



Ameren Illinois Company Energy Efficiency Business Custom Program PY8 Participant Survey

SAMPLE VARIABLES

PHONE	Phone number
EXT	Phone extension
CONTACT_FL	=1 if contact name is known, else=0
CONTACT	Name of contact
SCOMP	Company name
SADDR	Service address
INCENT	Incentive amount
PROJDESC	Project Description
NTG	B(1)=Basic rigor level (some NTG questions skipped) S(2)= Standard rigor level (all NTG questions asked)
FEAS_STUDY	=1 if this participant also had a Feasibility Study within PY8, else=0
KAE	=1 if participant has Key Account Executive, else=0
ACCT_REP	Name of Key Account Executive from program tracking database or program files if present)
MSAME	=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)
TA	=1 if the vendor is a trade ally, else=0

INTRODUCTION

[READ IF CONTACT_FL=1]

INTRO1.

Hello, this is _____ from Opinion Dynamics calling on behalf of Ameren Illinois. May I please speak with <CONTACT>?

Our records show that <SCOMP> completed a custom gas or electric project and received an incentive of \$<INCENT> from Ameren Illinois.

When signing the application form, you also agreed to support evaluation efforts of the Ameren Illinois Energy Efficiency Business Program (IF NEEDED: You may also know this program as the ActOnEnergy Business Program), which includes participating in surveys like this one. I was told you're the person most knowledgeable about this project. Is this correct?

[IF NOT, ASK TO BE TRANSFERRED TO MOST KNOWLEDGEABLE PERSON OR RECORD NAME & NUMBER.]

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

[IF NEEDED: This is not a sales call.]

[READ IF CONTACT_FL=0]

INTRO2.

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

Our records show that <SCOMP> completed a custom gas or electric project and received an incentive of \$<INCENT> from Ameren Illinois.

When signing the application form, you also agreed to support evaluation efforts of the Ameren Illinois Energy Efficiency Business Program, which includes participating in surveys like this one.

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

SCREENING QUESTIONS

- A1. Just to confirm, between June 1, 2015 and May 31, 2016 did <SCOMP> participate in Ameren Illinois' Business Program at <SADDR>? (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".]

- TA3. Before we begin, I want to emphasize that this survey will only be about the custom gas or electric equipment you installed through the Ameren Illinois Energy Efficiency Business Program at <SADDR>. For the remainder of the survey, I will refer to the Ameren Illinois Energy Efficiency Business Program as "the program".

- A3 I'd like to confirm some information in Ameren Illinois' database. Our records show that you implemented the following measures through the program:
<PROJDESC>
Is this correct?
1 (Yes)
2 (No, did not install)
8 (Don't know)
9 (Refused)

[IF A3<>1 THANK AND TERMINATE (Record dispo as "Could not confirm measures")]

- A4 Prior to this project, had you participated in Ameren Illinois' Energy Efficiency Business Program? (IF NEEDED: Have you received an incentive for a project completed through the program in the past?)
(IF NEEDED: the project that included <PROJDESC>)
1 Yes
2 No
8 (Don't know)
9 (Refused)

NET-TO-GROSS MODULE

- TNP1 Thank you. Now I would like to ask you some detailed questions about the decision making process for the project at <SADDR>.
(IF NEEDED: the project that included <PROJDESC>.)

- NP1 Who was the most influential in identifying and recommending that you implement this project?
01 (Me/respondent)
02 (Contractor)
03 (Engineer)
04 (Architect)
05 (Manufacturer)
06 (Distributor)
07 (Owner)
08 (Project manager)
09 (Ameren Representative/Program Staff)
12 (Co-worker/peer)
00 (Other, specify)
98 (Don't know)
99 (Refused)

- NP2 And who informed you about the availability of an incentive through the program?
01 (Me/respondent)
02 (Contractor)
03 (Engineer)
04 (Architect)
05 (Manufacturer)
06 (Distributor)
07 (Owner)
08 (Project manager)
09 (Ameren Representative/Program Staff)

- 10 (Ameren Account Manager)
- 12 (Co-worker/peer)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

VENDOR INFORMATION

TNV1 I would like to get some information on the external market actors that may have helped you with the implementation of this equipment.

NV1 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)

NV2 Did you consult a professional as part of project planning or design?

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

[SKIP IF KAE=0]

NV3 Did your key account executive assist you with the project that you implemented through the Business 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)

INFLUENCING FACTORS

TN1 I'd now like to ask a few questions about the equipment you installed through the program.

N1 In deciding to do a project of this type, there are usually a number of reasons why it may be undertaken. In your own words, can you tell me why you decided to install this equipment? Were there any other reasons?

[MULTIPLE RESPONSE, UP TO 5]

(DO NOT READ)

- 01 (To replace old or outdated equipment)
- 02 (As part of a planned remodeling, build-out, or expansion)
- 03 (To gain more control over how the equipment was used)
- 04 (The maintenance downtime and associated expenses for the old equipment were too high)
- 05 (Had process problems and were seeking a solution)
- 06 (To improve equipment performance)
- 07 (To improve the product quality)
- 08 (To comply with codes set by regulatory agencies)
- 09 (To comply with company policies regarding regular/normal maintenance/replacement policy)
- 10 (To get an incentive from the program)

- 11 (To protect the environment)
- 12 (To reduce energy costs)
- 13 (To reduce energy use/power outages)
- 14 (To update to the latest technology)
- 15 (To meet corporate goals or mandates)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[SKIP IF A4 = 1]

N2 Did you learn about the program BEFORE or AFTER the decision was made to complete the project that qualified for the incentive?

(INTERVIEWER NOTE: "the project refers to the <PROJDESC> you installed through the program")

(INTERVIEWER NOTE: If they say "at the same time," ask them to clarify if it was before or after)

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

N2a How long was it from the initial idea for this project to when it was implemented? (IF NEEDED: Your best estimate is fine.)

- 1 0 to 6 months
- 2 7 months to 1 year
- 3 1 to 2 years
- 4 2 to 3 years
- 5 3 to 5 years
- 6 More than 5 years
- 8 (Don't know)
- 9 (Refused)

TN3 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 complete this project with the exact equipment chosen. Think of the degree of importance on a scale from 0 to 10, where 0 means "not at all important" and 10 means "extremely important" and please rate the importance of each of the following in your decision to implement the measure at this time. Please let me know if any of the factors I mention are not applicable. [FOR EACH N3A-N3L RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused]

N3a (IF NEEDED: How important in your DECISION to implement the project was...)
Availability of the PROGRAM's financial incentive?

[ASK IF <FEAS_STUDY>=1]

N3b (IF NEEDED: How important in your DECISION to implement the project was...)
Information provided through the feasibility study you conducted with support from the Ameren Illinois Business Program?

[ASK IF NV1=1]

N3c (IF NEEDED: How important in your DECISION to implement the project was...)

A recommendation from an equipment vendor or contractor that helped you with the choice of the equipment?

N3d (IF NEEDED: How important in your DECISION to implement the project was...)
Previous experience with this type of equipment?

[ASK IF A4=1]

N3e (IF NEEDED: How important in your DECISION to implement the project was...)
Previous experience with the program?

N3f (IF NEEDED: How important in your DECISION to implement the project was...)
A recommendation from a program staff person?
[IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the program and not someone from the utility that might ordinarily contact you about your account.]

N3g (IF NEEDED: How important in your DECISION to implement the project was...)
Information from Ameren Illinois marketing materials?

[ASK IF NV2=1]

N3h (IF NEEDED: How important in your DECISION to implement the project was...)
A recommendation from your project planning or design consultant?

N3i (IF NEEDED: How important in your DECISION to implement the project was...)
Standard practice in your business or industry?

[ASK IF NV3=1]

N3j (IF NEEDED: How important in your DECISION to implement the project was...)
An endorsement or recommendation by a key account executive of Ameren Illinois?

N3k (IF NEEDED: How important in your DECISION to implement the project was...)
Corporate policy or guidelines?

N3l (IF NEEDED: How important in your DECISION to implement the project was...)
Payback on the investment?

N3m Were there any other factors we haven't discussed that were influential in your decision to complete the <ENDUSE> project?

- 00 [Record verbatim]
- 96 (Nothing else influential)
- 98 (Don't Know)
- 99 (Refused)

[ASK IF N3m=00]

N3mm. 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]

[ASK IF N3d=8,9,10]

N3dd You indicated that previous experience with this type of equipment was important in your decision to complete the project that qualified for the Ameren Illinois incentive. Was this previous experience associated with equipment you installed with an earlier Ameren Illinois incentive, or did you install that equipment on your own?

(IF NEEDED: the project that included <PROJDESC>.)

- 1 (With Ameren Illinois incentive)
- 2 (On my own/No Ameren Illinois incentive)
- 3 (Both)
- 8 (Don't know)
- 9 (Refused)

PAYBACK BATTERY [ASK IF N3L>5 ELSE SKIP TO TN5]

TN4 I'd like to find out more about the payback criteria your company uses for its investments.

N4 What is the payback cut-off point your company uses before deciding to proceed with an investment? Would you say...? (IF NEEDED: The payback period is the amount of time it takes for the energy savings created by a project to pay for the project cost.)

- 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 have a cut-off point) [SKIP TO TN5]
- 8 (Don't know)
- 9 (Refused)

N4a Without the program's incentive, would this project have met your company's payback cut-off point? (IF NEEDED: the project that included <PROJDESC>.)

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

[SKIP IF N4a=1]

N4b With the program's incentive, did this project meet your company's payback cut-off point? (IF NEEDED: the project that included <PROJDESC>.)

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

PROGRAM VS OTHER FACTORS

TN5 Thinking about this differently, I would like you to compare the importance of the PROGRAM with the importance of OTHER factors in implementing the project.

[GENERATE OTHER_IMP=1 IF (N3H, N3I, N3K, OR N3MM=8,9,10) OR (N3C=8,9,10 AND <TA>=0) OR (N3L=8,9,10 AND N4B=2,8,9) OR (N3D=08,09,10 AND N3DD=2)]

[READ IF OTHER_IMP=1]

TN5o You just told me that the following OTHER factors were important:

[READ IF N3C=8,9,10 & <TA>=0] Equipment Vendor recommendation

[READ IF N3D=8,9,10 & N3DD=2] Previous experience with this type of equipment

[READ IF N3H=8,9,10] Recommendation from a design or consulting engineer

[READ IF N3I=8,9,10] Standard practice in your business/industry

[READ IF N3K=8,9,10] Corporate policy or guidelines

[READ IF N3L=8,9,10 & N4B=2,8,9] Payback on investment

[READ IF N3MM=8,9,10] <N3M RESPONSE>

N5p If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the project, and you had to divide those 100 points between 1) the program and 2) any OTHER factors, how many points would you give to the importance of the PROGRAM?
[RECORD 0 to 100; 998=Don't Know; 999=Refused]

[CALCULATE VARIABLE "OTHER_PTS" AS: 100 MINUS N5p RESPONSE; IF N5p=998,999, SET OTHER_PTS=BLANK]

[SKIP IF N5_INC2=1]

N5o And how many points would you give to other factors?
[RECORD 0 to 100; 998=Don't Know; 999=Refused]

[ASK IF N5o<>OTHER_PTS & N5p<>998,999 & N5o<>998,999]

N5_INCThe last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N5p RESPONSE> points to the program. Does that mean you would give <OTHER_PTS> points to other factors?

