

AMEREN ILLINOIS UTILITIES ACT ON ENERGY BUSINESS PROGRAM

PARTICIPANT SURVEY – CUSTOM PROJECTS

Final 08/06/09

INTRODUCTION

[READ IF CONTACT=1]

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

Our records show that <COMPANY> purchased <ENDUSE>, which was <installed in “INSTALL DATE” OR recently installed> and received an incentive of <INCENTIVE AMOUNT> from Ameren Illinois Utilities. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is this correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

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

[READ IF CONTACT=0]

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

[IF NEEDED] Our records show that <COMPANY> purchased <ENDUSE>, which was <installed in “INSTALL DATE” OR recently installed> and received an incentive of <INCENTIVE AMOUNT> from Ameren Illinois Utilities. We are calling to do a follow-up study about your firm’s participation in this program, which is called the Act On Energy Business Program. I was told you’re the person most knowledgeable about this project. Is that correct? [IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGABLE PERSON OR RECORD NAME & NUMBER.]

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

SCREENING QUESTIONS

A1. Just to confirm, in 2008-2009 did <COMPANY> participate in Ameren Illinois Utilities’ Act On Energy Business Program at <ADDRESS>? (IF NEEDED: This is a program where your business received an incentive for installing one or more energy-efficient products covered under the program.)

- 1 (Yes, participated as described)
- 2 (Yes, participated but at another location)

- 3 (NO, did NOT participate in program)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP A2 IF A1=1,2]

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

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

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

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

NET-TO-GROSS MODULE

Variables for the net-to-gross module:

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

<UTILITY> (ComEd or Ameren Illinois Utilities)

<PROGRAM> (Name of energy efficiency program)

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

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

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

<ACCT_REP> (Name of account representative, from program tracking database or program files if present)

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

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

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

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

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

VENDOR INFORMATION

[SKIP TO V4 IF NTG=B]

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

V1 Did you work with a contractor or vendor that helped you with the choice of this equipment?

1 Yes

2 No

8 Don't Know

9 Refused

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

V2 BLANK

V3 Did you also use a DESIGN or CONSULTING Engineer?

1 Yes

2 No

- 8 Don't know
- 9 Refused

V4 Did your key account executive assist you with the project that you implemented through the <UTILITY> <PROGRAM>?

- 1 Yes
- 2 No, don't have a key account executive
- 3 No, have a key account executive but they weren't involved
- 8 Don't know
- 9 Refused

NET-TO-GROSS BATTERY

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

N1 When did you first learn about <UTILITY>'s Program? Was it BEFORE or AFTER you first began to THINK about implementing this measure? (NOTE TO INTERVIEWER: "this measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 Don't know
- 9 Refused

[ASK IF N1=2, 8, 9, ELSE SKIP TO N3]

N2 Did you learn about <UTILITY>'s Program BEFORE or AFTER you DECIDED to implement the measure that was installed? (NOTE TO INTERVIEWER: "the measure" refers to the specific energy efficient equipment installed through the program.)

- 1 Before
- 2 After
- 8 Don't know
- 9 Refused

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

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

[SKIP N3a IF NTG=B]

N3a. The age or condition of the old equipment

N3b. Availability of the PROGRAM incentive

N3bb. [ASK IF N3b=8,9,10] Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[SKIP TO N3f IF NTG=B]

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

N3c. "Information provided through the Feasibility study/Audit/Technical assistance you received from <UTILITY>?"

[SKIP N3cc IF NTG=B]

N3cc. [ASK IF N3c=8,9,10] Why do you give it this rating? [OPEN END; 98=Don't know; 99=Refused]

[ASK N3d IF V1=1]

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

N3e. Previous experience with this type of equipment?

N3f. Recommendation from a <UTILITY> program staff person?

[SKIP N3ff IF NTG=B]

ff. [ASK IF N3f=8,9,10] Why do you give it this rating?

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

[SKIP N3hh IF NTG=B]

N3hh. [ASK IF N3h=8,9,10] Why do you give it this rating?

