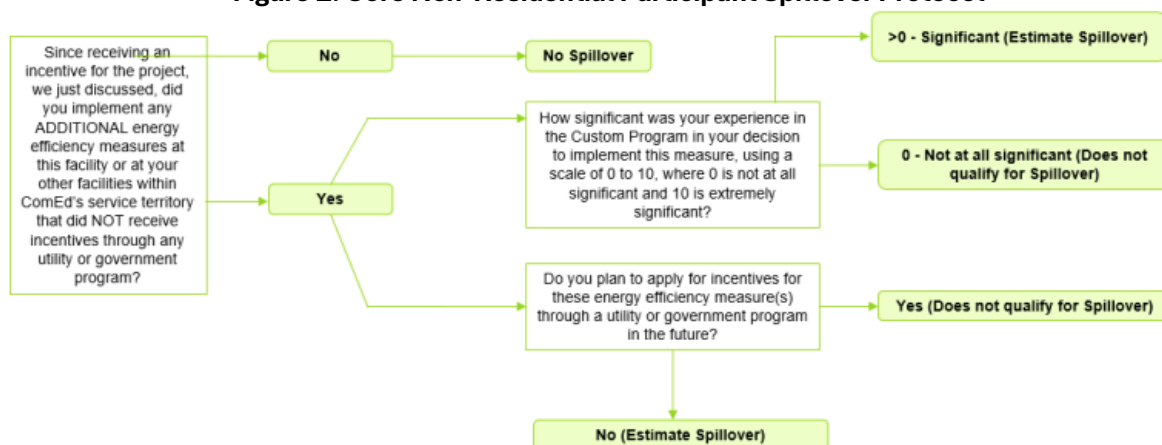


Figure Source: Evaluation team representation of TRM v14.0, Section 3.1.2.

4 Detailed CY2025 NTG Results

The NTG results from the research conducted on the CY2025 population for the Non-DC NC projects are provided in this section. Table 5 describes all NTG components and the relative precision of the FR estimates at 90% confidence level for both the kWh and kW savings. None of the respondents who completed an in-depth telephone interview or web survey completed non-incentivized additional high efficiency improvements that qualified for Spillover; thus, the SO value incorporated into the NTG ratios is zero.

Table 5. Summary of FR, SO, and NTG Results for CY2025, Custom Non-DC NC Projects

Measure Type	Researched Year	Savings Type	FR	Relative Precision at 90% CI	SO	NTG Ratio
Custom Projects – Non-DC NC	CY2025	kWh	0.23	6%	0.00	0.77
Custom Projects – Non-DC NC	CY2025	kW	0.22	2%	0.00	0.78

Source: Evaluation team analysis.

Table 6 summarizes FR findings for all Custom Projects across the three strata. Stratum 1 represents the largest (L) projects, Stratum 2 consists of medium (M) projects, and Stratum 3 contains the smallest (S) projects.

Table 6. CY2025 Projects Breakdown by Sampling Strata, Custom Non-DC NC

Stratum	Ex Ante Projects	Ex Ante kWh in Population	Number of Projects Represented in Research	Ex Ante kWh in Research	Percent of Savings	FR	NTG Ratio
Stratum 1 – L	2	6,614,689	2	6,614,689	100%	0.11	0.89
Stratum 2 – M	6	8,065,697	5	5,587,994	69%	0.28	0.72
Stratum 3 – S	73	7,420,750	14	2,070,705	28%	0.28	0.72
All Projects	81	22,101,136	21	14,273,388	65%	0.23	0.77

Source: Evaluation team analysis.

Table 7 presents the pre-approved Data Center New Construction project included in the CY2025 NTG analysis. One CY2025 pre-approved project is included in the current cycle alongside three completed CY2025 projects. Because pre-approved savings are subject to change prior to project completion, a conservative adjustment factor of 0.8 is applied to pre-approved savings until final verified savings become available. Consistent with the three-year rolling NTG weighting approach, the adjusted savings for the CY2025 pre-approved project represent 14.4% of the total savings for projects with completed NTG interviews included in the rolling NTG average.

Table 7. Savings for Pre-Approved Projects, Data Center New Construction

Project ID	Projected Year of Completion	Ex Ante kWh Savings (Projected)	Adjusted kWh Savings (80%)	Percentage of Savings (3-Year Cycle)
CUST-51520	CY2026	7,863,930	6,291,144	14.4%
Total	-	7,863,930	6,291,144	14.4%

4.1 Custom NTG Results by Stratum

This section further discusses the FR scores for all Custom Non-DC NC measures broken down by stratum. For CY2025, customer FR scores ranged from zero to 1.00 across 17 responses.

4.1.1 Stratum 1 Custom Projects Summary

Both projects in Stratum 1 for CY2025 were selected for in-depth interviews and included in the research. Note that one of these projects shared the same decision-making process as a Stratum 2 project for the same respondent and therefore shares an FR value accordingly. The FR scores for the two respondents in Stratum 1 ranged from zero to 0.20.

- One Stratum 1 project had a zero FR. The customer reported that the project would not have been feasible within the next three years without the incentive offered through the Custom Program. The customer also indicated that they would not have proceeded with an alternative project in the absence of the program, further supporting the resulting FR score of zero.
- One Stratum 1 project had a low FR of 0.20. This customer stated that the incentive was a deciding factor in implementing the selected project and indicated they would likely have pursued a less efficient equipment option or repair strategy without the Custom Program. The customer also noted that similar projects have been completed at other facilities, with incentivized projects prioritized where available.

4.1.2 Stratum 2 Custom Projects Summary

Five Stratum 2 projects were included in the research for CY2025. However, one of these projects shared the same decision-making process as a Stratum 1 interviewed project and therefore shares an FR value accordingly. For the remaining four respondents, results were collected through four in-depth interviews with FR scores ranging from 0.15 to 0.85.

- One Stratum 2 project had a low FR score of 0.15. The customer indicated that the Custom Program enabled them to install the most energy-efficient measure options for their business. They noted that, without the program, they would have been highly likely to approve only code-compliant measures within a similar timeframe.
- One Stratum 2 project had a moderate FR score of 0.55. The customer indicated that incentive availability supported an already planned equipment replacement effort. The customer noted that engineering planning had begun prior to program awareness, and that the program helped support selection of a more efficient option within the planned project scope.
- Two Stratum 2 projects had relatively high FR of 0.70 and 0.85. Both respondents indicated that the Custom Program had limited influence on their decision to proceed with equipment installation or replacement. Each noted that they would have been highly likely to proceed with similar projects absent the program, citing business necessity and pre-existing plans or alternative funding options.

4.1.3 Stratum 3 Custom Projects Summary

For Stratum 3, 14 projects were included in the CY2025 research. However, three of these projects involved the same decision-making process as another interviewed Stratum 3 project and were assigned FR values accordingly. In total, data was collected from 11 customers through eight in-depth interviews and three web surveys, with FR scores ranging from zero to 1.00.