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

[ASK IF N5_INC=2]

N5_INC2 Would you like for me to change either your score on the importance of program or change your score on the importance of other factors? Or we can change both if you wish.

- 1 (Change importance of program)
- 2 (Change importance of other factors)
- 3 (Change both)
- 4 (No, don't change)
- 8 (Don't know)
- 9 (Refused)

[IF N5_INC2=1,3, RETURN TO N5p]

[IF N5_INC2=2, RETURN TO N5o]

COUNTERFACTUAL SCENARIOS

N6 Now I would like you to think about the action you would have taken with regard to the completion of this project if the program had not been available.

Using a likelihood scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”, if the program had not been available, what is the likelihood that you would have installed EXACTLY the same ENERGY EFFICIENT equipment?

[RECORD 0 to 10; 98=Don't know; 99=Refused]

[SKIP IF N6=0]

N7 Using the same likelihood scale from 0 to 10, if the program had NOT been available, what is the likelihood that you would have installed exactly the same energy efficient equipment WITHIN 12 MONTHS OF WHEN YOU INSTALLED your <ENDUSE> project?

[RECORD 0 to 10; 98=Don't know; 99=Refused]

[SKIP IF N6=0]

N7a When do you think you would have installed the efficient <ENDUSE> equipment had the program not been available? (IF NEEDED: Please answer relative to the date that you ACTUALLY installed the equipment)

[MASK IF N7=0] 0 At the same time

[MASK IF N7=0] 1 Within 6 months

[MASK IF N7=0] 2 7 months to 1 year later

3 More than 1 year up to 2 years later

4 More than 2 years up to 3 years later

5 More than 3 years up to 4 years later

6 More than 4 years later

8 (Don't know)

9 (Refused)

[ASK IF N7a=6]

N7b Why do you think it would have been over 4 years later?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

CONSISTENCY CHECK #1: PROGRAM IMPORTANCE SCORE

[GENERATE CONSIST1A=1 IF (N5p>70 AND N5P<998) AND (N3A, N3B, N3E, N3F, N3G, OR N3J=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, AND N3J=MISSING,0,1,2,96,98,99)]

[READ IF CONSIST1A=1, ELSE SKIP TO N8P]

N8a You just gave <N5p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was quite important to your decision to complete this project. But earlier, when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply they were not that important to you. Specifically you provided the following importance ratings:

- [READ IF N3A=0,1,2] <N3A RESPONSE> for the program's financial incentive;

- [READ IF N3B=0,1,2] <N3B RESPONSE> for the information provided through the feasibility study
- [READ IF N3E=0,1,2] <N3E RESPONSE> for your previous participation in the Ameren Illinois Business Program
- [READ IF N3F=0,1,2] <N3F RESPONSE> for a recommendation from a program staff person;
- [READ IF N3G=0,1,2] <N3G RESPONSE> for information from Ameren Illinois marketing materials
- [READ IF N3J=0,1,2] <N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois

Just to make sure I understand, can you tell me why the program overall was important, but none of these individual program elements were?

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

[COMPUTE CONSIST1B=1 IF (N5p<30) AND ((N3A, N3B, N3E, N3F, N3G, OR N3J=8, 9, 10) OR (N3L=8,9,10 and N4B=1) OR N3DD=1,3)]

[ASK IF CONSIST1B=1]

N8b You just gave <N5p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was not very important to your decision to complete this project. But earlier, when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply that they were very important to you. Specifically, you provided the following importance ratings:

- [READ IF N3A=8,9,10] <N3A RESPONSE> for the program's financial incentive;
- [READ IF N3B=8,9,10] <N3B RESPONSE> for the information provided through the feasibility study
- [READ IF N3D=8,9,10 AND N3DD=1,3] <N3D RESPONSE> for your previous experience with this type of equipment
- [READ IF N3E=8,9,10] <N3E RESPONSE> for your previous participation in the Ameren Illinois Business Program
- [READ IF N3F=8,9,10] <N3F RESPONSE> for a recommendation from a program staff person;
- [READ IF N3G=8,9,10] <N3G RESPONSE> for information from Ameren Illinois marketing materials
- [READ IF N3J=8,9,10] <N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois
- [READ IF N3L=8,9,10 and N4B=1] <N3L RESPONSE> for payback on investment

Just to make sure I understand, can you tell me why the program overall was not important, but these individual program elements were?

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

CONSISTENCY CHECK #2: PROGRAM FACTORS VS. NO PROGRAM SCORE

[GENERATE CONSIST2A=1 IF (N6=8,9,10) AND ((N3A, N3B, N3E, N3F, N3G, OR N3J=8,9,10) OR (N3L=8,9,10 and N4B=1) OR N3DD=1,3)]

[ASK IF CONSIST2A=1]

N9a Let me be sure I understand you. Earlier, when I asked you to rate the importance of different aspects of the program on a scale of 0 to 10, your response was;

- [READ IF N3A=8,9,10] <N3A RESPONSE> for the importance of the program's financial incentive;
- [READ IF N3B=8,9,10] <N3B RESPONSE> for the importance of information provided through the feasibility study
- [READ IF N3D=8,9,10 AND N3DD=1,3] <N3D RESPONSE> for the importance of your previous experience with this type of equipment
- [READ IF N3E=8,9,10] <N3E RESPONSE> for the importance of previous participation in the Ameren Illinois Business Program
- [READ IF N3F=8,9,10] <N3F RESPONSE> for the importance of a recommendation from a program staff person;
- [READ IF N3G=8,9,10] <N3G RESPONSE> for the importance of information from Ameren Illinois marketing materials
- [READ IF N3J=8,9,10] <N3J RESPONSE> for the importance of an endorsement or recommendation by a key account executive of Ameren Illinois
- [READ IF N3L=8,9,10 and N4B=1] <N3L RESPONSE> for the importance of payback on investment

I would interpret that to mean that the program was important in your decision to install the energy efficient equipment.

Then, when I asked you how likely you would have been to install the exact same energy efficient equipment without the program, you rated the likelihood a <READ IN N6 RESPONSE> out of 10. I would interpret that to mean that the program was not very important to your decision to install the equipment.

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

[OPEN END; 98=DON'T KNOW; 99=REFUSED]

[GENERATE CONSIST2B=1 IF (N6=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, OR N3J=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, AND N3J=MISSING,0,1,2,96,98,99)]

[ASK IF CONSIST2B=1, ELSE SKIP TO N10]

N9b Let me be sure I understand you. When I asked you to rate the importance of different aspects of the program on a scale of 0 to 10, you provided the following importance ratings:

- [READ IF N3A=0,1,2] <N3A RESPONSE> for the importance of the program's financial incentive;
- [READ IF N3B=0,1,2] <N3B RESPONSE> for the importance of the information provided through the feasibility study
- [READ IF N3E=0,1,2] <N3E RESPONSE> for the importance of previous participation in the Ameren Illinois Business Program
- [READ IF N3F=0,1,2] <N3F RESPONSE> for the importance of a recommendation from a program staff person;

- [READ IF N3G=0,1,2] <N3G RESPONSE> for the importance of the information from Ameren Illinois marketing materials
- [READ IF N3J=0,1,2] <N3J RESPONSE> for the importance of an endorsement or recommendation by a key account executive of Ameren Illinois

I would interpret that to mean that the program was not important in your decision to install the energy efficient equipment.

Then, when I asked how likely you would have been to purchase the same energy efficient equipment without the program, you said <READ IN N6 RESPONSE>. I would interpret that to mean that the program was important to your decision to complete the project.

I want to check to see if I am misunderstanding your answers or if the questions may have been unclear. Could you explain, how important was the program in your decision to install the energy efficient equipment, and why?

[OPEN END; 98=DON'T KNOW; 99=REFUSED]

[ASK IF CONSIST2A=1 OR CONSIST2B=1]

N10 Would you like for me to change any of your scores on the importance of the different aspects of the program or change your rating on the likelihood you would install the same equipment without the program? Or we can change both if you wish.

- 1 (Change importance of program factors)
- 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 N10=1,3]

N11. Please tell me what new rating you would like to give to each of the following...[FOR EACH N11A-N11L RECORD 0 to 10; 98=Don't Know; 99=Refused]

How important in your DECISION to implement the project was...

- A. [ASK IF (CONSIST2A=1 AND N3A=8,9,10) OR (CONSIST2B=1 AND N3A=0,1,2)] the importance of the program's financial incentive?
[IF NEEDED: Your prior rating was a <N3A RESPONSE> out of 10]
- B. [ASK IF (CONSIST2A=1 AND N3B=8,9,10) OR (CONSIST2B=1 AND N3B=0,1,2)] the importance of information provided through the feasibility study?
[IF NEEDED: Your prior rating was a <N3B RESPONSE> out of 10]
- D. [ASK IF CONSIST2A=1 AND N3D=8,9,10] the importance of your previous experience with this type of equipment?
[IF NEEDED: Your prior rating was a <N3D RESPONSE> out of 10]
- E. [ASK IF (CONSIST2A=1 AND N3E=8,9,10) OR (CONSIST2B=1 AND N3E=0,1,2)] the importance of previous participation in the Ameren Illinois Business Program?
[IF NEEDED: Your prior rating was a <N3E RESPONSE> out of 10]
- F. [ASK IF (CONSIST2A=1 AND N3F=8,9,10) OR (CONSIST2B=1 AND N3F=0,1,2)] the importance of a recommendation from a program staff person?
[IF NEEDED: Your prior rating was a <N3F RESPONSE> out of 10]
- G. [ASK IF (CONSIST2A=1 AND N3G=8,9,10) OR (CONSIST2B=1 AND N3G=0,1,2)] the importance of information from Ameren Illinois marketing materials?

- [IF NEEDED: Your prior rating was a <N3G RESPONSE> out of 10]
- J. [ASK IF (CONSIST2A=1 AND N3J=8,9,10) OR (CONSIST2B=1 AND N3J=0,1,2)] the importance of an endorsement or recommendation by a key account executive of Ameren Illinois?
[IF NEEDED: Your prior rating was a <N3J RESPONSE> out of 10]
- L. [ASK IF CONSIST2A=1 AND N3L=8,9,10] the importance of payback on investment?
[IF NEEDED: Your prior rating was a <N3L RESPONSE> out of 10]

[ASK IF N10=2, 3]

N12 If the program had not been available, what is the likelihood that you would have installed exactly the same equipment?

(IF NEEDED: Using a scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely” (IF NEEDED: Your prior rating was a <N6 RESPONSE> out of 10)

[RECORD 0 to 10; 98=Don't know, 99=Refused]

CONSISTENCY CHECK #3: TIMING OF INSTALLATION DECISION VS. ALL THREE PROGRAM SCORES

[FOR EACH LETTER “X” OF A, B, D, E, F, G, J, L:

[GENERATE V_N3X=N3X IF N11X=MISSING; OTHERWISE SET V_N3X=N11X]

[GENERATE V_N6=N6 IF N12=MISSING; OTHERWISE SET V_N6=N12]

[GENERATE CONSIST3A=1 IF (V_N3A, V_N3B, V_N3E, V_N3F, V_N3G, OR V_N3J=8,9,10) OR (V_N3L=8,9,10 AND N4B=1) OR (V_N3D=8,9,10 AND N3DD=1,3)

[GENERATE CONSIST3B=1 IF N5P>70 AND N5P<998]

[GENERATE CONSIST3C=1 IF V_N6=0,1,2]

[ASK IF N2=2 AND CONSIST3A=1 OR CONSIST3B=1 OR CONSIST3C=1]

N13 In response to an earlier question, you noted that you learned about the program AFTER you already decided to install the equipment that qualified for the incentive. However, I also recorded some answers that would imply the program was important in your decision to install high efficiency equipment. Specifically... ..