[SKIP TO N3k IF NTG=B]

[ASK N3i IF V3=1]

N3i. A recommendation from a design or consulting engineer.

N3j. Standard practice in your business/industry

[SKIP N3k IF V4>1]

N3k. Endorsement or recommendation by a key account executive of <UTILITY>

[SKIP N3kk IF NTG=B]

N3kk. [ASK IF N3k=8,9,10] Why do you say that?

[SKIP TO N3n IF NTG=B]

N3l. Corporate policy or guidelines

N3m. Payback on the investment

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

1 Nothing else influential

00 [Record verbatim]

98 Don't Know

99 Refused

[ASK N3nn IF N3n=00]

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

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

[SKIP TO N3p IF NTG=B]

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

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

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

- (N3A) Age or condition of old equipment,
- (N3D) Equipment Vendor recommendation
- (N3E) Previous experience with this measure
- (N3I) Recommendation from a design or consulting engineer
- (N3J) Standard practice in your business/industry
- (N3L) Corporate policy or guidelines
- (N3M) Payback on investment
- (N3N) Other factor (READ VERBATIM)

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

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

N3o And how many points would you give to other factors? [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[The response should be <OTHERPTS> because both numbers should equal 100. If response is not <OTHERPTS> ask INC1]

INC1 "The last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N4 RESPONSE> points to the program. Does that mean you would give <OTHERPTS> points to other factors?

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

[IF INC1=2, go back to N3p]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE SCORE

[SKIP TO N5 IF N3p=998,999 OR IF N3p<80 OR IF (N3p>=80 AND ANY ONE OF (N3b, N3c, N3f, N3h, AND N3k)>3)]

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

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

[SKIP IF NTG=B OR <TECH_ASSIST>=0]

N4b When I asked you about THE INFORMATION PROVIDED THROUGH THE FEASIBILITY STUDY/AUDIT/TECHNICAL ASSISTANCE, you gave a rating of ...<N3C RESPONSE> ... out of ten, indicating that the information provided was not that important to you. Can you tell me why the information provided was not that important?

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

[SKIP N4e IF V4>1 or n3k=96,98,99]

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

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

CONSISTENCY CHECKS

[ASK IF N3b>7 AND N5>7, ELSE SKIP TO N6]

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

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

- 1 Change importance of incentive rating
- 2 Change likelihood to install the same equipment rating
- 3 Change both
- 4 (No, don't change)
- 8 (Don't know)
- 9 (Refused)

[ASK IF N5b=1,3]

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

[ASK IF N5b=2,3]

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

[ASK IF N3>7, ELSE SKIP TO N7]

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

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

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

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

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

[ASK N7a IF N7=3]

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

- 1 Within 6 months?
- 2 6 months to 1 year later
- 3 1 - 2 years later
- 4 2 - 3 years later?

- 5 3 - 4 years later?
- 6 4 or more years later
- 8 Don't know
- 9 Refused

[ASK N7b IF N7a=6, ELSE SKIP TO N8

N7b. Why do you think it would have been 4 or more years later?

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

PAYBACK BATTERY [ASK IF N3m>5 ELSE SKIP TO N11]

I'd like to find out more about the payback criteria your company uses for its investments.

N8 What financial calculations does your company make before proceeding with installation of a MEASURE like this one?

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

N9 What is the payback cut-off point your company uses (in months) before deciding to proceed with an investment? Would you say...

- 1 0 to 6 months
- 2 7 months to 1 year
- 3 more than 1 year up to 2 years
- 4 more than 2 years up to 3 years
- 5 more than 3 years up to 5 years
- 6 Over 5 years
- 8 Don't know
- 9 Refused

N10a What was the estimated payback period for the new <ENDUSE>, in months, WITH the incentive from the <PROGRAM>?

- 00 NUMERIC OPEN END, UP TO 240
- 998 Don't know
- 999 Refused

N10b And what was the estimated payback period for the <ENDUSE>, in months, WITHOUT the incentive from <PROGRAM>?

