Evaluation of Illinois Energy Now Savings Through Efficient Products Program

June 2014 through May 2015

Prepared for:
Illinois Department of Commerce and Economic Opportunity

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Executive Summary

This report presents the results of measurement and verification efforts (M&V) for the Illinois Department of Commerce and Economic Opportunity (hereinafter referred to as the "Department of Commerce") Savings Through Efficient Products (STEP) Program implemented in Illinois during electric program year seven (EPY7) and natural gas program year four (GPY4), from June 2014 to May 2015.

The STEP Program is a self-install program that provides free energy-saving measures to all Illinois public facilities (including schools), such as LED exit signs and lamps, CFLs, low-flow showerheads, faucet aerators, low-flow pre-rinse spray valves, occupancy sensors, and vending machine controls. The program differs from a traditional direct install program in that the equipment is self-installed by the participants.

Data for the study were collected through review of program materials, and interviews with Department of Commerce staff members, program implementation contractor staff members, program participants, and contractors.

The main features of the approach used for the evaluation are as follows:

- Verifications of installation for the STEP program were completed through a review of program documentation substantiating that the measures were installed.
- An analytical review of program measures was performed to verify gross savings estimates. The algorithms and stipulated values outlined in the Illinois Statewide TRM Version 3.0 were used to estimate the gross savings for the STEP program.
- Interviews were conducted with program implementation staff from Midwest Energy Efficiency Association (MEEA) and University of Illinois at Chicago Energy Resources Center (ERC) to obtain information for the evaluation.
- The estimation of free ridership and net program savings was based on participant decision maker survey responses. In total, 30 decision makers completed the survey for the STEP Program.

During EPY7/GPY4 the STEP Program distributed a total of 15,997[1] measures. The gross and net ex post electric savings for the STEP program during EPY7/GPY4 are summarized in Table ES-1. During the EPY7/GPY4 period, gross ex post electric savings total 4,143,990 kWh. Net ex post electric savings total 3,977,114 kWh. The net-to-gross ratio is 96%.

[1] Of the 15,997 measures distributed in EPY7/GPY4, 3,848 will have their energy savings evaluated in EPY8/GPY5 due to verification issues discussed in Section 2.1.4.2.

Table ES-1 Summary of kWh Savings for EPY7/GPY4 STEP Program

Utility	*Ex Ante kWh Savings*	*Gross Ex Post kWh Savings*	*Gross Realization Rate*	*Net Ex Post kWh Savings*	*Net-to-Gross Ratio*
Ameren	1,042,030	806,436	77%	778,644	97%
ComEd	3,015,070	3,337,554	111%	3,198,470	96%
Total	4,057,101	4,143,990	102%	3,977,114	96%

Gross and net ex post therm savings are summarized in Table ES-2. During EPY7/GPY4, net ex post natural gas savings total 166,696 therms. The net-to-gross ratio is 90%.

Table ES-2 Summary of Therm Savings for EPY7/GPY4 STEP Program

Utility	*Ex Ante Therm Savings*	*Gross Ex Post Therm Savings*	*Gross Realization Rate*	*Net Ex Post Therm Savings*	*Net-to-Gross Ratio*
Ameren	44,169	38,070	86%	33,301	87%
Nicor	34,551	31,549	91%	28,198	89%
North Shore	2,113	1,402	66%	1,272	91%
Peoples	97,041	95,675	99%	86,435	90%
Total	177,874	166,696	94%	149,206	90%

The gross ex post peak kW savings for the STEP Program during EPY7/GPY4 are summarized in Table ES-3. During this period, gross ex post peak energy savings total 778.42 kW. Net ex post peak energy savings total 746.14 kW. The net-to-gross ratio is 96%.

Table ES-3 Summary of Peak kW Savings for EPY7/GPY4 STEP Program

Utility	*Ex Ante kW Savings*	*Gross Ex Post kW Savings*	*Gross Realization Rate*	*Net Ex Post kW Savings*	*Net-to-Gross Ratio*
Ameren	125.34	129.62	103%	125.62	97%
Comed	615.87	648.80	105%	620.51	96%
Total	741.21	778.42	105%	746.14	96%

The following are the key findings and recommendations from the EPY7/GPY4 program process evaluation.

- Net energy savings increased from EPY6/GPY3 by 34,208 therms and 1,281,250 kWh despite additional restrictions placed on program participation.
- The STEP Program strategic objectives and role in the portfolio of efficiency programs offered by the Department of Commerce were clarified for the EPY7/GPY4 program year. The clarified intent of the program is for it to act as a gateway to other Department of Commerce incentive programs.
- The program was effective at targeting facilities that had not previously participated in the program, with tracking data and survey results suggesting at least two-thirds of participants had not previously participated in the program.