[READ IF CONSIST3A=1]

when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply that they were very important to you. Specifically, you provided the following importance ratings:

- [READ IF V_N3A=8,9,10] <V_N3A RESPONSE> for the program incentive
- [READ IF V_N3B=8,9,10] <V_N3B RESPONSE> for the importance of the feasibility study
- [READ IF V_N3D=8,9,10 AND N3DD=1,3] <V_N3D RESPONSE> for your previous experience with this type of equipment?
- [READ IF V_N3E=8,9,10] <V_N3E RESPONSE> for your previous experience with the program
- [READ IF V_N3F=8,9,10] <V_N3F RESPONSE> for a recommendation from a program staff person
- [READ IF V_N3G=8,9,10] <V_N3G RESPONSE> for information you received through Ameren Illinois marketing materials
- [READ IF V_N3J=8,9,10] <V_N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois

- [READ IF V_N3L=8,9,10 AND N4B=1] <V_N3L RESPONSE> for payback on investment

[READ IF CONSIST3B=1]

[SHOW IF CONSIST3A=1 "In addition,"] when I asked you to allocate 100 points that reflect the importance in your decision to implement this <ENDUSE> project between the program and other factors , you allocated <N5P RESPONSE> points to the importance of the program

[READ IF CONSIST3C=1]

[SHOW IF CONSIST3A=1 OR CONSIST3B=1 "Also"] you rated the likelihood that you would have installed exactly the same equipment without the program only <V_N6 RESPONSE> out of 10

I want to make sure I'm understanding your answers correctly. Can you explain how the program was important in your decision to install this energy efficient equipment if you didn't find out about the program until after you decided to install the equipment?

[OPEN END; 98=Don't Know, 99=Refused]

CORPORATE POLICY BATTERY [SKIP SECTION IF N3K<6 OR NTG<>S]

N14 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 N14=1]

N15 What specific corporate policy influenced your decision to adopt or install the equipment through the program?

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

[ASK IF N14=1]

N16 Had that policy caused you to adopt energy efficient equipment at this facility before participating in the program?

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

[ASK IF N14=1]

N17 Had that policy caused you to adopt energy efficient equipment at other facilities before participating in the program?

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

[ASK IF N16=1 OR N17=1]

N18 Did you receive an incentive for a previous installation of equipment?

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

[ASK IF N18=1]

- N19 To the best of your ability, please describe...
- a the amount of financial incentive received
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]
 - b the approximate timing
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]
 - c the name of the program that provided the incentive
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]

[ASK IF N16=1 OR N17=1]

- N20 If I understand you correctly, you said that your company's corporate policy has caused you to install energy efficient equipment previously at this and/or other facilities. I want to make sure I fully understand how this corporate policy influenced your decision versus the program. Can you please clarify?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

STANDARD PRACTICE BATTERY [SKIP SECTION IF N3i<6 OR NTG<>S]

- N21 Approximately, how long has use of energy efficient equipment been standard practice in your industry?
(RECORD NUMBER OF YEARS/MONTHS)
[OPEN END; 98=Don't know; 99=Refused]
- N22 Does your company ever deviate from the standard practice?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N22=1]

- N22a Please describe the conditions under which your company deviates from this standard practice.
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)
- N23 How did this standard practice influence your decision to implement this project through the program? (IF NEEDED: the project that included <PROJDESC>)
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

- N23a Could you please rate the importance of the program versus this standard industry practice in influencing your decision to complete this project? Would you say the program was... (IF NEEDED: the project that included <PROJDESC>)
- 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)
- N24 To what industry group or trade organization do you look to establish standard practice for your industry?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)
- N25 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)

ADDITIONAL PROJECTS

[ASK IF MSAME=1]

- TN26 Our records show that your company also received a financial incentive from Ameren Illinois for <NSAME> other custom project(s).
- N26 Was it a single decision to complete all of those custom projects for which you received an incentive from Ameren Illinois or did each project go through its own decision process?
- 01 Single Decision
 - 02 Each project went through its own decision process
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

SPILOVER MODULE

- TSP1 Thank you for discussing the new energy efficient equipment 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 Business Program, have you implemented 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 V_SP1]

SP1a On a scale of 0 to 10, where 0 means “no influence” and 10 means “greatly influenced,” how much did your experience with the program influence your decision to install high efficiency equipment on your own?
[SCALE 0-10; 98=Don't know; 99=Refused]

SP1b On a scale of 0 to 10, where 0 means “definitely would not” and 10 means “definitely would,” how likely is it you would have still installed that high efficiency equipment if your organization had not participated in the Ameren Illinois Business Program?
[SCALE 0-10; 98=Don't know; 99=Refused]

[ASK IF SP1a>5 OR SP1b≤5]

SP1c Please describe the influence of the program on your decision to install the high efficiency equipment.
[OPEN END; 98=Don't know; 99=Refused]

[GENERATE V_SP1=

IF QSP1A=WR,98,99 AND QSP1B<>WR,98,99 THEN EQUALS 10-QSP1B

IF QSP1A<>WR,98,99 AND QSP1B=WR,98,99 THEN EQUALS QSP1A

IF QSP1A<>WR,98,99 AND QSP1B<>WR,98,99 THEN EQUALS (QSP1A+(10-QSP1B))/2

IF QSP1A=WR,98,99 AND QSP1B=WR,98,99 THEN EQUALS 99

ALL ELSE EQUALS 0]

[SKIP TO Process IF V_SP1<8 OR V_SP1=99]

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.)

- 01 (Lighting: T8 lamps)
- 02 (Lighting: T5 lamps)
- 03 (Lighting: Highbay Fixture Replacement)
- 04 (Lighting: CFLs)
- 05 (Lighting: Controls / Occupancy sensors)
- 06 (Lighting: LED lamps)
- 07 (Cooling: Unitary/Split Air Conditioning System)
- 08 (Cooling: Room air conditioners)
- 09 (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=96,98,99, SKIP TO SP5]

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 SP5]

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 second 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>). Why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)

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

[ASK SP5a IF SP5=3, ELSE SKIP TO SP6]

SP5a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

[SKIP IF SP3=96, 98, 99]

SP6 Now thinking about the SECOND measure that you installed, (If needed, read back measure: <SP3 RESPONSE>) why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK SP6a IF SP6=3, ELSE SKIP TO SP7]

SP6a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

[SKIP IF SP4=96, 98, 99]

SP7 And finally, thinking about the THIRD measure that you installed. (If needed, read back measure: <SP4 RESPONSE>), Why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK SP7a IF SP7=3]

SP7a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

SP8 Thank you for sharing this information with us. We may have follow-up questions about the equipment you installed outside of the program. Would you be willing to speak briefly with a member of our team?

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

99 (Refused)

[ASK IF SP8=1]

- REF2 Is <PHONE> <EXT> the best number to reach you at?
- 1 Yes
 - 2 No [RECORD A DIFFERENT PHONE NUMBER]
 - 8 (Don't know)
 - 9 (Refused)

PROCESS MODULE

Thank you. I'd now like to ask you a few general questions about your participation in the program.

PROGRAM PROCESSES AND SATISFACTION

- P1a Did YOU fill out the application forms for the project (either the initial or the final program application)?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF P1a = 1]

- P1b Did you fill out a paper application or an online application?
- 1 (Paper application)
 - 2 (Online application)
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF P1a=1]

- P1c Did the application forms clearly explain the program requirements and how to participate?
- 1 Yes
 - 2 No
 - 3 (Somewhat)
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF P1a=1]

- P1d How would you rate the application process? Please use a scale of 0 to 10 where 0 is "very difficult" and 10 is "very easy".
[SCALE 0-10; 98=Don't know, 99=Refused]

[ASK IF P1d<4]

- P1e Why did you rate it that way?
- [MULTIPLE RESPONSE UP TO 3]
(DO NOT READ)
- 01 (Required me to research lighting)
 - 02 (Harder compared to other state's programs)
 - 03 (Difficult to understand)
 - 04 (Long process)
 - 00 (Other, specify)
 - 98 (Don't know)
 - 99 (Refused)

[ASK IF P1a=2]

P1f Who filled out the application forms for this project?
(DO NOT READ)

- 01 (Someone else at the facility)
- 02 (Someone else at the company)
- 03 (Program ally)
- 04 (Contractor)
- 05 (Consultant)
- 06 (Engineer)
- 07 (Supplier/distributors/vendor)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)]

P2 On a scale of 0 to 10, where 0 is very dissatisfied and 10 is very satisfied, how would you rate your satisfaction with...

[ROTATE]

- a the incentive amount
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- b the program's technical review staff
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- c the choice of measures offered by the program (If needed: this is the equipment that is eligible for an incentive under the program)
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- d the quality of installed equipment
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- e [ASK IF S1A=1] the application process
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- f [ANCHOR] the Energy Efficiency Business program overall
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]
- g [ANCHOR] Ameren Illinois
[SCALE 0-10; 96=not applicable, 98=Don't know, 99=Refused]

[ASK IF P2b<4]

P3b You indicated some dissatisfaction with the program's technical review staff, why did you rate them this way?

[MULTIPLE RESPONSE, UP TO 3]

(DO NOT READ)

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

[ASK IF P2c<4]

P3c You indicated some dissatisfaction with the variety of measures offered by the program, why did you rate it this way?

[OPEN END; 98=Don't know, 99=Refused]

[ASK IF P2d<4]

P3d You indicated some dissatisfaction with the quality of the installed equipment, why did you rate it this way?
[OPEN END; 98=Don't know, 99=Refused]

[ASK IF P2f<4]

P3f You indicated some dissatisfaction with the program overall, why did you rate it this way?
[OPEN END; 98=Don't know, 99=Refused]

[ASK IF P2g<4]

P3g You indicated some dissatisfaction with Ameren Illinois, why did you rate it this way?

[MULTIPLE RESPONSE, UP TO 3]

- 01 (Rates are too high)
- 02 (Took too long to get rebate/financial incentive)
- 03 (Poor customer service)
- 04 (Poor power supply/service)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

P4 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 S4a IF P4=1]

P4a What problems did you experience?

[MULTIPLE RESPONSE, UP TO 3]

- 01 (Phone calls not returned)
- 02 (Process takes too long)
- 03 (Low incentives/rebates)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

P5 What other types of measures would you like to see offered through the program?

[OPEN END; 98=Don't know, 99=Refused]

MARKETING AND OUTREACH

I just have a few general questions left.

MKO I'm now going to ask you about several specific ways in which you might have seen or heard information about the program. Have you ever...