- Three Stratum 3 projects had low FR scores between zero to 0.20. These respondents reported high program influence on their decision-making and indicated they would have been unlikely or unable to implement their projects without the Custom Program. One respondent noted that implementation could have been delayed by more than three years absent program support. These respondents also noted increased awareness of efficiency and non-energy benefits, including safety.
- Five Stratum 3 projects had moderate FR scores of 0.30 to 0.45. These respondents reported moderate to high program influence, with varying likelihoods of project implementation absent the program. Some indicated they would have been unlikely to proceed, while others expressed uncertainty or indicated they likely would have proceeded within a similar timeframe. Differences reflected variation in project type and customer experience with similar upgrades.
- Three Stratum 3 projects had high FR scores of 0.85 to 1.00. These respondents indicated that the Custom Program had minimal influence on their decision to proceed with equipment installation or upgrades. Each reported that they would have been highly likely to proceed with similar projects absent the program, with energy savings already a primary driver of the investment decision. Incentives were generally characterized as a financial enhancement rather than a determining factor.

5 Final NTG Results and Recommendations

As an outcome of the CY2020 evaluation, the SAG approved using a three-year rolling average NTG ratio for Custom Projects. Accordingly, the NTG ratios that Guidehouse will submit for consideration for CY2027 are based on savings-weighted averages from projects researched during the three most recent program years (CY2023–CY2025). For measure types where no research was conducted in CY2025, NTG ratios from prior evaluation years were carried forward.

The combined NTG findings for Non-DC NC projects are based on data collected for 88 projects across three program years (CY2023 through CY2025) and represent 58% of the ex ante savings from the full population of 287 Non-DC NC projects completed across those program years.

The combined NTG findings for Data Center New Construction projects are based on data collected for seven projects across CY2023 through CY2025, as well as one pre-approved project from CY2025. These projects represent 69% of the ex ante savings from the population of 12 Data Center New Construction projects completed between CY2023 and CY2025, plus applicable pre-approved projects.

The increase in NTG values, particularly for Data Center New Construction, may be attributable to the strategic program improvements implemented over the past few years. The program has enhanced its screening processes, updated baseline standards, and modified evaluation NTG interview protocols to better capture program influence. These changes may have contributed to the observed increase in NTG values by strengthening program influence and increasing customer motivation to pursue greater efficiency. The primary changes are listed below:

- **Pre-screening to identify and prioritize high-influence projects:** Screening NTG interviews of large projects to exclude those with high free ridership ($\geq 50\%$), ensuring the program focuses resources on projects where the incentive meaningfully influences customer decisions,
- **Shifting interview timing for evaluation NTG assessment:** Conducting NTG interviews after project pre-approval (rather than post-implementation) for projects with longer development timelines, allowing evaluators to assess program influence while decision-making is active and fresh,
- **Increased focus on supporting adoption of emerging high-efficiency technologies:** Providing incentives for newer, emerging technologies enables projects to achieve higher efficiency levels and strengthens program influence by making advanced solutions more financially feasible.

The program team is also implementing additional changes in CY2026 to strengthen program influence in future evaluation periods.

- **Updating baselines for Data Center New Construction projects to current code and standards:** The shift to more stringent code baselines strengthens NTG values by ensuring that measured savings reflect program influence rather than incentivizing traditional Data Center project.
- **Implementing a new tiered incentive structure:** Improving customer motivation for greater efficiency by better aligning incentive levels with incremental project cost.

The FR and NTG ratios for each researched year, along with the recommended three-year average values for each measure, are provided in Table 8 and Table 9 below. CY2025 research was not conducted for the LED Streetlighting measure type, so the recommended NTG values are based solely on prior program years.

Table 8. Three Year Combined kWh Free Ridership and NTG Research Results, Custom Program

Measure Type	Researched Year	Savings Type	Free Ridership	Spillover	NTG Ratio
Custom Projects – Non-DC NC	CY2023	kWh	0.32	0.00	0.68
Custom Projects – Non-DC NC	CY2024	kWh	0.33	0.00	0.67
Custom Projects – Non-DC NC	CY2025	kWh	0.23	0.00	0.77
Custom Projects – Non-DC NC	3 Year Average	kWh	0.29	0.00	0.71
Data Center New Construction*	3 Year Average*	kWh	0.82	0.00	0.18
LED Streetlighting	CY2018[#]	kWh	0.19	0.00	0.81

* Results for Data Center New Construction include one pre-approved project from CY2025 that will be paid in CY2026.

+ Only one Data Center New Construction project was completed in CY2023; to ensure anonymity, per-year results are not shown.

No new research was conducted for the LED Streetlighting measures, thus the existing deemed values from CY2018 are recommended for those measures instead.

Table Source: Evaluation team analysis.

Table 9. Three Year Combined kW Free Ridership and NTG Research Results, Custom Program

Measure Type	Researched Year	Savings Type	Free Ridership	Spillover	NTG Ratio
Custom Projects – Non-DC NC	CY2023	kW	0.28	0.00	0.72
Custom Projects – Non-DC NC	CY2024	kW	0.34	0.00	0.66
Custom Projects – Non-DC NC	CY2025	kW	0.22	0.00	0.78
Custom Projects – Non-DC NC	3 Year Average	kW	0.25	0.00	0.75
Data Center New Construction*	3 Year Average*	kW	0.82	0.00	0.18
LED Streetlighting	CY2018[#]	kW	0.19	0.00	0.81

* Results for Data Center New Construction include one pre-approved project from CY2025 that will be paid in CY2026.

+ Only one Data Center New Construction project was completed in CY2023; to ensure anonymity, per-year results are not shown.

No new research was conducted for the LED Streetlighting measures, thus the existing deemed values from CY2018 are recommended for those measures instead

Table Source: Evaluation team analysis.

APPENDIX A: CUSTOM AND DATA CENTERS PROGRAM NTG HISTORY

Effective Year	Business Custom and Data Centers Program
EPY1	NTG 0.72 Free Ridership 28% Spillover 0% Method: Customer self-reports. 24 surveys completed from a population of 88.
EPY2	NTG 0.76 Free Ridership 24% Spillover 0% Method: Customer self-reports. 20 surveys completed from a population of 345.
EPY3	NTG 0.56 for kWh and 0.46 for kW Free Ridership 44% Spillover 0% Method: Customer self-reports. 67 surveys completed from a population of 887.
EPY4	Deemed using PY2 = 0.76 PY4 Research NTG: kWh 0.61 kW 0.64 Free Ridership 39% Spillover 0% Method: Customer self-reports. 63 surveys completed from a population of 367.
EPY5	Illinois SAG Consensus: 0.56
EPY6	Illinois SAG Consensus: kWh 0.61 (deemed by Illinois SAG for PY6) kW 0.64 (deemed by Illinois SAG for PY6) Values for kWh and kW are derived from PY4 evaluation research results and are based on the Illinois SAG-approved values.

Effective Year	Business Custom and Data Centers Program
EPY7	Custom NTG 0.64 Free Ridership 0.36 Participants Spillover Negligible Nonparticipants Spillover Negligible Custom NTG 0.48 Free Ridership 0.52 Participants Spillover Negligible Nonparticipants Spillover Negligible Source: Participant self-report telephone survey. The spillover effects were examined in this evaluation, and their magnitude was found to be small as discussed below in the spillover section. Quantification of spillover was not included in the calculation of the NTG ratio for EPY5. Interviews were completed with five of 11 Data Center projects. Note: In PY5, Data Center were combined with Custom, while in PY6, Data Center were managed separately from Custom.
EPY8	Recommendation (based upon PY6 research): Custom NTG 0.67 Custom Free Ridership 0.33 Custom Spillover 0.005 NTG Research Source: Free Ridership and Spillover: PY6 participant and vendor research.
EPY9	Custom NTG 0.58 Custom Free Ridership 0.42 Custom Spillover Negligible NTG Research Source: Free Ridership and Spillover: PY7 participant and vendor research.