- The program has moved to an electronic process for implementing site assessments and the selection of measures to improve the efficiency of the program process and quality of data collected.
- Program tracking data has improved from the prior year and includes unique identifiers linking project level and measure level data. A few issues were identified with the completeness of data provided. Additionally, the program is currently tracking activity in spreadsheets and the Illinois Energy Now Information Management System.

ADM offers the following recommendations for consideration:

- Monitor STEP Program participants' future participation in Department of Commerce programs to determine if the program is effectively functioning as a gateway to the incentive programs.

1. Introduction

This report presents the results of the impact and process evaluations of Illinois's Savings Through Efficient Products (STEP) Program offered by the Illinois Department of Commerce and Economic Opportunity (hereinafter referred to as the "Department of Commerce"). This report presents results for activity from the program during electric program year seven (EPY7) and natural gas program year four (GPY4), from June 2014 to May 2015.

1.1 Description of Program

The STEP Program offers qualified public facilities energy-saving equipment at no cost. The program was originally offered as a self-install component of the Lights for Learning® program, but has since been renamed and established as a separate program. Some products offered through the STEP Program include: LED exit signs, low-flow faucet aerators, low-flow showerheads, low-flow pre-rinse spray-valves, CFLs, vending machine controls, occupancy sensors, and exterior LED bulbs.

The participation process is as follows:

- STEP begins with a free onsite facility energy assessment to identify opportunities for upgrades.
- Midwest Energy Efficiency Alliance (MEEA) orders applicable products and provides a comprehensive report outlining the free upgrades and relevant information about additional statewide energy savings programs.
- Facility maintenance staff members install the energy-saving products within four months of delivery or by May 31, (whichever date comes first), resulting in energy and cost savings for the facility
- Following installation, program participants send MEEA signed verification forms and photographs of the energy saving measures.

The STEP Program is funded by the Department of Commerce and administered by the Midwest Energy Efficiency Alliance (MEEA), with assistance from Energy Resources Center (ERC) engineers and Green Home Experts, the product supplier

The program distributed 15,997 measures in EPY7/GPY4; a breakdown of the measures is shown in Table 1-1 below.

Table 1-1 Total Measures Distributed By Type

Program Measure Name	*Distributed in EPY7/GPY4*
Aerator	2,141
CFL	1,751
LED Exit Sign	3,160
LED Screw-in Bulb	363
Low Flow Pre-Rinse Spray Valve	95
Low Flow Showerhead	2,284
Occupancy Sensor	6,001
Vending Machine Control	202
Total	15,997

1.2 Overview of Evaluation Approach

The overall objective for the impact evaluation of the STEP Programs was to determine the EPY7/GPY4 gross and net electric energy savings, peak demand reductions, and natural gas savings resulting from the measures distributed by the program.

The approach for the impact evaluation was based on the following features:

- Verifications of installation for the STEP program were completed through a review of program documentation substantiating that the measures were installed.
- An analytical review of program measures was performed to verify gross savings estimates. The algorithms and stipulated values outlined in the Illinois Statewide Technical Resource Manual (TRM) Version 3.0 were used to estimate the gross savings for the STEP Program.
- Relevant MEEA and ERC program implementation staff members were interviewed to obtain information for the evaluation.
- The estimation of free ridership and net program savings was based on participant decision maker survey responses. In total, 30 decision makers completed the survey for the STEP Program.

1.3 Organization of Report

This report on the impact and process evaluation of the STEP Program for EPY7/GPY4 is organized as follows:

- Chapter 2 presents and discusses the analytical methods and results of estimating gross savings for measures installed under each program.
- Chapter 3 presents and discusses the analytical methods and results of estimating net savings of each program.
- Chapter 4 presents and discusses the analytical methods and results of the process evaluation of each program.

- Appendix A provides a copy of the questionnaire used for the survey of participants in the STEP Program.
- Appendix B provides the results of the surveys used for STEP Program participants.

2. Estimation of Gross Savings

This chapter discusses the estimation of gross electric and natural gas energy savings resulting from measures installed through the STEP Program during EPY7/GPY4, the period from June 2014 through May 2015. Section 2.1 describes the methodology used for estimating gross savings. Section 2.2 presents the results from the calculation of savings for measures distributed through the program.

2.1 Methodology for Estimating Gross Savings

The M&V approach for the STEP Program is aimed at the following:

- Verifying the total number of program participants;
- Verifying the number of program participants with eligible savings for the EPY7/GPY4 program year;
- Verifying the number of measures distributed as a result of the program;
- Determining the number of measures that are currently installed; and
- Estimating energy savings in accordance with the Illinois Statewide Technical Reference Manual (TRM) Version 3.0.

2.1.1 Review of Documentation

Department of Commerce's program implementation contractor, MEEA, provided in-depth documentation pertaining to all measures distributed through the program. The first step in the evaluation effort was to review this documentation and other program materials relevant to the evaluation effort. For each energy efficient measure distributed, the available documentation was reviewed, with particular attention given to the calculation procedures and documentation for savings estimates.