[RANDOMIZE]

- a Seen a printed ad in a publication?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- b Heard a radio commercial for the program?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- c Seen a program billboard?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- d Received information about the program in your monthly utility bill?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- e Attended an event where the program was discussed?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- f Discussed the program with an Ameren Illinois Key Account Executive or other Ameren staff?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- g Discussed the program with a Contractor or Program Ally?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- h Seen information about the program on the Ameren Illinois Website?
[1=Yes, 2=No, 8=Don't know, 9=Refused]
- i Received information about the program in an email?
[1=Yes, 2=No, 8=Don't know, 9=Refused]

MK1o Have you heard about the program through any other means?

- 00 (Other, specify)
- 96 (No)
- 98 (Don't know)
- 99 (Refused)

MK1a How useful were the program's marketing materials in providing information about the program? Would you say they were...?

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

[ASK IF M1a=3, 4]

MK1b What would have made the materials more useful to you?

[MULTIPLE RESPONSE, UP TO 3]

(DO NOT READ)

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

MK3 If you wanted information about ways to save energy, where would you typically look for this information?

[MULTIPLE RESPONSE; UP TO 3]

(DO NOT READ)

- 01 (Ameren Illinois/utility)
- 02 (Government)
- 03 (Internet)
- 04 (Contractor)
- 00 (Other, specify in box below)
- 98 (Don't know)
- 99 (Refused)

[SKIP IF MK3=1]

MK4 And in general, do you consider Ameren Illinois a resource for energy efficiency information?

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

RECOMMENDATIONS AND FEEDBACK

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)

[ASK IF R1=2]

R1a Why not?

[OPEN END; 98=Don't know, 99=Refused]

R2 How could the program be improved?

[MULTIPLE RESPONSE, UP TO 4]

(DO NOT READ)

- 01 (Higher incentives)
- 02 (More measures/equipment)
- 03 (Greater publicity)
- 04 (Advance payment)
- 05 (Key Account Executives provide more information)
- 06 (Relax partner guidelines)
- 07 (Add commercial cooking measures)
- 08 (More incentives)
- 00 (Other, specify)
- 96 (No recommendations)
- 98 (Don't know)
- 99 (Refused)

FIRMOGRAPHICS

F1a I just have a few questions about your company remaining.

What is your company's business type?

(PROBE, IF NECESSARY)

- 01 (Grocery)
- 02 (Medical)
- 03 (Hotel/Motel)
- 04 (Office)
- 05 (Restaurant)
- 06 (Retail/Service)
- 07 (Warehouse/Distribution)
- 08 (Community/recreational center)
- 09 (Non-profit organization)
- 10 (Agriculture)
- 11 (Gas station/convenience store)
- 12 (Light industry)
- 13 (Heavy industry)
- 14 (K-12 School)
- 15 (College/university)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F1b And is the business type of the facility in which this project was implemented in the same sector?

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

[ASK F1c IF F1b=2]

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

- 01 (Grocery)
- 02 (Medical)
- 03 (Hotel/Motel)
- 04 (Office)
- 05 (Restaurant)
- 06 (Retail/Service)
- 07 (Warehouse/Distribution)
- 08 (Community/recreational center)
- 09 (Non-profit organization)
- 10 (Agriculture)
- 11 (Gas station/convenience store)
- 12 (Light industry)
- 13 (Heavy industry)
- 14 (K-12 School)
- 15 (College/university)
- 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 What is the primary heating fuel type for the facility?

- 01 (Gas)
- 02 (Electric)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F4 What is the primary water heating fuel type for the facility?

- 01 (Gas)
- 02 (Electric)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F5 Does your company pay the electric bill for this facility?

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

[ASK IF F3 OR F4=1]

F6 Does your company pay the gas bill for this facility?

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

[ASK IF F5 OR F6=1]

- F7. Are the bills paid by staff at this facility or paid from another company location?
- 1 (Paid at this location)
 - 2 (Paid from another location)
 - 8 (Don't know)
 - 9 (Refused)

- F8 How old is this facility?
[NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK F8b IF F8a=998]

- F8a 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)

- F9 How many employees, full plus part-time, are employed at this facility?
[NUMERIC OPEN END, 0 TO 9000; 9998=Don't know, 9999=Refused]

[ASK F10 IF F9=9998]

- F9a 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)

- F10 In comparison to other companies in your industry, would you describe your company as...?
- 1 Small
 - 2 Medium-sized
 - 3 Large
 - 4 (Not applicable)
 - 8 (Don't know)
 - 9 (Refused)

- F11 We appreciate the information that you have provided. This information is valuable to understanding the effects of the program. Would you be willing to have your individual

responses shared with Ameren Illinois and the Illinois Commerce Commission to assist them in making decisions about future programs?

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

Those are all of the questions I have. Thank you for your participation in this study.



Ameren Illinois Energy Efficiency for Business Program Evaluation CLIP Participant Interview Guide

September 2016

The evaluation team plans to use this interview guide to structure calls with PY8 Competitive Large Incentive Project (CLIP) participants. The goal of the interviews is to gather information regarding satisfaction, program processes, and areas for program improvement as well as gather information about free-ridership and spillover to develop a project-level NTGR. We will attempt to reach each CLIP participant. While the program tracking data for this offering is not yet final, we expect to conduct interviews with approximately 15 participants.

The first part of the interview will be qualitative and made mostly of open ended questions, while the second part will include quantitative NTG questions. The questions in this interview guide will be programmed in CATI software in order to accommodate the strict order and phrasing of questions in the NTG section. We will also record and transcribe the interviews to help analyze the open ended questions.

SAMPLE VARIABLES

PHONE	Phone number
EXT	Phone extension
CONTACT	Name of contact
SCOMP	Company name
SADDR	Service address
INCENTIVE	Incentive amount
ENDUSE	Project enduse
PROJDESC	Project Description
FEAS_STUDY	=1 if this participant also had a Feasibility Study within PY8, else=0
KAE_FL	=1 if participant has Key Account Executive, else=0
NSAME	Number of additional projects of the same measure type implemented by the same customer; from program tracking database)
TA	=1 if the vendor is a trade ally, else=0

Introduction

Hi, may I please speak with [NAME FROM LIST]?

My name is _____ and I'm calling from Opinion Dynamics on behalf of Ameren Illinois Company. We are conducting interviews with participants in the *Competitive Large Incentive Project, or CLIP*, and would like to get your feedback on this program offering.

Are you familiar with <PCOMP>'s involvement in the Ameren Illinois Energy Efficiency for Business Competitive Large Incentive Project (CLIP) offering in the past year? Have you been involved in decision-making processes regarding this project?

(IF YES) My questions will likely take about twenty minutes to complete. Is this a good time to talk? [IF NOT, SCHEDULE A CALL BACK.]

(IF NO) Is there someone else at your company who would be more familiar with the project? [REQUEST CONTACT INFORMATION AND TERMINATE]

QCONTACT. Is there anyone else who is also involved in decision-making processes regarding this project? [IF YES, REQUEST CONTACT INFORMATION]

Thank you. The questions I have are divided into two parts. For the first set of questions, I would like to discuss the project that received the CLIP incentive from Ameren Illinois. The second set of questions will be more structured and will center around your influences when implementing the project.

Project Verification

P1 Our records show that you received <INCENTIVE> for the CLIP project at <SADDR>. Is that correct? [OPEN END]

P2 What equipment or process did this project cover? [Probe for AC, heating, refrigeration, controls, lighting (probe lighting for T12 replacement), etc.] (Records list the following: <EQUIP>) [OPEN END]

P3 What is the business type of the facility? [Confirm for-profit/not-for-profit status] [OPEN END]

Organizational Decision-Making

DM1 Could you give me a general overview of your role within the company? [OPEN END]

DM2 Please describe the decision-making process your company goes through when making decisions about whether to implement an energy saving project at your facility. [PROBE FOR: how company identifies opportunities, criteria used to make implementation decisions, primary reasons for projects being completed or not] [OPEN END]

DM3 Does your organization have a corporate environmental or energy policy that influenced your decision to implement the project that received the CLIP incentive? [OPEN END]

DM4 Does your organization consider the payback period when considering whether implement an energy savings project? If so, what was the payback on this project? [OPEN END]

Program Awareness

A1 How did you learn about the CLIP offering? [PROBE FOR: email, direct mail, webinar, online, account executive, energy advisor, past participation] [OPEN END]

A2 Did you receive any follow up contact from an energy advisor? Were they able to answer any questions you had? [OPEN END]

A3 What led you to apply for the CLIP incentive? Did you also consider applying for incentives through the general Custom or Standard program? [OPEN END]

A4 Prior to this project, had you participated in Ameren Illinois' Energy Efficiency Business Program? (IF NEEDED: Have you received an incentive for a project completed through the program in the past?) (PROBE: have you ever received a CLIP incentive before?)

[SKIP if prior CLIP participant]

A5 Have you ever applied for a CLIP incentive before? Did your organization make any strategic changes to your CLIP application for this project? [OPEN NED]

Early Completion Bonuses

B1 Are you aware of the tiered early completion bonuses (20% for completion by 1/31/2016, 15% for completion by 7/31/2016), and 10% for completion by 1/31/2017? [1=Yes, 2=No, 8=Don't Know, 9=Refused]

[ASK IF B1=1, ELSE SKIP TO PR1]

B2 How did you learn of the bonus? [OPEN END]

B3 Did you receive the bonus? If not, why not? [OPEN END]

B4 Did the bonus have any effect on project planning or outcomes? Did the bonus offering accelerate project's timeline? Did it have any influence on the scope of your project? [OPEN END]

B5 How would the project and your decision-making process have been different if the deadline had been significantly earlier? Later? [OPEN END]

B6 Did you have any difficulty meeting the bonus deadline? If so, please explain. [OPEN END]

Participation Process

PR1 Did you receive assistance from program staff in filling out the CLIP application? Did you meet with any program staff members to talk about the offering and your proposed project(s)? If so, how helpful were they? [OPEN END]

PR2 Did you experience any problems during the participation process? If so, what problems did you experience and were they resolved to your satisfaction? [OPEN END]

[IF T12 REPLACEMENT]

PR3 Was your organization aware of the T12 replacement deadline? Did you have any trouble meeting the November 30, 2015 deadline? [OPEN END]

Satisfaction

S1 How satisfied were you with each of the following aspects of the CLIP offering? Please use a scale of 0 to 10, where 0 is "very dissatisfied" and 10 is "very satisfied" [0-10,NA, DK, REF]

- a. The application process [IF APPLICABLE]
- b. The incentive amount
- c. The time to receive incentive
- d. Your contractor [IF APPLICABLE]
- e. The program's technical review staff
- f. The Business program overall

[ASK IF S1a-f<4]

- S2 Why weren't you satisfied with the <program element from S1>? [OPEN END]
- S3 Would you recommend the CLIP offering to other companies like yours? If no, why not? [OPEN END]
- S4 How likely would you be to participate in a future CLIP offering? Please use a scale of 0 to 10, where 0 is "very unlikely" and 10 is "very likely" [0-10,NA, DK, REF]
- S5 Why did you give this response?