Effective Year	Business Custom and Data Centers Program
CY2018	Custom NTG kWh 0.58 Custom NTG kW 0.70 Custom Free Ridership kWh 0.42 Custom Free Ridership kW 0.30 Custom Spillover Negligible NTG Research Source: Free Ridership: PY7 participant and vendor research Spillover: PY7 participant self-report data The evaluation team performed telephone surveys in PY8, but the analysis will be performed and combined with PY9 findings.
CY2019	Custom NTG kWh 0.58 Custom NTG kW 0.70 Custom Free Ridership kWh 0.42 Custom Free Ridership kW 0.30 Custom Spillover Negligible NTG Research Source: Free Ridership and Spillover: PY7 participant and vendor research. The evaluation team performed telephone surveys in PY8, but the analysis will be performed and combined with PY9 findings.
CY2020	Custom NTG kWh 0.56 Custom NTG kW 0.58 Custom Free Ridership kWh 0.44 Custom Free Ridership kW 0.42 Custom Spillover Negligible NTG Research Source: CY2018 participating customer surveys.

Effective Year	Business Custom and Data Centers Program
CY2021	Custom NTG, All but Street Lights, Data Center 0.51 Custom NTG, LED Street Lights 0.81 Custom Spillover 0.00 NTG Research Source: Values based on 2018 and 2019 Guidehouse participant research results. Streetlights NTG from the Municipal streetlights in the LED Street Lights program.
CY2022	Custom NTG kWh: kWh 0.39 kW 0.28 Custom Free Ridership: kWh 0.61 kW 0.72 Custom Spillover Negligible LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Values based on 2020 Guidehouse participant research results. Streetlights NTG from the Municipal streetlights in the LED Street Lights program.
CY2023	Custom NTG: kWh 0.53 kW 0.45 Custom Free Ridership : kWh 0.47 kW 0.55 Custom Spillover Negligible LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Values based on PY9-CY2021 Guidehouse participant research results. Streetlights NTG from the Municipal streetlights in the LED Street Lights program.

Effective Year	Business Custom and Data Centers Program
CY2024	Custom Non-DC NTG: kWh 0.56 kW 0.49 Custom Free Ridership: kWh 0.44 kW 0.51 Custom Spillover Negligible Data Centers New Construction NTG: kWh 0.09 kW 0.14 Data Centers New Construction FR: kWh 0.91 kW 0.86 Data Centers New Construction Spillover Negligible NTG Research Source: Values based on CY2020-CY2022 Guidehouse participant research results.
	Data Centers Other NTG: kWh 0.37 kW 0.31 Data Centers Other FR: kWh 0.63 kW 0.69 Data Centers Other Spillover Negligible NTG Research Source: Values based on CY2020-CY2022 Guidehouse participant research results.
	LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Streetlights NTG from the Municipal streetlights in the LED Street Lights program.

Effective Year	Business Custom and Data Centers Program
CY2025	Custom Non-DC NTG: kWh 0.63 kW 0.57 Custom Free Ridership: kWh 0.37 kW 0.43 Custom Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2021-CY2023 research.
	Data Centers New Construction NTG: kWh 0.06 kW 0.06 Data Centers New Construction FR: kWh 0.94 kW 0.94 Data Centers New Construction Spillover Negligible
	Data Centers Other NTG: kWh 0.49 kW 0.40 Data Centers Other FR: kWh 0.51 kW 0.60 Data Centers Other Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2020, CY2021 and CY2023 research.
	LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Streetlights NTG from Municipal streetlights in the LED Street Lights program.

Effective Year	Business Custom and Data Centers Program
CY2026	Custom Non-DC NC NTG: kWh 0.67 kW 0.66 Custom Non-DC NC Free Ridership: kWh 0.33 kW 0.34 Custom Non-DC NC Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2023-CY2025 research. Data Centers New Construction NTG: kWh 0.05 kW 0.05 Data Centers New Construction FR: kWh 0.95 kW 0.95 Data Centers New Construction Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2022, CY2023 and CY2024 research. LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Streetlights NTG from Municipal streetlights in the LED Street Lights program.
CY2027	Custom Non-DC NC NTG: kWh 0.77 kW 0.75 Custom Non-DC NC Free Ridership: kWh 0.23 kW 0.25 Custom Non-DC NC Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2023-CY2025 research. Data Centers New Construction NTG: kWh 0.18 kW 0.18 Data Centers New Construction FR: kWh 0.82 kW 0.82 Data Centers New Construction Spillover Negligible NTG Research Source: SAG Approved Deemed value from CY2023, CY2024 and CY2025⁴ research. LED Streetlighting NTG: kWh 0.81 kW 0.81 LED Streetlighting Free Ridership: kWh 0.19 kW 0.19 LED Streetlighting Spillover Negligible NTG Research Source: Streetlights NTG from Municipal streetlights in the LED Street Lights program.

⁴ Results for Data Center New Construction include one pre-approved project from CY2025 that will be paid in CY2026.

APPENDIX B: PARTICIPANT SURVEY INSTRUMENT– CUSTOM PROJECTS CY2025**Program Overview**

ComEd’s Energy Efficiency Program provides Custom incentives to commercial, industrial and public sector customers for less common or more complex energy-saving measures that are not included in the Standard, Instant Discounts or other program offerings. Custom incentives are available based on the project’s kWh savings, provided the project meets all program eligibility requirements. The survey aims to measure the program influence for a sample of projects and the findings will be combined with other survey results and ultimately will be extrapolated to the entire program.

The table below describes the survey attributes, objectives, and data needs.

Section	Description
Statement of purpose/ Scope of Work	In depth interviews and web-based surveys will be conducted to estimate free ridership (FR) and spillover (SO) effects. Findings from the sampled projects will be extrapolated to the entire population. Like previous years, in-depth interviews will be conducted for a sample that overlaps with the gross impact evaluation sample for Stratum 1 (Large), Stratum 2 (Medium), and Stratum 3 (Small). We will field web surveys for the remaining projects in the population, the majority of which will be in Stratum 3.
Qualified respondent	Decision-makers of ComEd Custom Program CY2025 projects.
Target number of completes	25 In-depth interviews (overlapping with gross impact evaluation sample) and web surveys for a census of the remaining projects in the population.
Estimated Survey Length	20-30 minutes for in-depth interviews and 10-15 minutes for web surveys
Survey Timeline	April –June 2026
Data needed from ComEd	Validate the site contact information for the participants for In-Depth Interview and provide email addresses for the decision makers for the Web-Surveys