- 00 NUMERIC OPEN END, UP TO 240

- 998 Don't know
- 999 Refused

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

[ASK IF FINCRIT1=1, ELSE SKIP TO N10d]

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

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

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

[ASK IF FINCRIT2=1 AND FINCRIT1=0 AND N3b<5, ELSE SKIP TO N10e]

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

[ASK IF FINCRIT2=0 AND N3b>7, ELSE SKIP TO N11]

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

CORPORATE POLICY BATTERY [ASK IF N3L>5, ELSE SKIP TO N18]

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

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

[ASK IF N11=1, ELSE SKIP TO N18]

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

- 00 RECORD VERBATIM
- 98 Don't know
- 99 Refused

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

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

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

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

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N17]

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

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

[ASK IF N15=1, ELSE SKIP TO N17]

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

- a. the amount of incentive received
- b. the approximate timing
- c. the name of the program that provided the incentive

[ASK IF N13=1 OR N14=1, ELSE SKIP TO N18]

N17 If I understand you correctly, you said that your company's corporate policy has caused you to install energy efficient <ENDUSE> previously at this and/or other facilities. I want to make sure I

fully understand how this corporate policy influenced your decision versus the <UTILITY> program. Can you please clarify that?

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

STANDARD PRACTICE BATTERY [ASK IF N3j>5, ELSE SKIP TO N23]

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

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

N19 Does your company ever deviate from the standard practice?

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

[ASK IF N19=1]

N19a Please describe the conditions under which your company deviates from this standard practice.

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

- 00 Record VERBATIM
- 98 Don't know
- 99 Refused

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

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

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

00 Record VERBATIM

98 Don't know

99 Refused

N22 How do you and other firms in your industry receive information on updates in standard practice?

00 Record VERBATIM

98 Don't know

99 Refused

OTHER INFLUENCES BATTERY [ASK IF N3nn>5, ELSE SKIP TO N26]

N23 Who provided the most assistance in the design or specification of the <ENDUSE> you installed through the <PROGRAM>? (If necessary, probe from the list below.)

1 (Designer)

2 (Consultant)

3 (Equipment distributor)

4 (Installer)

5 (<UTILITY> account representative)

6 (<PROGRAM> staff)

00 (Other, specify)

98 (Don't know)

99 (Refused)

[SKIP N24 IF N23=98,99]

N24 Please describe the type of assistance that they provided.

00 Record VERBATIM

98 Don't know

99 Refused

N25 Please state, in your own words, any other factors that influenced your decision to go ahead on this energy efficiency project?

00 Record VERBATIM

98 Don't know

99 Refused

[ASK IF MSAME=1, ELSE SKIP TO N27]

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

N26 Was it a single decision to complete all of those <ENDUSE> projects for which you received an incentive from <UTILITY> or did each project go through its own decision process?

- 1 Single Decision
- 2 Each project went through its own decision process
- 00 Other, specify
- 98 Don't know
- 99 Refused

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

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

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

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

SPILOVER MODULE

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

SP1 Since your participation in the <UTILITY> program, did you implement any ADDITIONAL energy efficiency measures at this facility that did NOT receive incentives through any utility or government program?

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

[ASK IF SP1=1, ELSE SKIP TO PROCESS MODULE QS0]

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

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

[IF SP2=97,98,99, SKIP TO QS0]

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

- 1 (Lighting: T8 lamps)
- 2 (Lighting: T5 lamps)
- 3 (Lighting: Highbay Fixture Replacement)

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

[IF SP3=96,98,99, SKIP TO SP5A]

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

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

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

- a. Why are you not expecting an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. Please describe the QUANTITY of this measure.

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

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

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

[ASK IF SP5g <> 98, 99, ELSE SKIP TO SP5i]

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

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

[IF SP3=96,98,99, SKIP TO QSO]

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

- a. Why are you not expecting an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. Please describe the QUANTITY of this measure.