Benefits and Barriers

- BB1 What do you see as the main benefits of the CLIP offering? What are the drawbacks, if any? [OPEN END]
- BB2 What barriers do you see that might prevent other companies from participating in the CLIP offering? (*PROBE FOR awareness, lengthy decision making, large projects being time consuming, complex, etc.*) [OPEN END]
- BB3 Did your company's internal approval process affect your ability to participate? If yes, how so? [OPEN END]
- BB4 Did your company plan to implement any other CLIP projects between June 2015 and May 2016 that were not completed or did not receive the CLIP incentive? If so, what prevented them from being completed/funded? [OPEN END]
- BB5 Are there any other barriers you see to implementing energy saving projects in general? [OPEN END]

Other Projects

- OP1 Has your company received a CLIP incentive from Ameren Illinois for any other projects? [1=Yes, 2=No, 8=Don't Know, 9=Refused]
- OP2 Has your company received an incentive from Ameren Illinois for any projects completed through another Business program, e.g., the Standard, Custom, or RCx programs? [1=Yes, 2=No, 8=Don't Know, 9=Refused]

[ASK IF OP1=1 OR OP2=1, ELSE SKIP TO SI1]

- OP3 Please describe those projects. (*Probe for Standard/Custom/RCx/CLIP. Probe for measures and project details.*) [OPEN END]
- OP4 How does your experience with those projects compare to your experience with the CLIP offering? [OPEN END]

Suggestions for Improvement

- SI1 Are there any changes you would like to see made to the CLIP program? Are there any changes you would like to see made to the Business Program overall? [OPEN END]

SI2 To the best of your knowledge, how likely is your company to participate in the Ameren Business Program again? (Probe for Standard/Custom/RCx/CLIP. Probe for measures.) If not likely, why not? [OPEN END]

SI3 Before we get into the structured, standardized section of this interview, is there anything else that you would like to let us know based on the topics we discussed?

NET-TO-GROSS MODULE

TNP1 Thank you. Now I would like to ask you some detailed questions about the decision making process for the project at <SADDR>.
(IF NEEDED: the project that included <PROJDESC>.)

NP1 Who was the most influential in identifying and recommending that you implement this project?

- 01 (Me/respondent)
- 02 (Contractor)
- 03 (Engineer)
- 04 (Architect)
- 05 (Manufacturer)
- 06 (Distributor)
- 07 (Owner)
- 08 (Project manager)
- 09 (Ameren Representative/Program Staff)
- 12 (Co-worker/peer)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

NP2 And who informed you about the availability of an incentive through the program?

- 01 (Me/respondent)
- 02 (Contractor)
- 03 (Engineer)
- 04 (Architect)
- 05 (Manufacturer)
- 06 (Distributor)
- 07 (Owner)
- 08 (Project manager)
- 09 (Ameren Representative/Program Staff)
- 10 (Ameren Account Manager)
- 12 (Co-worker/peer)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

VENDOR INFORMATION

TNV1 I would like to get some information on the external market actors that may have helped you with the implementation of this equipment.

NV1 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)

NV2 Did you consult a professional as part of project planning or design?

1 Yes

2 No

8 (Don't know)

9 (Refused)

[SKIP IF KAE=0]

NV3 Did your key account executive assist you with the project that you implemented through the CLIP offering?

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)

INFLUENCING FACTORS

TN1 I'd now like to ask a few questions about the equipment you installed through the program.

N1 In deciding to do a project of this type, there are usually a number of reasons why it may be undertaken. In your own words, can you tell me why you decided to install this equipment? Were there any other reasons?

[MULTIPLE RESPONSE, UP TO 5]

(DO NOT READ)

01 (To replace old or outdated equipment)

02 (As part of a planned remodeling, build-out, or expansion)

03 (To gain more control over how the equipment was used)

04 (The maintenance downtime and associated expenses for the old equipment were too high)

05 (Had process problems and were seeking a solution)

06 (To improve equipment performance)

07 (To improve the product quality)

08 (To comply with codes set by regulatory agencies)

09 (To comply with company policies regarding regular/normal maintenance/replacement policy)

10 (To get an incentive from the program)

11 (To protect the environment)

12 (To reduce energy costs)

13 (To reduce energy use/power outages)

14 (To update to the latest technology)

15 (To meet corporate goals or mandates)

00 (Other, specify)

98 (Don't know)

99 (Refused)

N2 (Skip if prior participant) Did you learn about the CLIP offering BEFORE or AFTER the decision was made to complete the project that qualified for the incentive?

(INTERVIEWER NOTE: "the project refers to the <PROJDESC> you installed through the program")

(INTERVIEWER NOTE: If they say "at the same time," ask them to clarify if it was before or after)

1 Before

- 2 After
- 8 (Don't know)
- 9 (Refused)

N2a How long was it from the initial idea for this project to when it was implemented? (IF NEEDED: Your best estimate is fine.)

- 1 0 to 6 months
- 2 7 months to 1 year
- 3 1 to 2 years
- 4 2 to 3 years
- 5 3 to 5 years
- 6 More than 5 years
- 8 (Don't know)
- 9 (Refused)

TN3 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 complete this project with the exact equipment chosen. Think of the degree of importance on a scale from 0 to 10, where 0 means "not at all important" and 10 means "extremely important" and please rate the importance of each of the following in your decision to implement the measure at this time. Please let me know if any of the factors I mention are not applicable. [FOR EACH N3A-N3L RECORD 0 to 10; 96=Not Applicable; 98=Don't Know; 99=Refused]

N3a (IF NEEDED: How important in your DECISION to implement the project was...) Availability of the CLIP offering's financial incentive?

[ASK IF <FEAS_STUDY>=1]

N3b (IF NEEDED: How important in your DECISION to implement the project was...) Information provided through the feasibility study you conducted with support from the Ameren Illinois Business Program?

[ASK IF NV1=1]

N3c (IF NEEDED: How important in your DECISION to implement the project was...) A recommendation from an equipment vendor or contractor that helped you with the choice of the equipment?

N3d (IF NEEDED: How important in your DECISION to implement the project was...) Previous experience with this type of equipment?

N3e (ASK if prior participant) (IF NEEDED: How important in your DECISION to implement the project was...) Previous experience with the program?

N3f (IF NEEDED: How important in your DECISION to implement the project was...) A recommendation from a program staff person?
[IF NECESSARY: This would be someone from Ameren Illinois that is affiliated specifically with the program and not someone from the utility that might ordinarily contact you about your account.]

N3g (IF NEEDED: How important in your DECISION to implement the project was...) Information from Ameren Illinois marketing materials?

[ASK IF NV2=1]

- N3h (IF NEEDED: How important in your DECISION to implement the project was...)
A recommendation from your project planning or design consultant?
- N3i (IF NEEDED: How important in your DECISION to implement the project was...)
Standard practice in your business or industry?

[ASK IF NV3=1]

- N3j (IF NEEDED: How important in your DECISION to implement the project was...)
An endorsement or recommendation by a key account executive of Ameren Illinois?
- N3k (IF NEEDED: How important in your DECISION to implement the project was...)
Corporate policy or guidelines?
- N3l (IF NEEDED: How important in your DECISION to implement the project was...)
Payback on the investment?
- N3m Were there any other factors we haven't discussed that were influential in your decision to complete the <ENDUSE> project?
00 [Record verbatim]
96 (Nothing else influential)
98 (Don't Know)
99 (Refused)

[ASK IF N3m=00]

N3mm. 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]

[ASK IF N3d=8,9,10]

- N3dd You indicated that previous experience with this type of equipment was important in your decision to complete the project that qualified for the Ameren Illinois incentive. Was this previous experience associated with equipment you installed with an earlier Ameren Illinois incentive, or did you install that equipment on your own?
(IF NEEDED: the project that included <PROJDESC>.)
1 (With Ameren Illinois incentive)
2 (On my own/No Ameren Illinois incentive)
3 (Both)
8 (Don't know)
9 (Refused)

PAYBACK BATTERY [ASK IF N3L>5 ELSE SKIP TO TN5]

- TN4 I'd like to find out more about the payback criteria your company uses for its investments.
- N4 What is the payback cut-off point your company uses before deciding to proceed with an investment? Would you say...? (IF NEEDED: The payback period is the amount of time it takes for the energy savings created by a project to pay for the project cost.)
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 have a cut-off point) [SKIP TO TN5]
8 (Don't know)
9 (Refused)

- N4a Without the program's incentive, would this project have met your company's payback cut-off point? (IF NEEDED: the project that included <PROJDESC>.)
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[SKIP IF N4a=1]

- N4b With the program's incentive, did this project meet your company's payback cut-off point? (IF NEEDED: the project that included <PROJDESC>.)
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

PROGRAM VS OTHER FACTORS

- TN5 Thinking about this differently, I would like you to compare the importance of the PROGRAM with the importance of OTHER factors in implementing the project.

[GENERATE OTHER_IMP=1 IF (N3H, N3I, N3K, OR N3MM=8,9,10) OR (N3C=8,9,10 AND <TA>=0) OR (N3L=8,9,10 AND N4B=2,8,9) OR (N3D=08,09,10 AND N3DD=2)]

[READ IF OTHER_IMP=1]

- TN5o You just told me that the following OTHER factors were important:
- [READ IF N3C=8,9,10 & <TA>=0] Equipment Vendor recommendation
 - [READ IF N3D=8,9,10 & N3DD=2] Previous experience with this type of equipment
 - [READ IF N3H=8,9,10] Recommendation from a design or consulting engineer
 - [READ IF N3I=8,9,10] Standard practice in your business/industry
 - [READ IF N3K=8,9,10] Corporate policy or guidelines
 - [READ IF N3L=8,9,10 & N4B=2,8,9] Payback on investment
 - [READ IF N3MM=8,9,10] <N3M RESPONSE>

- N5p If you were given a TOTAL of 100 points that reflect the importance in your decision to implement the project, and you had to divide those 100 points between 1) the program and 2) any OTHER factors, how many points would you give to the importance of the PROGRAM? [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[CALCULATE VARIABLE "OTHER_PTS" AS: 100 MINUS N5p RESPONSE; IF N5p=998,999, SET OTHER_PTS=BLANK]

[SKIP IF N5_INC2=1]

- N5o And how many points would you give to other factors? [RECORD 0 to 100; 998=Don't Know; 999=Refused]

[ASK IF N5o<>OTHER_PTS & N5p<>998,999 & N5o<>998,999]

- N5_INCThe last question asked you to divide a TOTAL of 100 points between the program and other factors. You just noted that you would give <N5p RESPONSE> points to the program. Does that mean you would give <OTHER_PTS> points to other factors?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N5_INC=2]

N5_INC2 Would you like for me to change either your score on the importance of program or change your score on the importance of other factors? Or we can change both if you wish.

- 1 (Change importance of program)
- 2 (Change importance of other factors)
- 3 (Change both)
- 4 (No, don't change)
- 8 (Don't know)
- 9 (Refused)

[IF N5_INC2=1,3, RETURN TO N5p]

[IF N5_INC2=2, RETURN TO N5o]

COUNTERFACTUAL SCENARIOS

N6 Now I would like you to think about the action you would have taken with regard to the completion of this project if the program had not been available.

Using a likelihood scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the program had not been available, what is the likelihood that you would have installed EXACTLY the same ENERGY EFFICIENT equipment?

[RECORD 0 to 10; 98=Don't know; 99=Refused]

[SKIP IF N6=0]

N7 Using the same likelihood scale from 0 to 10, if the program had NOT been available, what is the likelihood that you would have installed exactly the same energy efficient equipment WITHIN 12 MONTHS OF WHEN YOU INSTALLED your <ENDUSE> project?