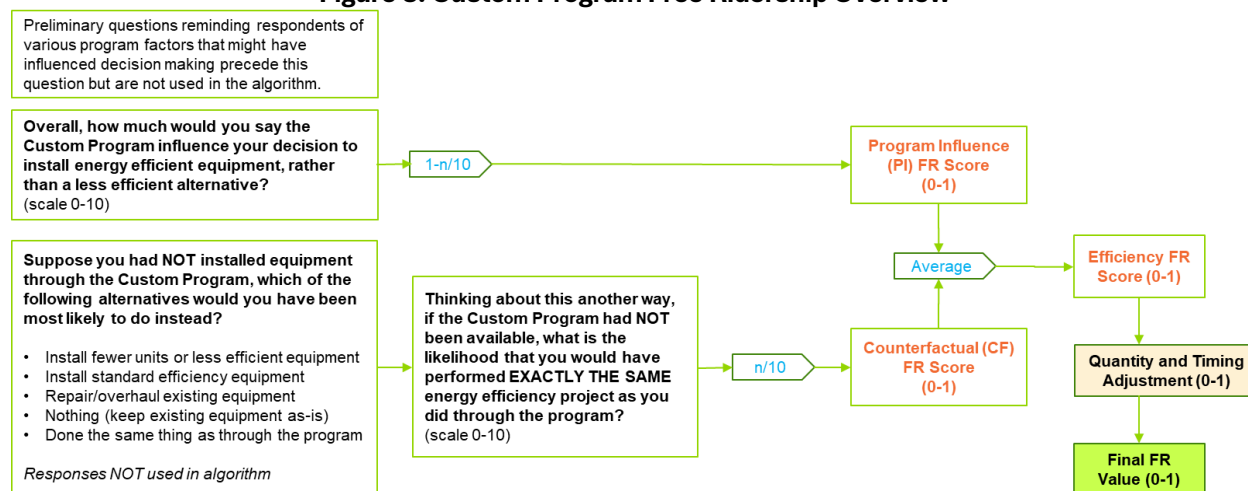
Survey Overview

Questions	Question Numbers
Screening Questions	A1 – A3
Project Background	BG1-BG6
Vendor Information	V1- V2
Free ridership Battery	N0 – N27
Spillover	SP1 – SP5
Reasons, difficulty, and likelihood of future participation	B1 - B4
Firmographics	F1 - F6

Free Ridership Overview

Error! Reference source not found. describes the Illinois SAG NTG Working Group algorithm that Guidehouse used to calculate the FR for Custom Projects. The questions and analysis are consistent with the Core Non-Residential Free Ridership Algorithm from Illinois TRM v13.0.

Figure 3. Custom Program Free Ridership Overview



Survey Email

Subject Line: ComEd Custom Rebates Program Participant Experience Survey

Sender: Verdant Associates (on behalf of Commonwealth Edison)

Dear XXX:

At the request of ComEd, Verdant has been contracted to do a follow-up study with customers like you who participated in ComEd's Energy Efficiency Custom Rebates Program. According to data we received, your organization participated in and received an incentive from this Program in 2025. ComEd has requested that you share your organization's experience with the Program through a brief online survey. If you are not the person most knowledgeable about your organization's decision to participate in this program, please direct us to the correct contact by emailing us at Surveys@VerdantAssoc.com.

Follow this link to the survey:

[Take the Survey](#)

Or copy and paste the URL below into your internet browser:

https://verdantassoc.qualtrics.com/jfe/form/SV_eR8OOdtDrvn44T4?Q_DL=GOYbP0pbakpKcR3_eR8OOdtDrvn44T4_CGC_Pob91xmYOKxaRH&Q_CHL=email

This survey can be completed on a PC, tablet, or smartphone. Completion of the survey is designed to take less than 15 minutes on average. If you need to pause the survey, you can resume where you left off by clicking on the link from this email.

Your responses are completely confidential and will only be shared in combination with other Program participants' responses. We thank you in advance for your participation and look forward to your response.

Kind regards,
Kumar Chittory
Verdant Associates, LLC
Surveys@VerdantAssoc.com

Follow the link to opt out of future emails:
[Click here to unsubscribe](#)

Survey Reminder #1

Subject Line: ComEd Custom Rebates Program Participant Experience Survey

Sender: Verdant Associates (on behalf of Commonwealth Edison)

Dear Valued ComEd Energy Efficiency Custom Rebates Program Participant:

I am following up on an email you received a few weeks ago regarding your organization's experience participating in ComEd's Energy Efficiency Custom Rebates Program.

At the request of ComEd, Verdant has been contracted to do a follow-up study with customers like you who participated in this program and received a Program incentive in 2025. ComEd has requested that you share your organization's experience with the Program through a brief online survey. If you are not the person most knowledgeable about your organization's decision to participate in ComEd's Custom Program, please direct us to the correct contact by emailing us at Surveys@VerdantAssoc.com.

Follow this link to the survey:

[Take the Survey](https://verdantassoc.qualtrics.com/jfe/form/SV_eR8OOdtDrvn44T4?Q_DL=GOYbP0pbakpKcR3_eR8OOdtDrvn44T4_CGC_Pob91xmYOKxxaRH&Q_CHL=email)

Or copy and paste the URL below into your internet browser:

https://verdantassoc.qualtrics.com/jfe/form/SV_eR8OOdtDrvn44T4?Q_DL=GOYbP0pbakpKcR3_eR8OOdtDrvn44T4_CGC_Pob91xmYOKxxaRH&Q_CHL=email

This survey can be completed on a PC, tablet, or smartphone. Completion of the survey is designed to take less than 15 minutes on average. If you need to pause the survey, you can resume where you left off by clicking on the link from this email.

Your responses are completely confidential and will only be shared in combination with other Program participants' responses. We thank you in advance for your participation and look forward to your response.

Kind regards,
Kumar Chittory
Verdant Associates, LLC
Surveys@VerdantAssoc.com

Follow the link to opt out of future emails:
[Click here to unsubscribe](#)

Survey Reminder #2 - FINAL

Subject Line: LAST OPPORTUNITY - ComEd Custom Rebates Program Participant Experience Survey

Sender: Verdant Associates (on behalf of Commonwealth Edison)

Dear Valued ComEd Energy Efficiency Custom Rebates Program Participant:

I am following up on an email you received a few weeks ago regarding your organization's experience participating in ComEd's Energy Efficiency Custom Rebates Program. **This is your last opportunity to share your organization's experience with the Program through a brief on-line survey.** The survey closes MM/DD/YYYY.

At the request of ComEd, Verdant has been contracted to do a follow-up study with customers who participated in this Program and received a Program incentive in 2025. If you are not the person most knowledgeable about your organization's decision to participate in ComEd's Custom Program, please direct us to the correct contact by emailing us at Surveys@VerdantAssoc.com.

Follow this link to the survey:

[Take the Survey](https://verdantassoc.qualtrics.com/jfe/form/SV_eR8OOdtDrvn44T4?Q_DL=GOYbP0pbakpKcR3_eR8OOdtDrvn44T4_CGC_Pob91xmYOKxaRH&Q_CHL=email)

Or copy and paste the URL below into your internet browser:

https://verdantassoc.qualtrics.com/jfe/form/SV_eR8OOdtDrvn44T4?Q_DL=GOYbP0pbakpKcR3_eR8OOdtDrvn44T4_CGC_Pob91xmYOKxaRH&Q_CHL=email

This survey can be completed on a PC, tablet, or smartphone. Completion of the survey is designed to take less than 15 minutes on average. If you need to pause the survey, you can resume where you left off by clicking on the link from this email.

Your responses are completely confidential and will only be shared in combination with other Program participants' responses. We thank you in advance for your participation and look forward to your response.