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

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

9 (Refused)

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

[ASK IF SP6g <> 98, 99, ELSE SKIP TO SP6i]

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

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

[IF SP4=96,98,99, SKIP TO QS0]

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

- a. Why are you not expecting an incentive for this measure?
- b. Why did you not install this measure through the <UTILITY> Program?
- c. Please describe the SIZE of this measure.
- d. Please describe the EFFICIENCY of this measure.
- e. Please describe the QUANTITY of this measure.

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

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

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

[ASK IF SP7g <> 98, 99, ELSE SKIP TO SP7i]

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

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

PROCESS MODULE

I'd now like to ask you a few general questions about your participation in the Act On Energy Business program.

Program Processes and Satisfaction

S0 How did you first hear about the Act On Energy program?

1. (Ameren Key Account Executive)
2. (Ameren Website)
3. (Workshop)
4. (Contractor/program ally)
5. (Billboards)
6. (Radio advertising)
7. (Newspaper)
8. (Email)
9. (Television)
10. (Friend/colleague/word of mouth)
11. (Bill insert)
12. (Chamber of Commerce Publication)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S1a Did YOU fill out the initial program application for the project?

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

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

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

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

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

[ASK S1d IF S1c<4]

S1d Why did you rate it that way? [OPEN END]

[ASK S1e IF S1a=2]

S1e Who filled out the initial application for the project?

1. (Someone else at the facility)
2. (Someone else at the company)
3. (Program ally)
4. (Contractor)
00. (Other, specify)
98. (Don't know)
99. (Refused)

S2a Did you fill out the final paperwork for the project?

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

[ASK S2b IF S2a=1 ELSE SKIP TO S2d]

S2b How would you rate the process for submitting final paperwork? Please use a scale of 0 to 10 where 0 is "very difficult" and 10 is "very easy". [SCALE 0-10; 98=Don't know, 99=Refused]

[ASK S2c IF S2b<4]

S2c Why did you rate it that way? [OPEN END]

[ASK S2d IF S2a=2]

S2d Who filled out the final paperwork for the project?

1. (Someone else at the facility)
2. (Someone else at the company)
3. (Program ally)
4. (Contractor)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[SKIP S3 IF S1e=3 OR S2d=3]

S3 Are you familiar with the term Act On Energy PROGRAM ALLY?

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

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

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

[ASK S4b IF S4a=1]

S4b Was the contractor you used affiliated with the Act On Energy program? (If needed: Was the contractor REGISTERED with the Act On Energy program?)

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

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

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

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

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

[ASK S6b IF S6a=2]

S6b Why not? [OPEN END]

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

S8 During the course of your participation in the program, did you place any calls to the Act On Energy Business Call Center?

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

[ASK S8a IF S8=1]

S8a On a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied", how would you rate your satisfaction with the Call Center's ability to answer your questions? [SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]

[ASK S8b IF S8a<4]

S8b Why did you rate it that way? [OPEN END]

S9a Did you ask any questions of your Act On Energy technical reviewer while participating in the program? (If needed: This is a program staff person you would have spoken or e-mailed with to clarify any issues that came up during the review of your application. Technical reviewers are SAIC or GDS employees, who are Act On Energy Program partners.)

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

[ASK S9b IF S9a=1]

S9b Approximately how long did it take for your questions to be answered?

1. (Within the same day)
2. (1-2 business days)
3. (3-5 business days)
4. (1 -2 weeks)
5. (More than 2 week)
8. (Don't know)
9. (Refused)

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

- a. the incentive amount
- b. the program's technical review staff
- c. BLANK
- d. the Act On Energy program overall
- e. Ameren Illinois Utilities

[ASK S12a IF S11a<4]

S12a. You indicated some dissatisfaction with the incentive amount, why did you rate it this way?
[OPEN END; 98=Don't know, 99=Refused]

[ASK S12b IF S11b<4]

S12b. You indicated some dissatisfaction with the program's technical review staff, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

S12c. BLANK

[ASK S12d IF S11d<4]

S12d. You indicated some dissatisfaction with the Act On Energy Program overall, why did you rate it this way? [OPEN END; 98=Don't know, 99=Refused]

[ASK S12e IF S11e<4]

S12e. You indicated some dissatisfaction with Ameren Illinois Utilities, why did you rate it this way?
[OPEN END; 98=Don't know, 99=Refused]

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

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

[ASK S10b IF QS10a=1]

S10b What problems did you experience? [OPEN END]

Marketing and Outreach

MK1 Do you recall seeing or receiving any marketing materials or other information for the Act On Energy program?