[RECORD 0 to 10; 98=Don't know; 99=Refused]

[SKIP IF N6=0]

N7a When do you think you would have installed the efficient <ENDUSE> equipment had the program not been available? (IF NEEDED: Please answer relative to the date that you ACTUALLY installed the equipment)

- [MASK IF N7=0] 0 At the same time
- [MASK IF N7=0] 1 Within 6 months
- [MASK IF N7=0] 2 7 months to 1 year later
- 3 More than 1 year up to 2 years later
- 4 More than 2 years up to 3 years later
- 5 More than 3 years up to 4 years later
- 6 More than 4 years later
- 8 (Don't know)
- 9 (Refused)

[ASK IF N7a=6]

N7b Why do you think it would have been over 4 years later?

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

CONSISTENCY CHECK #1: PROGRAM IMPORTANCE SCORE

[GENERATE CONSIST1A=1 IF (N5p>70 AND N5P<998) AND (N3A, N3B, N3E, N3F, N3G, OR N3J=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, AND N3J=MISSING,0,1,2,96,98,99)]

[READ IF CONSIST1A=1, ELSE SKIP TO N8P]

N8a You just gave <N5p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was quite important to your decision to complete this project. But earlier, when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply they were not that important to you. Specifically you provided the following importance ratings:

- [READ IF N3A=0,1,2] <N3A RESPONSE> for the program's financial incentive;
- [READ IF N3B=0,1,2] <N3B RESPONSE> for the information provided through the feasibility study
- [READ IF N3E=0,1,2] <N3E RESPONSE> for your previous participation in the Ameren Illinois Business Program
- [READ IF N3F=0,1,2] <N3F RESPONSE> for a recommendation from a program staff person;
- [READ IF N3G=0,1,2] <N3G RESPONSE> for information from Ameren Illinois marketing materials
- [READ IF N3J=0,1,2] <N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois

Just to make sure I understand, can you tell me why the program overall was important, but none of these individual program elements were?

00 [Record VERBATIM]

98 (Don't know)

99 (Refused)

[COMPUTE CONSIST1B=1 IF (N5p<30) AND ((N3A, N3B, N3E, N3F, N3G, OR N3J=8, 9, 10) OR (N3L=8,9,10 and N4B=1) OR N3DD=1,3)]

[ASK IF CONSIST1B=1]

N8b You just gave <N5p RESPONSE> points to the importance of the program. I would interpret that to mean that the program was not very important to your decision to complete this project. But earlier, when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply that they were very important to you. Specifically, you provided the following importance ratings:

- [READ IF N3A=8,9,10] <N3A RESPONSE> for the program's financial incentive;
- [READ IF N3B=8,9,10] <N3B RESPONSE> for the information provided through the feasibility study
- [READ IF N3D=8,9,10 AND N3DD=1,3] <N3D RESPONSE> for your previous experience with this type of equipment
- [READ IF N3E=8,9,10] <N3E RESPONSE> for your previous participation in the Ameren Illinois Business Program
- [READ IF N3F=8,9,10] <N3F RESPONSE> for a recommendation from a program staff person;
- [READ IF N3G=8,9,10] <N3G RESPONSE> for information from Ameren Illinois marketing materials
- [READ IF N3J=8,9,10] <N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois
- [READ IF N3L=8,9,10 and N4B=1] <N3L RESPONSE> for payback on investment

Just to make sure I understand, can you tell me why the program overall was not important, but these individual program elements were?

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

CONSISTENCY CHECK #2: PROGRAM FACTORS VS. NO PROGRAM SCORE

[GENERATE CONSIST2A=1 IF (N6=8,9,10) AND ((N3A, N3B, N3E, N3F, N3G, OR N3J=8,9,10) OR (N3L=8,9,10 and N4B=1) OR N3DD=1,3)]

[ASK IF CONSIST2A=1]

N9a Let me be sure I understand you. Earlier, when I asked you to rate the importance of different aspects of the program on a scale of 0 to 10, your response was;

- [READ IF N3A=8,9,10] <N3A RESPONSE> for the importance of the program's financial incentive;
- [READ IF N3B=8,9,10] <N3B RESPONSE> for the importance of information provided through the feasibility study
- [READ IF N3D=8,9,10 AND N3DD=1,3] <N3D RESPONSE> for the importance of your previous experience with this type of equipment
- [READ IF N3E=8,9,10] <N3E RESPONSE> for the importance of previous participation in the Ameren Illinois Business Program
- [READ IF N3F=8,9,10] <N3F RESPONSE> for the importance of a recommendation from a program staff person;
- [READ IF N3G=8,9,10] <N3G RESPONSE> for the importance of information from Ameren Illinois marketing materials
- [READ IF N3J=8,9,10] <N3J RESPONSE> for the importance of an endorsement or recommendation by a key account executive of Ameren Illinois
- [READ IF N3L=8,9,10 and N4B=1] <N3L RESPONSE> for the importance of payback on investment

I would interpret that to mean that the program was important in your decision to install the energy efficient equipment.

Then, when I asked you how likely you would have been to install the exact same energy efficient equipment without the program, you rated the likelihood a <READ IN N6 RESPONSE> out of 10. I would interpret that to mean that the program was not very important to your decision to install the equipment.

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

[OPEN END; 98=DON'T KNOW; 99=REFUSED]

[GENERATE CONSIST2B=1 IF (N6=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, OR N3J=0,1,2) AND (N3A, N3B, N3E, N3F, N3G, AND N3J=MISSING,0,1,2,96,98,99)]

[ASK IF CONSIST2B=1, ELSE SKIP TO N10]

N9b Let me be sure I understand you. When I asked you to rate the importance of different aspects of the program on a scale of 0 to 10, you provided the following importance ratings:

- [READ IF N3A=0,1,2] <N3A RESPONSE> for the importance of the program's financial incentive;
- [READ IF N3B=0,1,2] <N3B RESPONSE> for the importance of the information provided through the feasibility study

- [READ IF N3E=0,1,2] <N3E RESPONSE> for the importance of previous participation in the Ameren Illinois Business Program
- [READ IF N3F=0,1,2] <N3F RESPONSE> for the importance of a recommendation from a program staff person;
- [READ IF N3G=0,1,2] <N3G RESPONSE> for the importance of the information from Ameren Illinois marketing materials
- [READ IF N3J=0,1,2] <N3J RESPONSE> for the importance of an endorsement or recommendation by a key account executive of Ameren Illinois

I would interpret that to mean that the program was not important in your decision to install the energy efficient equipment.

Then, when I asked how likely you would have been to purchase the same energy efficient equipment without the program, you said <READ IN N6 RESPONSE>. I would interpret that to mean that the program was important to your decision to complete the project.

I want to check to see if I am misunderstanding your answers or if the questions may have been unclear. Could you explain, how important was the program in your decision to install the energy efficient equipment, and why?

[OPEN END; 98=DON'T KNOW; 99=REFUSED]

[ASK IF CONSIST2A=1 OR CONSIST2B=1]

N10 Would you like for me to change any of your scores on the importance of the different aspects of the program or change your rating on the likelihood you would install the same equipment without the program? Or we can change both if you wish.

- 1 (Change importance of program factors)
- 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 N10=1,3]

N11. Please tell me what new rating you would like to give to each of the following...[FOR EACH N11A-N11L RECORD 0 to 10; 98=Don't Know; 99=Refused]

How important in your DECISION to implement the project was...

- A [ASK IF (CONSIST2A=1 AND N3A=8,9,10) OR (CONSIST2B=1 AND N3A=0,1,2)] the importance of the program's financial incentive?
[IF NEEDED: Your prior rating was a <N3A RESPONSE> out of 10]
- B. [ASK IF (CONSIST2A=1 AND N3B=8,9,10) OR (CONSIST2B=1 AND N3B=0,1,2)] the importance of information provided through the feasibility study?
[IF NEEDED: Your prior rating was a <N3B RESPONSE> out of 10]
- D. [ASK IF CONSIST2A=1 AND N3D=8,9,10 AND N3DD=1,3] the importance of your previous experience with this type of equipment?
[IF NEEDED: Your prior rating was a <N3D RESPONSE> out of 10]
- E. [ASK IF (CONSIST2A=1 AND N3E=8,9,10) OR (CONSIST2B=1 AND N3E=0,1,2)] the importance of previous participation in the Ameren Illinois Business Program?
[IF NEEDED: Your prior rating was a <N3E RESPONSE> out of 10]
- F. [ASK IF (CONSIST2A=1 AND N3F=8,9,10) OR (CONSIST2B=1 AND N3F=0,1,2)] the importance of a recommendation from a program staff person?
[IF NEEDED: Your prior rating was a <N3F RESPONSE> out of 10]

- G. [ASK IF (CONSIST2A=1 AND N3G=8,9,10) OR (CONSIST2B=1 AND N3G=0,1,2)] the importance of information from Ameren Illinois marketing materials?
[IF NEEDED: Your prior rating was a <N3G RESPONSE> out of 10]
- J. [ASK IF (CONSIST2A=1 AND N3J=8,9,10) OR (CONSIST2B=1 AND N3J=0,1,2)] the importance of an endorsement or recommendation by a key account executive of Ameren Illinois?
[IF NEEDED: Your prior rating was a <N3J RESPONSE> out of 10]
- L. [ASK IF CONSIST2A=1 AND N3L=8,9,10 AND N4B=1] the importance of payback on investment?
[IF NEEDED: Your prior rating was a <N3L RESPONSE> out of 10]

[ASK IF N10=2, 3]

N12 If the program had not been available, what is the likelihood that you would have installed exactly the same equipment?
(IF NEEDED: Using a scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely” (IF NEEDED: Your prior rating was a <N6 RESPONSE> out of 10)
[RECORD 0 to 10; 98=Don't know, 99=Refused]

CONSISTENCY CHECK #3: TIMING OF INSTALLATION DECISION VS. ALL THREE PROGRAM SCORES

[FOR EACH LETTER “X” OF A, B, D, E, F, G, J, L:

[GENERATE V_N3X=N3X IF N11X=MISSING; OTHERWISE SET V_N3X=N11X]

[GENERATE V_N6=N6 IF N12=MISSING; OTHERWISE SET V_N6=N12]

[GENERATE CONSIST3A=1 IF (V_N3A, V_N3B, V_N3E, V_N3F, V_N3G, OR V_N3J=8,9,10) OR (V_N3L=8,9,10 AND N4B=1) OR (V_N3D=8,9,10 AND N3DD=1,3)

[GENERATE CONSIST3B=1 IF IF N5P>70 AND N5P<998]

[GENERATE CONSIST3C=1 IF V_N6=0,1,2]

[ASK IF N2=2 AND CONSIST3A=1 OR CONSIST3B=1 OR CONSIST3C=1]

N13 In response to an earlier question, you noted that you learned about the program AFTER you already decided to install the equipment that qualified for the incentive. However, I also recorded some answers that would imply the program was important in your decision to install high efficiency equipment. Specifically... ..