Kind regards,
Kumar Chittory
Verdant Associates, LLC
Surveys@VerdantAssoc.com

Follow the link to opt out of future emails:
[Click here to unsubscribe](#)

PHONE IDI INTRODUCTION

[READ IF CONTACT=1]

Hello, this is ____ from Verdant Associates calling on behalf of ComEd. This is not a sales call.

Our records show that in 2025 your organization completed an energy-efficient <Measure_Description> which received an incentive of <Incentive> from The ComEd's Energy Efficiency Custom Rebates Program. We are calling to do a follow-up study about your organization's participation in this Program. I want to assure you that your responses are completely confidential and will only be shared in combination with other Program participants' responses. The information you provide will be used to help ComEd improve this Program. I understand you are the person most knowledgeable about the decision to proceed with this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER]

This survey will take about 20 minutes.

Do you have any questions for me before we begin?

If you don't mind, I would like to record this interview for my own note taking. Would you be okay if I recorded this interview?

[READ IF CONTACT=0]

Hello, this is ____ from Verdant Associates calling on behalf of ComEd. I would like to speak with the person most knowledgeable about the decision to implement recent changes in lighting, compressed air, motors/VSDs, or other energy-related equipment for your firm at this location.

[IF NEEDED] Our records show that in 2025 your organization completed an energy-efficient <Measure_Description > which received an incentive of <Incentive> from The ComEd's Energy Efficiency Custom Rebates Program. We are calling to do a follow-up study about your firm's participation in this program and your answers will provide very important information that will help ComEd improve this program. I was told you're the person most knowledgeable about the decision to proceed with this project. Is that correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER]

This survey will take about 20 minutes. Is now a good time? [If no, schedule call-back]

SCREENING QUESTIONS

A1 According to our records, your organization completed an energy-efficient **<Measure_Description>** project at **<Address>** in 2025 that received an incentive of \$**<Incentive>** from ComEd's Energy Efficiency Custom Rebates Program. Is this correct?

[FR]

1. Yes, participated as described
2. Yes, participated but at another location
3. No, did NOT participate in ComEd's program
4. Other (Please Specify) **[OPEN END]**
5. Don't Know

[IF A1 = 1]

A1a We understand that you are the person most knowledgeable about the decision to proceed with this project. Is this correct?

1. Yes
2. No

[IF A1 = 3 | 4 | 5, OR IF A1a = 1]

A2 Is it possible that someone else managed or is more familiar with the energy-efficiency project in question?

[YES, NO, OTHER, DON'T KNOW; FR]

1. Yes, someone else at my organization was more involved with this Project
2. No
3. Other (Please Specify) **[OPEN END]**
4. Don't Know

[IF A2 <> 1 THEN SKIP TO END OF SURVEY]

[IF A2 = 1]

A2a Can you please provide the contact information of the individual at your organization who is more familiar with this energy-efficient product installation?

[OPEN END]

[IF A1 = 3 | 4 | 5 THEN SKIP TO END OF SURVEY]

[IF A1 = 1 | 2]

[DISPLAY1]

Throughout the remainder of the survey, the energy-efficient **<Measure_Description>** project will be referred to as the "Project" and ComEd's Energy Efficiency Custom Rebates Program will be referred to as the "ComEd Program".

BG1 According to our records, this Project involved the installation of, or work performed on **<Project_Summary>**. Does this align with your knowledge of the scope of this Project that received an incentive through ComEd's Program?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

[IF BG1 = 2]

BG2 How does your understanding of this Project differ from what was presented above?

[OPEN END; FR]

BG3 Please describe the history of this Project, including when and where the idea for this Project came from and why you decided to implement this Project.

[OPEN END; RR]

BG4 What financial calculations does your company make before proceeding with installation of a project like this? Please select all that apply.

[MULTISELECT, 6 AND 7 EXCLUSIVE, FR]

1. Project payback with incentive
2. Project payback without incentive
3. Return on Investment
4. Total Out of Pocket Cost
5. Other (Please Specify) **[OPEN END]**
6. None
7. Don't Know

[IF IDI = 1 AND BG4 = 1|2|3]

BG5 What is your organization's threshold in terms of the payback or return-on-investment required to proceed with a Project such as this?

[OPEN END; RR]

[IF IDI = 1 AND BG4 = 1|2|3]

BG5a What was the Project payback period with the incentive?

[OPEN END; RR]

[Interviewer Note]: Ask this question in a way that matches the answer to BG4]

A3a Did your organization receive educational or promotional materials from ComEd?

[YES, NO, DON'T KNOW; RR]

1. Yes
2. No
3. Don't Know

A3b Did your organization have any prior knowledge of or involvement with the ComEd Program **before** implementing this project?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

A3c Did your organization receive any recommendations regarding the Project from a ComEd representative? **[YES, NO, DON'T KNOW; FR]**

1. Yes
2. No
3. Don't Know

A3d As part of your current participation in the ComEd Program, did you learn any new information about the energy savings or other benefits of the energy-efficient equipment installed or maintained through the Project?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

[IF A3d = 1]

A3dd What did you learn? **[OPEN END; RR]**

NET-TO-GROSS MODULE

V1. Did your organization receive any assistance with the design or equipment specification for this Project from any of the following? Please select all that apply.

[MULTISELECT, 6 EXCLUSIVE; ROTATE; FR]

1. A contractor or vendor who sold or installed the energy-efficient equipment
2. A design or consulting engineer
3. Your ComEd account manager or other ComEd staff
4. Internal staff from your organization
5. Other (Please Specify) **[OPEN END]**
6. No design or equipment assistance was received

[IF V1 = 1|2|3|4|5]

V2. Please describe the assistance provided to your organization **[OPEN END]**

FREE RIDERSHIP BATTERY

[DISPLAY2] Now we have a few questions to better understand the history of the Project as well as the motivations and influences that led to your organization to complete the **<Measure_Description>** project.

N0. Did the new energy-efficiency equipment replace existing equipment?

[YES, NO, OTHER, DON'T KNOW; FR]

1. Yes
2. No
3. Other (Please Specify) [OPEN END]
4. Don't Know

[IF <SEM> = 1]

N1aa. It is our understanding that your organization also previously participated in ComEd's Strategic Energy Management (SEM) Program. Please describe any influence the SEM Program may have had on your organization's decision to implement this Project.

1. Describe the SEM Program's influence: [OPEN END]
2. I am unfamiliar with the SEM Program

[ONLY FOR WEB SURVEY]

N1a. What were the primary motivations that led to the implementation of this Project? Please select all that apply.

[MULTISELECT, 11 EXCLUSIVE; ROTATE; FR]

1. To replace old/outdated equipment
2. To reduce maintenance downtime and costs for old equipment
3. To improve non-energy-related equipment performance and/or control capabilities
4. Part of a remodel or expansion
5. Regulatory code compliance
6. To reduce energy usage and/or costs
7. Compliance with company policy on equipment replacement and maintenance
8. Compliance with company sustainability goals
9. To upgrade to the latest technology
10. Other (Please Specify) [OPEN END]
11. Don't Know

N3 Below are several possible factors that may have influenced your organization's decision to implement this Project. Using a scale of 0 to 10, where 0 means "Not at all influential" and 10 means "Extremely influential", please rate how influential the following factors were on the decision to complete the <Measure_Description> project at the time you did.