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

[ASK MK1a IF MK1=1, ELSE SKIP TO MK2]

MK1a What types of materials do you remember? [MULTIPLE RESPONSE, UP TO 5]

1. (Television)
2. (Newspaper)
3. (Email)
4. (Billboards)
5. (Radio advertising)
6. (Chamber of Commerce publication)
7. (Presentation/workshop)
8. (Bill insert)
9. (Brochure)
10. (ActOnEnergy website)
00. (Other, please specify)
98. (Don't know)
99. (Refused)

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

1. Very useful
2. Somewhat useful

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

[ASK MK1c IF M1b=3,4]

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

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

MK2 What is the best way of reaching companies like yours to provide information about energy efficiency opportunities? [MULTIPLE RESPONSE, UP TO 3]

1. (Bill inserts)
2. (Flyers/ads/mailings)
3. (e-mail)
4. (Telephone)
5. (Key Account Executive)
6. (Webinars/roundtables/events)
7. (Through trade or professional associations)
8. (Program allies/contractors)
00. (Other, specify)
98. (Don't know)
99. (Refused)

MK3 Are you aware that the Act On Energy incentive program for standard measures was over-subscribed in September 2008?

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

[ASK MK3a IF MK3=1, ELSE SKIP TO B1]

MK3a How did you find out about this? [MULTIPLE RESPONSE, UP TO 3]

1. (Program website)
2. (Mailing)
3. (Key Account Executive)
4. (Program ally/contractor)
00. (Other, please specify)
98. (Don't know)

99. (Refused)

MK3b Did the oversubscription in any way impact your participation in the program?

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

[ASK MK3c IF MK3b=1]

MK3c How did it impact your participation? [OPEN END]

Benefits and Barriers

B1a What do you see as the main benefits to participating in the Act On Energy Business Program?

[MULTIPLE RESPONSE, UP TO 3]

1. (Energy Savings)
2. (Good for the Environment)
3. (Lower Maintenance Costs)
4. (Better Quality/New Equipment)
5. (Rebate/Incentive)
00. (Other, Specify)
98. (Don't know)
99. (Refused)

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

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

B2 What do you think are the reasons companies like yours do not participate in this program?

[MULTIPLE RESPONSE, UP TO 3]

1. (Lack of awareness of the program)
2. (Financial reasons)
3. (None)
4. (Not aware of savings/don't realize the savings)

- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

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

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

Feedback and Recommendations

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

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

R2 How could the Act On Energy Business Program be improved? [MULTIPLE RESPONSE, UP TO 4]

- 1. (Higher incentives)
- 2. (More measures)
- 3. (Greater publicity)
- 4. (No recommendations)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

Firmographics

I only have a few general questions left.

F1a What is your company's business sector? (PROBE, IF NECESSARY)

1. (School/College)
2. (Grocery)
3. (Medical)
4. (Hotel/Motel)
5. (Manufacturing/Industrial)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
00. (Other, specify)
98. (Don't know)
99. (Refused)

F1b And is the facility in which the <ENDUSE> was installed in the same sector?

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

[ASK F1c IF F1b=2]

F1c What is the sector of the facility? (PROBE, IF NECESSARY)

1. (School/College)
2. (Grocery)
3. (Medical)
4. (Hotel/Motel)
5. (Manufacturing/Industrial)
6. (Office)
7. (Restaurant)
8. (Retail/Service)
9. (Warehouse/Distribution)
00. (Other, specify)
98. (Don't know)
99. (Refused)

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

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

F3 Does your company pay the electric bill?

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

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

[ASK F4b IF F4a=998]

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

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

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

[ASK F5b IF F5a=9998]

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

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

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

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

[SKIP F7 IF F2=2]

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

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