[READ IF CONSIST3A=1]

when I asked you to rate the importance of individual elements of the program on a scale of 0 to 10, I recorded some answers that would imply that they were very important to you. Specifically, you provided the following importance ratings:

- [READ IF V_N3A=8,9,10] <V_N3A RESPONSE> for the program incentive
- [READ IF V_N3B=8,9,10] <V_N3B RESPONSE> for the importance of the feasibility study
- [READ IF V_N3D=8,9,10 AND N3DD=1,3] <V_N3D RESPONSE> for your previous experience with this type of equipment?
- [READ IF V_N3E=8,9,10] <V_N3E RESPONSE> for your previous experience with the program
- [READ IF V_N3F=8,9,10] <V_N3F RESPONSE> for a recommendation from a program staff person
- [READ IF V_N3G=8,9,10] <V_N3G RESPONSE> for information you received through Ameren Illinois marketing materials

- [READ IF V_N3J=8,9,10] <V_N3J RESPONSE> for an endorsement or recommendation by a key account executive of Ameren Illinois
- [READ IF V_N3L=8,9,10 AND N4B=1] <V_N3L RESPONSE> for payback on investment

[READ IF CONSIST3B=1]

[SHOW IF CONSIST3A=1 "In addition,"] when I asked you to allocate 100 points that reflect the importance in your decision to implement this <ENDUSE> project between the program and other factors , you allocated <N5P RESPONSE> points to the importance of the program

[READ IF CONSIST3C=1]

[SHOW IF CONSIST3A=1 OR CONSIST3B=1 "Also"] you rated the likelihood that you would have installed exactly the same equipment without the program only <V_N6 RESPONSE> out of 10

I want to make sure I'm understanding your answers correctly. Can you explain how the program was important in your decision to install this energy efficient equipment if you didn't find out about the program until after you decided to install the equipment?

[OPEN END; 98=Don't Know, 99=Refused]

CORPORATE POLICY BATTERY [SKIP SECTION IF N3K<6]

N14 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 N14=1]

N15 What specific corporate policy influenced your decision to adopt or install the equipment through the program?

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

[ASK IF N14=1]

N16 Had that policy caused you to adopt energy efficient equipment at this facility before participating in the program?

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

[ASK IF N14=1]

N17 Had that policy caused you to adopt energy efficient equipment at other facilities before participating in the program?

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

[ASK IF N16=1 OR N17=1]

- N18 Did you receive an incentive for a previous installation of equipment?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N18=1]

- N19 To the best of your ability, please describe...
- a the amount of financial incentive received
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]
 - b the approximate timing
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]
 - c the name of the program that provided the incentive
(IF NEEDED: for a previous installation of equipment).
[Record VERBATIM; 98=Don't know; 99=Refused]

[ASK IF N16=1 OR N17=1]

- N20 If I understand you correctly, you said that your company's corporate policy has caused you to install energy efficient equipment previously at this and/or other facilities. I want to make sure I fully understand how this corporate policy influenced your decision versus the program. Can you please clarify?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

STANDARD PRACTICE BATTERY [SKIP SECTION IF N3i<6]

- N21 Approximately, how long has use of energy efficient equipment been standard practice in your industry?
(RECORD NUMBER OF YEARS/MONTHS)
[OPEN END; 98=Don't know; 99=Refused]
- N22 Does your company ever deviate from the standard practice?
- 1 Yes
 - 2 No
 - 8 (Don't know)
 - 9 (Refused)

[ASK IF N22=1]

- N22a Please describe the conditions under which your company deviates from this standard practice.
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)
- N23 How did this standard practice influence your decision to implement this project through the program? (IF NEEDED: the project that included <PROJDESC>)
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)

- N23a Could you please rate the importance of the program versus this standard industry practice in influencing your decision to complete this project? Would you say the program was... (IF NEEDED: the project that included <PROJDESC>)
- 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)
- N24 To what industry group or trade organization do you look to establish standard practice for your industry?
- 00 [Record VERBATIM]
 - 98 (Don't know)
 - 99 (Refused)
- N25 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)

ADDITIONAL PROJECTS

[ASK IF NSAME>0]

- N26 Our records show that your company also received a financial incentive from Ameren Illinois for <NSAME> other custom project(s).

Was it a single decision to complete all of those custom projects for which you received an incentive from Ameren Illinois or did each project go through its own decision process?

- 01 Single Decision
- 02 Each project went through its own decision process
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

SPILOVER MODULE

- TSP1 Thank you for discussing the new energy efficient equipment 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 Business Program, have you implemented 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 V_SP1]

SP1a On a scale of 0 to 10, where 0 means “no influence” and 10 means “greatly influenced,” how much did your experience with the program influence your decision to install high efficiency equipment on your own?
[SCALE 0-10; 98=Don’t know; 99=Refused]

SP1b On a scale of 0 to 10, where 0 means “definitely would not” and 10 means “definitely would,” how likely is it you would have still installed that high efficiency equipment if your organization had not participated in the Ameren Illinois Business Program?
[SCALE 0-10; 98=Don’t know; 99=Refused]

[ASK IF SP1a>5 OR SP1b≤5]

SP1c Please describe the influence of the program on your decision to install the high efficiency equipment.
[OPEN END; 98=Don't know; 99=Refused]

[GENERATE V_SP1=

IF QSP1A=WR,98,99 AND QSP1B<>WR,98,99 THEN EQUALS 10-QSP1B

IF QSP1A<>WR,98,99 AND QSP1B=WR,98,99 THEN EQUALS QSP1A

IF QSP1A<>WR,98,99 AND QSP1B<>WR,98,99 THEN EQUALS (QSP1A+(10-QSP1B))/2

IF QSP1A=WR,98,99 AND QSP1B=WR,98,99 THEN EQUALS 99

ALL ELSE EQUALS 0]

[SKIP TO FIRMOGRAPHICS IF V_SP1<8 OR V_SP1=99]

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.)

- 01 (Lighting: T8 lamps)
- 02 (Lighting: T5 lamps)
- 03 (Lighting: Highbay Fixture Replacement)
- 04 (Lighting: CFLs)
- 05 (Lighting: Controls / Occupancy sensors)
- 06 (Lighting: LED lamps)
- 07 (Cooling: Unitary/Split Air Conditioning System)
- 08 (Cooling: Room air conditioners)
- 09 (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=96,98,99, SKIP TO SP5]

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 SP5]

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 second 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>). Why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK SP5a IF SP5=3, ELSE SKIP TO SP6]

SP5a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

[SKIP IF SP3=96, 98, 99]

SP6 Now thinking about the SECOND measure that you installed, (If needed, read back measure: <SP3 RESPONSE>) why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK SP6a IF SP6=3, ELSE SKIP TO SP7]

SP6a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

[SKIP IF SP4=96, 98, 99]

SP7 And finally, thinking about the THIRD measure that you installed. (If needed, read back measure: <SP4 RESPONSE>), Why did you purchase this equipment without the financial incentive available through the program? [MULTIPLE RESPONSE, UP TO 3]

- 1 (Takes too long to get approval)
- 2 (No time to participate, needed equipment immediately)
- 3 (The equipment did not qualify)
- 4 (The amount of the incentive wasn't large enough)
- 5 (Did not know the program was available)
- 6 (There was no program available)
- 7 (Had reached the maximum incentive amount)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

[ASK SP7a IF SP7=3]

SP7a Why didn't the equipment qualify?
[OPEN END; 98=Don't know; 99=Refused]

SP8 Thank you for sharing this information with us. We may have follow-up questions about the equipment you installed outside of the program. Would you be willing to speak briefly with a member of our team?

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

[ASK IF SP8=1]

REF2 Is <PHONE> <EXT> the best number to reach you at?

- 1 Yes
- 2 No [RECORD A DIFFERENT PHONE NUMBER]

- 8 (Don't know)
- 9 (Refused)

FIRMOGRAPHICS

F1a I just have a few questions about your company remaining.

What is your company's business type?

(PROBE, IF NECESSARY)

- 01 (Grocery)
- 02 (Medical)
- 03 (Hotel/Motel)
- 04 (Office)
- 05 (Restaurant)
- 06 (Retail/Service)
- 07 (Warehouse/Distribution)
- 08 (Community/recreational center)
- 09 (Non-profit organization)
- 10 (Agriculture)
- 11 (Gas station/convenience store)
- 12 (Light industry)
- 13 (Heavy industry)
- 14 (K-12 School)
- 15 (College/university)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F1b And is the business type of the facility in which this project was implemented in the same sector?

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

[ASK F1c IF F1b=2]

F1c What is the business type of the facility?

(PROBE, IF NECESSARY)

- 01 (Grocery)
- 02 (Medical)
- 03 (Hotel/Motel)
- 04 (Office)
- 05 (Restaurant)
- 06 (Retail/Service)
- 07 (Warehouse/Distribution)
- 08 (Community/recreational center)
- 09 (Non-profit organization)
- 10 (Agriculture)
- 11 (Gas station/convenience store)
- 12 (Light industry)
- 13 (Heavy industry)
- 14 (K-12 School)
- 15 (College/university)
- 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 What is the primary heating fuel type for the facility?

- 01 (Gas)
- 02 (Electric)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F4 What is the primary water heating fuel type for the facility?

- 01 (Gas)
- 02 (Electric)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

F5 Does your company pay the electric bill for this facility?

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

[ASK IF F3 OR F4=1]

F6 Does your company pay the gas bill for this facility?

- 1 Yes
- 2 No

- 8 (Don't know)
- 9 (Refused)

[ASK IF F5 OR F6=1]

- F7. Are the bills paid by staff at this facility or paid from another company location?
- 1 (Paid at this location)
 - 2 (Paid from another location)
 - 8 (Don't know)
 - 9 (Refused)

- F8 How old is this facility?
[NUMERIC OPEN END, 0 TO 150; 998=Don't know, 999=Refused]

[ASK F8b IF F8a=998]

- F8a 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)

- F9 How many employees, full plus part-time, are employed at this facility?
[NUMERIC OPEN END, 0 TO 9000; 9998=Don't know, 9999=Refused]

[ASK F10 IF F9=9998]

- F9a 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)

- F10 In comparison to other companies in your industry, would you describe your company as...?
- 1 Small
 - 2 Medium-sized
 - 3 Large
 - 4 (Not applicable)
 - 8 (Don't know)
 - 9 (Refused)

- F11 We appreciate the information that you have provided. This information is valuable to understanding the effects of the program. Would you be willing to have your individual responses shared with Ameren Illinois and the Illinois Commerce Commission to assist them in making decisions about future programs?

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

9 (Refused)

Those are all of the questions I have. Thank you for your participation in this study.



**Ameren Illinois Evaluation:
C&I Custom Program**

Metering and Monitoring Pilot Participant In-Depth Interview Guide

August 2016 -FINAL

Name of Interviewee: _____ Date: _____

Title: _____ Company: _____

[Note to Reviewer] The Interview Guide is a tool to guide interviews with utility staff and implementation contractors to support Opinion Dynamics' PY8 evaluation of the Ameren Illinois C&I custom Metering and Monitoring Pilot Program. The guide helps to ensure the interviews include questions concerning the most important issues being investigated in this study. Follow-up questions are a normal part of these types of interviews. Therefore, there will be sets of questions that will be more fully explored with some individuals than with others. The depth of the exploration with any particular respondent will be guided by the role that individual played in the program's design and operation, i.e., where they have significant experiences for meaningful responses. The interviews will be audio taped and transcribed.