[0 TO 10 SCORE, DON'T KNOW; ROTATE, FR]

N3B. Availability of Program incentive

N3C. [IF V1 = 3] Information from your ComEd account manager or program staff

N3D. [IF V1 = 1] Recommendation from the equipment vendor or contractor who helped with the choice of the equipment

N3E. Previous experience with the equipment that you installed for this project

N3F. [IF <SEM> = 1 AND N1aa = 1] Participation in ComEd's SEM Program

- N3I. **[IF V1 = 2]** Recommendation from a design or consulting engineer
- N3J. High Efficiency equipment of this type is standard practice in our business/industry
- N3L. Corporate policy or guidelines require the installation of high efficiency equipment
- N3M. **[ASK IF BG4 = 1 | 2 | 3]** Payback on our investment or Return on Investment

[IF <FA> =1]

N3_FA. Based on our records, your facility received a No-Cost Facility Assessment during **<FA_DATE>**. Was the information provided through this assessment influential in your decision to implement this project? If so, can you please rate the importance on the same scale of 0-10?

[0 TO 10 SCORE, DON'T KNOW; FR]

N3n. Were there any additional factors that were influential in your decision to implement this project?

1. Yes (Please Specify) **[OPEN END]**
2. No additional factors

[IF N3n <> 2]

N3nn. Using the same 0 to 10 scale as before, how influential was this additional factor?

[0 TO 10 SCORE, DON'T KNOW; FR]

N3R. Please consider all elements of ComEd's Program in answering the next question. In addition to the incentive, this could include help with identifying the opportunity, validating savings, reviewing the scope, or checking in to encourage action. Consider the impact of past incentives as well.

Using the same 0 to 10 scale as before, how influential was ComEd's Program in your decision to install the energy-efficient equipment, rather than a less energy-efficient alternative?

[0 TO 10 SCORE, DON'T KNOW; FR]

CONSISTENCY CHECK 1 – PROGRAM IMPORTANCE SCORE

[IF N3R > 7 AND N3b < 3]

N4a. You rated the **influence of the ComEd Program 8 or higher**, meaning the Program was quite important in the decision to complete this Project. You also rated the **AVAILABILITY OF THE PROGRAM INCENTIVE 2 or less**, which implied that the Program Incentive was not very important in the decision to complete this Project.

To ensure we understand, can you please elaborate on the importance of the Program and the Program Incentive in your organization's decision to complete this Project?

[OPEN END; FR]

[IF N3R < 3 AND N3b > 7]

N4a1. You rated the **influence of the ComEd Program 2 or less**, meaning the Program was not very important in the decision to complete this Project. You also rated the

THE AVAILABILITY OF THE PROGRAM INCENTIVE 8 or higher, which implied that the incentive was very important in your decision to complete this Project.

To ensure we correctly understand, can you please elaborate on the importance of the Program and the Program Incentive in your organization's decision to complete this Project?

[OPEN END; RR]

[IF N4a OR N4a1 DISPLAYED]

N4a2. Would you like to change any of your previous answers? If so, please provide a new rating using a scale from 0 to 10, where 0 is "Not at all influential" and 10 is "Extremely influential" in the space below.

[MULTISELECT, 3 EXCLUSIVE; RR]

1. Change influence of Program on your decision to complete Project [TEXT BOX TO ENTER NEW SCORE BETWEEN 0 AND 10]
2. Change the importance of the Program Incentive [TEXT BOX TO ENTER NEW SCORE BETWEEN 0 AND 10]
3. No, don't change any previous answers

[IF N3R > 7 AND N3c < 3 AND N4a NOT DISPLAYED]

N4b. You rated the **influence of the ComEd Program 8 or higher**, meaning the Program was quite important in the decision to complete this Project. Earlier, you rated the **INFORMATION PROVIDED BY ComEd PROGRAM STAFF OR YOUR ACCOUNT MANAGER 2 or less**, which implied that the information you received was not very important in your decision to complete this Project.

To ensure we correctly understand, can you please elaborate on the importance of the Program and Information Provided by Program Staff in your organization's decision to complete this Project?

[OPEN END; RR]

[IF N3R < 3 AND N3c > 7 AND N4a1 NOT DISPLAYED]

N4b1. You rated the **influence of the ComEd Program 2 or less**, meaning the Program was not very important in the decision to complete this Project. You also rated the **INFORMATION PROVIDED BY ComEd PROGRAM STAFF OR YOUR ComEd ACCOUNT MANAGER 8 or higher**, which implied that the information you received was very important in your decision to complete this Project.

To ensure we correctly understand, can you please elaborate on the importance of the Program and the Program Incentive in your organization's decision to complete this Project?

[OPEN END, RR]

[IF N4b OR N4b1 DISPLAYED]

N4b2. Would you like to change any of your previous answers? If so, please provide a new rating using a scale from 0 to 10, where 0 is “Not at all influential” and 10 is “Extremely influential” in the space below.

[MULTISELECT, 3 EXCLUSIVE; RR]

1. Change influence of Program in your decision to complete Project **[TEXT BOX TO ENTER NEW SCORE BETWEEN 0 AND 10]**
2. Change the importance of the information provided by ComEd Program Staff or Account Manager **[TEXT BOX TO ENTER NEW SCORE BETWEEN 0 AND 10]**
3. No, don't change any previous answers

[IF N4a2 = 1 OR N4b2 = 1]

N4c1. Using the same 0 to 10 scale, how influential was the Program on your decision to complete the **<Measure_Description>** project?

[0 TO 10 SCORE, DON'T KNOW]

[IF N4a2 = 2]

N4c2. Using the same 0 to 10 scale, how influential was the Program Incentive on your decision to complete the **<Measure_Description>** project?

[0 TO 10 SCORE, DON'T KNOW]

[IF N4b2 = 2 ask N4c3]

N4c3. Using the same 0 to 10 scale, how influential was the Program Information you received from ComEd Program Staff or your Account Manager on your decision to complete the **<Measure_Description>** project?

[0 TO 10 SCORE, DON'T KNOW]

N5. Suppose you had NOT installed equipment through the ComEd Custom Program, which of the following alternatives would you have been **MOST LIKELY** to do instead?

[SINGLE SELECTION, FR]

1. **[IF <QTY> > 1]** Install fewer units (or capacity)
2. Install standard efficiency equipment or whatever is required by code
3. Install equipment more efficient than code but less efficient than what you installed through the Program
4. **[IF NO <> 2]** Repair or overhaul the existing equipment
5. **[IF NO <> 2]** Do nothing (keep the existing equipment as is)
6. Install the same equipment as I did through the Program
7. Other (Please Specify) **[OPEN END]**
8. Don't Know

[IF N5 = 1]

N5b. Why would you have installed fewer units (or capacity)?

[OPEN END; FR]

N6 Thinking about this another way, if the ComEd Custom Program had NOT been available, what is the likelihood that you would have performed **EXACTLY THE SAME** energy efficiency project if the ComEd Program had **NOT** been available? Use a scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”

[0 TO 10 LIKELINESS, DON'T KNOW; FR]

[IF N0 = 2]

N7a At what point in the future do you estimate your organization would have [If N0 = 1 “replaced the existing equipment”, if N0 = 2 “installed this new equipment”] if ComEd’s Program was not available? [FR]

1. At the same time you did
2. Up to 6 months later
3. 7 months to 1 year later
4. More than 1 year up to 2 years later
5. More than 2 years up to 3 years later
6. More than 3 years up to 4 years later
7. More than 4 years later
8. Don’t Know

[IF N7a = 3|4|5|6]

N7b Why do you think it would have been that much later?