Introduction

Hi, may I please speak with [NAME]?

My name is _____ and I'm calling from Opinion Dynamics. We are part of the team conducting the evaluation of AIC's Metering and Monitoring Pilot Program and we're currently in the process of conducting interviews with representatives who participated in this program. The questions will likely take about half an hour to complete. Is this a good time to talk? [IF NOT, SCHEDULE A CALL BACK.]

Roles and Responsibilities

1. Can you briefly describe your organization and your role in this organization {PROBE: organization type}

Project Background

2. Can you please describe how you monitored your facility's energy use before participating in the M&M pilot?
 - a. Did you have a single master meter or submeters? If submeters, what did they meter (e.g., specific buildings, floors, equipment)?
 - b. How did you track your facility's energy use over time (e.g., Portfolio Manager, dedicated energy tracking software like WegoWise, or internal spreadsheet)?

- c. IF COMPANY HAS MULTIPLE FACILITIES: Is this strategy typical for your company's other facilities? If not, what is the typical strategy?
3. Did you use your facility's monitoring strategy to identify energy savings opportunities, before you enrolled in the program?
 - a. If yes, what opportunities did you identify? Did you make improvements based on these opportunities? What were they?
4. Please describe how your facility's energy use monitoring strategy has changed since participating in the M&M pilot.
 - a. What hardware and software did you install/implement?
 - b. What supplier did you use?
5. Did you install a single master meter or submeters through the metering and monitoring pilot program? What type of equipment is metered? [PROBE: COMPRESSED AIR, HVAC. etc.]

Program participation

6. How did you learn about the metering and monitoring program?
7. Why did you decide to participate in the metering and monitoring program?
 - a. Was there a specific person who was important in your decision to participate?
8. What were your initial goals for participating in the M&M program?
9. Do you have any opinions about the cost structure of the incentive? [PROBE: Ask about two-part incentive with 50% of installation cost "base program" and \$0.01/kWh performance incentive, return on investment]
10. Did you enroll in the secondary "performance" incentive component of the metering and monitoring program?

[Ask if answer to 11 is no]

- a. Why did you decide not to enroll in the "performance" incentive component of the program? What about this component would have to change to encourage you to enroll?
11. How did you use the energy usage information from your M&M project?
12. Have you identified any savings opportunities since participating in the M&M program?
 - a. Did you identify these savings using equipment/software from the M&M pilot program?
 - b. What specific actions did you take to implement savings opportunities identified through the M&M pilot program [Probe: which equipment did you install/replace]?
 - c. Did you get an incentive for any of the equipment that you installed/replaced?
13. Do you know how much energy you saved by identifying savings opportunities through installing meters through this program?

[Ask if answer to 13 is yes]

- b. How much energy did you save? [Probe: kWh]

Program Effectiveness

Now I'd like to get your perspective on your general experience with this program

14. How satisfied were you with the application review process? [Probe: Did you face any issues during the application review process? Please describe the issues that you faced.]
15. How would you describe your satisfaction level with your M&M supplier?
16. Do you feel that you used the energy usage information from your M&M project effectively? Why or why not? Can you think of anything that would help you use this information more effectively?
17. In general, what have been the biggest benefits of installing a metering and monitoring project in your facility?
18. Overall, what have been the biggest challenges of installing a metering and monitoring project at your facility?
[Probes:
 - Budget Constraints for M&M equipment, low budget priority
 - M&M technology can be considered an added cost burden, potential risk to return on investment for energy savings projects can increase when M&M equipment is factored into the project.
 - Time availability to analyze the collected data
19. How did you overcome the challenges you faced when implementing your metering and monitoring project?
20. Are there elements in design, structure, and/or operation of the program that should be modified to make the program work better? If so, what would you recommend? Why do you think this change is needed?

Opportunities for Program Improvement and Evaluation Priorities

21. Do you have any other final comments or suggestions for us?

Thank you very much for taking the time to assist us with this evaluation. Your contribution is a very important part of the process. Do you mind if we follow-up with you by phone or e-mail later, if additional questions arise?



Ameren Illinois Energy Efficiency Program Business Program Evaluation

PY8 Staffing Grant Participant Interview Guide

June 2016

The evaluation team plans to use this interview guide to structure calls with PY8 Staffing Grant recipients. The goal of the interviews is to gather information regarding free-ridership, spillover, barriers to project implementation, and satisfaction with the offering. We will attempt to reach each Staffing Grant recipient, up to ten participants.

Introduction

Hi, may I please speak with [NAME FROM LIST]?

My name is _____ and I'm calling from Opinion Dynamics on behalf of Ameren Illinois Company. We are conducting interviews with staffing grant recipients and would like to get your feedback on this program offering. My questions will likely take about twenty minutes to complete. Is this a good time to talk? [IF NOT, SCHEDULE A CALL BACK.]

Project Verification

Before we begin, I would also like to confirm the other projects that <COMPANY> completed through the Ameren Illinois' Energy Efficiency Program Business Program as a result of the staffing grant between June 1, 2015 and May 31, 2016.

V1. **USING THE TABLE BELOW:** Our records show that you implemented a <PROJECT TYPE> project at <ADDRESS>. Is that correct?

Project ID	Project Type	Address	Verified (Y/N)

Organizational Decision-Making & Barriers

Thank you. I'd like to start by talking about your company/organization.

D1a. Could you give me a general overview of your role within the company?

I would like to ask you about some possible obstacles that might prevent your organization from implementing energy saving projects.

- D1b. Please describe your company's current process for deciding whether to implement an energy saving project at your facility. [PROBE FOR: how the company identifies opportunities, the criteria used to make decisions on implementation, main reasons why projects are or are not completed]
- D2. Before participating in this Program, had your company implemented any energy efficiency projects at this facility within the last three years?
___ Yes
___ No [SKIP to D4]
___ Don't Know [SKIP to D4]
___ Refused [SKIP to D4]
- D3. Not counting the one(s) implemented as a result of the Staffing Grant, approximately how many energy efficiency projects have been completed within the last three years?
- D3a. [IF D3>0] Please describe these projects that were implemented. [CHECK AGAINST HISTORY OF PROJECTS FROM DATABASE AND PROBE IF DISCREPANCIES.]
- D4. Within the last three years, have there been any energy efficiency projects that your company would like to have installed but was not able to?
___ Yes
___ No [SKIP to N1]
___ Don't Know [SKIP to N1]
___ Refused [SKIP to N1]
- D4a. [IF D4=Yes] Please describe the projects that were unable to be implemented.
- D5. Please describe what you see as primary obstacles to implementing energy saving projects at your company. IF NOTHING MENTIONED, PROBE FOR:
a. The availability of staff to oversee project implementation
b. Support from key people within your organization
c. Lengthy decision-making processes
d. Lack of interest among key decision-makers
e. Inability to gain consensus among decision-makers to participate
f. Lack of capital/difficulty obtaining capital from your organization
- D6. What other obstacles, if any, do you see to implementing energy saving projects? [OPEN END]

Net-To-Gross Module

Now I have some questions about your company's decision to apply for the staffing grant.

- N1. Before learning about the staffing grant, did you have staff at your facility dedicated to the implementation of energy saving projects more generally?
___ Yes
___ No [SKIP to N3a]
___ Don't Know [SKIP to N3a]

Refused [\[SKIP to N3a\]](#)

N2. Please describe the roles, responsibilities, and number of those staff members.

N3a. And as a result of receiving the staffing grant, did you hire external staff to support the implementation of energy efficiency projects?

- Yes
 No [\[SKIP to N5\]](#)
 Don't Know [\[SKIP to N5\]](#)
 Refused [\[SKIP to N5\]](#)

N3b. Please describe the roles, responsibilities, and number of external staff members hired through the grant.

N4a. And as a result of receiving the staffing grant, did you reassign internal staff to support the implementation of energy efficiency projects?

- Yes
 No [\[SKIP to N5\]](#)
 Don't Know [\[SKIP to N5\]](#)
 Refused [\[SKIP to N5\]](#)

N4b. Please describe the roles, and responsibilities, and number of staff members who were reassigned.

N5. [\[IF N3a AND N4a=No\]](#) What did you use the grant money for?

N6. Using a scale from 0 to 10 where 0 is “not at all important” and 10 is “extremely important,” how important was the staffing grant to your ability to implement the energy saving projects we mentioned earlier at your facility?

N7. Were there any factors, other than the staffing grant, that had an impact on your ability to implement energy saving projects at your facility?

- Yes
 No [\[SKIP to N10\]](#)
 Don't Know [\[SKIP to N10\]](#)
 Refused [\[SKIP to N10\]](#)

N8. What were the factors that had an impact on your ability to implement energy saving projects?

N9. [IF ANY LISTED:](#) Using the same 0 to 10 scale, how would you rate the importance of these other factors as a group?

USING THE TABLE BELOW:

Let's walk through your <NUM> projects.

N10. First, for each one, please tell me how likely you would have been to complete the project if the staffing grant had not been available. Please use a likelihood scale from 0 to 10 where 0 is “Not at all likely” and 10 is “Extremely likely.”

N11. And for each one, please also tell me when the project may have occurred if the staffing grant had not been available. Would you say: never, at roughly the same time, within a year, within two years or within three years?

Project ID	Project Type	Likelihood	Timing

N12. If you had not received a staffing grant, which of these projects do you think you would and would not have completed between June 2015 and May 2016?

Spillover

S01. Since your receipt of the staffing grant, have you implemented any additional projects at this or another facility for which you did NOT receive an incentive from Ameren Illinois or a government program?

[IF S01=YES]

S02. On a scale of 0 to 10, where 0 means “no influence” and 10 means “great influence,” how much influence did the staffing grant have on your decision to install additional energy efficiency measures without an incentive? [SCALE 0-10; 98=Don’t know, 99=Refused]

S02a. Why did you give this rating?

[IF S02>7]

S03. What measures did you install?

[IF S02>7]

S04. We will be conducting some follow-up calls with program participants to gather additional information about their projects. Would you be willing to speak with an engineer about the measures you just described?

Process Module

P1. How did you learn about the staffing grant offering?

P2. Did you receive assistance from Ameren Illinois Energy Efficiency Program staff in filling out the staffing grant application? Did you meet with any program staff members to talk about the offering? How helpful was your interaction with the program?

[IF NOT COVERED ABOVE]

P3. Please describe why you decided to apply for the staffing grant.

P5. How satisfied were you with each of the following? Please use a scale of 0 to 10, where 0 is “very dissatisfied” and 10 is “very satisfied”

- a. The application process
- b. The final review process

c. The grant award process

- P7. What challenges, if any, did you encounter in implementing the projects you planned to complete through the staffing grant between June 2015 and May 2016? [\[REFERENCE NUMBER OF INITIAL PROJECTS IN PIPELINE\]](#)
- P8. What do you see as the main benefits of the staffing grant?
- P9. What drawbacks, if any, do you see in receiving a staffing grant?
- P10. What, if anything, could the program do to improve the staffing grant offering or the Ameren Illinois Energy Efficiency Program more generally?
- P11. To the best of your knowledge, is your company likely to continue participating in the Ameren Illinois Energy Efficiency Program?
- P12. Can you explain why you're <likely/unlikely> to continue participating?

Those are all of the questions I have. Thank you for your participation in this study.