[OPEN END; FR]

CONSISTENCY CHECK 2 – LIKELIHOOD Of PROJECT vs PROJECT IMPORTANCE

[IF N6 > 7 AND N3R > 7 AND N4a2 <> 2 AND N4b2 <> 2]

N8a1 Previously you provided a rating that indicated **the ComEd Program was very important in your organization’s decision to complete this Project**. You also indicated **you would have been very likely to install the same energy-efficiency equipment if the Program and Incentive were not available**, which could be interpreted to mean the Program was not very important to your installation decision.

To ensure your answers are correctly interpreted, please explain why you would have likely installed the same equipment if the Program and Incentive were not available.

[OPEN END; RR]

[IF N6 > 7 AND N4c1 > 7 AND N8a1 NOT DISPLAYED]

- N8a2 Previously you provided a rating that indicated **the Program was very important in your organization's decision to complete this Project**. You also indicated **you would have been very likely to install the same energy-efficiency equipment if the Program and Incentive were not available**, which could be interpreted to mean the Program was not very important to your installation decision.

To ensure your answers are correctly interpreted, please explain why you would have likely installed the same equipment if the Program and Incentive were not available.

[OPEN END; RR]

[IF N6 < 3 AND N3R < 3 AND N4a2 <> 2 AND N4b2 <> 2]

- N8b1. Previously you provided a rating that indicated the **ComEd Program was not very important in your organization's decision to complete this Project**. You also indicated **you would have been unlikely to install the same energy-efficiency equipment if the Program and Incentive were not available**, which could be interpreted to mean the Program was very important to your installation decision.

To ensure your answers are correctly interpreted, please explain why you would have been unlikely to install the same equipment if the Program and Incentive were not available.

[OPEN END; RR]

[IF N6 < 3 AND N4c1 < 3 AND N8b1 NOT DISPLAYED]

- N8b2. Previously you provided a rating that indicated the ComEd **Program was not very important in your organization's decision to complete this Project**. You also indicated **you would have been unlikely to install the same energy-efficiency equipment if the Program and Incentive were not available**, which could be interpreted to mean the Program was very important to your installation decision.

To ensure your answers are correctly interpreted, please explain why you would have been unlikely to install the same equipment if the Program and Incentive were not available.

[OPEN END; RR]

[IF N8a1 OR N8a2 OR N8b1 OR N8b2 DISPLAYED]

- N8c. Would you like to change any of your previous answers? If so, please provide a new rating using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely"

[MULTISELECT, 3 EXCLUSIVE; RR]

1. Change likelihood of installing the same equipment if the Program did not exist **[TEXT BOX TO ENTER NEW SCORE, NUMERICAL VALIDATION]**
2. Change influence of Program in your decision to complete project **[TEXT BOX TO ENTER NEW SCORE, NUMERICAL VALIDATION]**
3. No, don't change either score

CONSISTENCY CHECK 3 – TIMING OF INSTALLATION DECISION VS ALL THREE PROGRAM SCORES

[IF N2 = 2 AND (N3b > 7 OR N3c > 7 OR N6 < 3 OR N8c < 3)]

N8d In response to an earlier question, you reported learning about the Program AFTER you decided to install the <Project_Summary> that qualified for the incentive. However, based on responses you provided to previous questions, it sounded like the Program was important in your decision to install the high efficiency equipment.

To ensure your answers are correctly interpreted, please explain the role the Program played in your selection of the efficiency level of the installed equipment as well as the scope of the Project. [OPEN END; FR]

STANDARD PRACTICE BATTERY

[IF N3J > 7]

N17 Previously you rated Industry Standard Practice as very important to your decision making. How important was ComEd's Program in comparison to Industry Standard Practice on your decision to complete this Project? [FR]

1. The ComEd Program was much more important than Industry Standard Practice
2. The ComEd Program was somewhat more important than Industry Standard Practice
3. The ComEd Program was equally as important as Industry Standard Practice
4. The ComEd Program was somewhat less important than Industry Standard Practice
5. The ComEd Program was much less important than Industry Standard Practice
6. Don't Know

[IF N3J > 7]

N20 How did this standard practice influence your decision to install the < Measure_Description > through the ComEd Program?

[OPEN END; RR]

PAYBACK BATTERY

[IF <Strata> = 1 | 2 AND N3M > 7]

N9 What was the payback cut-off your organization used when deciding whether to proceed with the Project? [FR]

1. 0 to 6 months
2. 7 months to 1 year
3. More than 1 year up to 2 years
4. More than 2 years up to 3 years
5. More than 3 years up to 5 years
6. Over 5 years
7. Don't Know

[IF <Strata> = 1 | 2 AND N3M > 7]

N10 Did the incentive your organization received from ComEd play an important role in moving your Project within the acceptable payback cutoff point?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

CORPORATE POLICY BATTERY

[IF N3L > 7]

N11 Does your organization have an environmental policy to reduce greenhouse gas emissions or energy use?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

[IF N11=1]

N12 Please describe your organization's environmental policy that influenced your decision to install energy-efficiency equipment.

[OPEN END, RR]

[IF N11 = 1]

N13 Has this environmental policy led your organization to install energy-efficient equipment prior to your participation in ComEd's Program?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

ADDITIONAL PROJECTS

[IF <MSAME_FLAG> = 1]

N26 Our records show that your organization also received an incentive from ComEd for <MSAME_NUM> other <Project_Summary> project(s). Was it a single decision to complete all of these incentivized projects (including the project this survey has focused on thus far), or did each project go through its own decision process? [FR]

1. Single Decision
2. Each project went through its own decision process
3. Other (Please Specify) [OPEN END]
4. Don't Know

[IF <FSAME>=1]

N27 Our records show that your organization also received an incentive from ComEd for a <FDESC> project at <Address>. Was the decision-making process for this <FDESC> project the same as for the <Measure_Description> project this survey has been focused on thus far? [FR]

1. Same decision-making process
2. Different decision-making process
3. Other (Please Specify) [OPEN END]
4. Don't Know

SPILLOVER BATTERY

SP1 Since receiving an incentive for the <Measure_Description> project, has your organization installed any additional high efficiency measures within ComEd's service territory that **did not** receive an incentive through a ComEd Program?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

[IF SP1 <> 1 SKIP TO B1]

[IF SP1 = 1]

SP1a Do you plan to apply for any ComEd incentives for these high efficiency measure(s) in the future?

[YES, NO, DON'T KNOW; FR]

1. Yes
2. No
3. Don't Know

[IF SP1a = 1]

SP1b Which program(s) do you plan to apply to for incentives for these high efficiency measures?

[MULTISELECT, 5 EXCLUSIVE; FR]

1. Custom Program
2. Retro-commissioning Program
3. New Construction Program
4. Industrial Systems Program
5. Other Program (Please Specify) **[OPEN END]**
6. Don't Know

SP2 Why did your organization install these additional energy-efficiency measures without a ComEd incentive?

[OPEN END; RR]

SP3 What types of high efficiency measures were installed without an incentive since participating in ComEd's Program?

[MULTISELECT, 5 AND 6 EXCLUSIVE; FR]

1. High efficiency lighting
2. High efficiency heating or cooling
3. High efficiency refrigeration
4. Other (Please Specify) **[OPEN END]**
5. Didn't install any additional high efficiency measures
6. Don't Know

[IF SP3 = 1 THEN ASK SP3_L-SP5_L ELSE MOVE TO SP3_C]

SP3_L How many of each of the following types of high efficiency lighting measures were installed without an incentive?

[MULTISELECT WITH OPEN END, 7 EXCLUSIVE]

1. T8 lamps **[NUMERIC VALIDATION, 0 AS PRESET]**
2. T5 lamps **[NUMERIC VALIDATION, 0 AS PRESET]**
3. High Bay Fixture Replacement **[NUMERIC VALIDATION, 0 AS PRESET]**
4. Controls/Occupancy sensors **[NUMERIC VALIDATION, 0 AS PRESET]**
5. LED lamps **[NUMERIC VALIDATION, 0 AS PRESET]**
6. Other (Please Specify) **[OPEN END]**
7. Don't Know

SP4_L How important was your experience in the ComEd Program to your decision to implement these high efficiency lighting measures? Use the 0 to 10 scale below, where 0 means "Not at all likely" and 10 means "Extremely likely"

[0 TO 10 IMPORTANCE, DON'T KNOW; FR]

[IF SP4_L <> 0 AND SP4_L <> DK]

SP4a_L Please explain how your organization's experience with ComEd's Program influenced your decision to install these additional high efficiency lighting measures without an incentive.

[OPEN END; RR]

SP5_L If your organization had not participated in ComEd's Program, how likely is it that these non-incentivized high efficiency lighting measures would have been installed? Use the 0 to 10 scale below, where 0 means "Not at all likely" and 10 means "Extremely likely"

[0 TO 10 SCORE, DON'T KNOW; FR]

[IF SP3 = 2 THEN ASK SP3_C-SP4_C ELSE MOVE TO SP3_R]

SP3_C How many of each of the following types of high efficiency heating or cooling measures were installed without an incentive?

[MULTISELECT WITH OPEN END, 6 EXCLUSIVE; FR]

1. Unitary/Split Air Conditioning System **[NUMERIC VALIDATION, 0 AS PRESET]**
2. Room Air Conditioners **[NUMERIC VALIDATION, 0 AS PRESET]**
3. Variable Frequency Drives (VFD/VSD) on HVAC Motors **[NUMERIC VALIDATION, 0 AS PRESET]**
4. Heat Pumps **[NUMERIC VALIDATION, 0 AS PRESET]**
5. Other (Please Specify) **[OPEN END]**
6. Don't Know

SP3a_C Please describe the efficiency of these heating or cooling measures.

[OPEN END, CHECK BOX FOR DON'T KNOW]

SP4_C How important was your experience in ComEd's Program on your organization's decision to install these heating or cooling measures without an incentive? Use the 0 to 10 scale below, where 0 means "Not at all important" and 10 means "Extremely important"

[0 TO 10 SCORE, DON'T KNOW; FR]

[IF SP4_C <> 0 AND SP4_C <> DK]

SP4a_C Please explain how your organization's experience with ComEd's Program influenced your decision to install these additional high efficiency heating or cooling measures without an incentive.

[OPEN END; RR]

SP5_C If your organization had not participated in ComEd's Program, how likely is it that your organization would still have installed these heating or cooling measures? Use the 0 to 10 scale below, where 0 means "Not at all likely" and 10 means "Extremely likely"

[0 TO 10 SCORE, DON'T KNOW; FR]

[IF SP3 = 3 THEN ASK SP3_R-SP4_R ELSE MOVE TO SP3_O]

SP3_R How many of each of the following types of high efficiency refrigeration measures were installed without an incentive?

[MULTISELECT WITH OPEN END, 6 EXCLUSIVE; FR]

1. Strip Curtains **[NUMERIC VALIDATION, 0 AS PRESET]**
2. Anti-sweat Controls **[NUMERIC VALIDATION, 0 AS PRESET]**
3. EC Motor for WALK-IN Cooler/Freezer **[NUMERIC VALIDATION, 0 AS PRESET]**
4. EC Motor for REACH-IN Cooler/Freezer **[NUMERIC VALIDATION, 0 AS PRESET]**
5. Other (Please Specify) **[OPEN END]**
6. Don't Know

SP4_R How important was your experience in ComEd's Program on your decision to implement these refrigeration measures? Use the 0 to 10 scale below, where 0 means "Not at all important" and 10 means "Extremely important"

[0 TO 10 score, DON'T KNOW; FR]

[IF SP4_R <> 0 AND SP4_R <> DK]

SP4a_R Please explain how your organization's experience with ComEd's Program influenced your decision to install these additional high efficiency refrigeration measures without an incentive.

[OPEN END; RR]

SP5_R If your organization had not participated in ComEd's Program, how likely is it that your organization would still have installed these refrigeration measures? Use the 0 to 10 scale below, where 0 means "Not at all likely" and 10 means "Extremely likely "

[0 TO 10 SCORE, DON'T KNOW; FR]

[IF SP3 = 4 THEN ASK SP3_O-SP4_O ELSE MOVE TO B1]

SP3_O Please describe any additional high efficiency measures that were installed without an incentive, including the number installed.

[OPEN END, RR]

SP4_O How important was your experience in ComEd's Program on your decision to implement these additional measures? Use the 0 to 10 scale below, where 0 means "Not at all important" and 10 means "Extremely important"

[0 TO 10 SCORE, DON'T KNOW; FR]

[IF SP4_O <> 0 AND SP4_O <> DK]

SP4a_O Please explain how your organization's experience with ComEd's Program influenced your decision to install these additional high efficiency measures without an incentive.

[OPEN END; RR]

SP5_O If your organization had not participated in ComEd's Program, how likely is it that your organization would still have installed these additional high efficiency measures? Use the 0 to 10 scale below, where 0 means "Not at all likely" and 10 means "Extremely likely"

[0 TO 10 LIKELINESS, DON'T KNOW, FR]

REASONS, DIFFICULTIES, AND LIKELIHOOD OF FUTURE PARTICIPATION

B1 What were the primary reasons your organization decided to participate in ComEd's Program?

[OPEN END; RR]

B2 Did your organization face any difficulties participating in ComEd's Program?

[OPEN END; RR]

B3. How likely is your organization to participate in ComEd's Energy Efficiency Custom Rebates Program again in the future? **[FR]**

1. Highly Likely
2. Somewhat Likely
3. Not at all Likely

B4. Do you have any recommendations for improvements to ComEd's Program?

1. Yes **[OPEN END]**
2. No

FIRMOGRAPHICS

F2 Which of the following best describes the ownership of the facility where the **<Measure_Description>** project was completed?

1. **<Company>** owns and occupies this facility
2. **<Company>** owns this facility but it is rented to someone else
3. **<Company>** rents this facility
4. Don't Know

[IF F2 <> 1]

F3 Does your organization pay the electric bill at this facility?

[YES, NO, DON'T KNOW]

1. Yes
2. No
3. Don't Know

F4 Do you have additional feedback or thoughts that you would like to provide?

1. Yes (Please Specify) **[OPEN END]**
2. No

[END] That concludes the survey. On behalf of ComEd, thank you very much for your time.