The savings calculations for each public facility were reviewed to determine the following:

- The methodology used to estimate savings;
- The assumptions used in the calculations and their sources; and
- The correctness of calculations.

2.1.2 Analytical Desk Review

ADM reviewed the energy savings algorithms used by program staff to estimate gross kWh and therm savings of the measures distributed through the program. This review was performed to verify that ex ante saving estimates are calculated using the appropriate assumptions and algorithms outlined in the Illinois Statewide TRM. Ex ante savings calculations were checked to verify that calculation errors were not made and that the reported results are replicable.

2.1.3 Procedures for Estimating Savings

ADM applied the algorithms and stipulated values outlined in the TRM to estimate the gross energy savings of the STEP Program. ADM utilized input values specific to each participant in the calculation methodologies, where applicable. The TRM sections for aerators, CFLs, and LED bulbs have errata; however, savings are not impacted. Table 2-1 displays each program measure and the corresponding section of the TRM.

Table 2-1 Illinois TRM Sections Applied to the STEP Program

Program Measure Name	*TRM Measure Name*	*Section in Illinois TRM*
Aerator	Low Flow Faucet Aerators	4.3.2
CFL	Commercial ENERGY STAR Compact Fluorescent Lamp (CFL)	4.5.1
LED Exit Sign	Commercial LED Exit Signs	4.5.5
LED Screw-in Bulb	LED Bulbs and Fixtures	4.5.4
Low Flow Pre-Rinse Spray Valve	High Efficiency Pre-Rinse Spray Valve	4.2.11
Low Flow Showerhead	Low Flow Showerheads	4.3.3
Occupancy Sensor/Wall Switch	Occupancy Sensor Lighting Controls	4.5.10
Vending Machine Control	Beverage and Snack Machine Controls	4.6.2

2.1.4 Results of Gross Savings Estimation

The STEP Program distributed 15,997[2] energy efficiency measures to 320 participants during the EPY7/GPY4 program year. ADM reviewed the tracking database for data entry errors such as duplicate or erroneous entries.

Gross ex post electric savings are summarized in Table 2-2. The gross and electric savings during the June 2014 through May 2015 period is 4,143,990 kWh.

[2] Of the 15,997 measures distributed in EPY7/GPY4, 3,848 will have their energy savings evaluated in EPY8/GPY5 due to verification issues discussed in Section 2.1.4.2.

Table 2-2 Summary of kWh Savings for STEP Program

Utility	*Ex Ante kWh Savings*	*Gross Ex Post kWh Savings*	*Gross Realization Rate*
Ameren	1,042,030	806,436	77%
ComEd	3,015,070.19	3,337,554	111%
Total	4,057,101	4,143,990	102%

Gross ex post natural gas savings are summarized in Table 2-3. The gross ex post natural gas savings during the June 2014 through May 2015 period are 166,696 therms. The realization rate is 94%.

Table 2-3 Summary of Therm Savings for STEP Program

Utility	*Ex Ante Therm Savings*	*Gross Ex Post Therm Savings*	*Gross Realization Rate*
Ameren	44,169	38,070	86%
Nicor	34,551	31,549	91%
North Shore	2,113	1,402	66%
Peoples	97,041	95,675	99%
Total	177,874	166,696	94%

Gross ex post peak electric savings are summarized in Table 2-4. The gross ex post peak electric savings during the June 2014 through May 2015 period are 778.42 kW. The realization rate is 105%.

Table 2-4 Summary of Peak kW Savings for STEP Program

Utility	*Ex Ante kW Savings*	*Gross Ex Post kW Savings*	*Gross Realization Rate*
Ameren	125.34	129.62	103%
ComEd	615.87	648.80	105%
Total	741.21	778.42	105%

Lifetime savings for program activity verified in EPY7/GPY4 are 38,388,023 kWh and 1,571,596 therms.

2.1.4.1 Discussion of Realization Rate

The difference between ex ante and gross ex post kWh savings is attributable to differences in the selection of TRM deemed annual hours of operation and the ex ante calculation misestimating the change in wattage for CFL screw-in bulbs, LED exit signs, and LED screw-in bulbs. Additionally, a 100% installation rate was applied to all measures where an installation rate is present in the savings algorithm as measure installation was verified through program documentation.

The discrepancy between ex ante and gross ex post therms is attributable to differences in the selection of TRM deemed annual hours of operation and ADM's use of measure specific gallons per minute ratings in savings calculations where appropriate. Additionally, a 100% installation rate was applied to all measures where an installation rate is present in the savings algorithm as measure installation was verified through program documentation.

2.1.4.2 Discussion of Unverified Measures

STEP program administrative funds have been unavailable since the start of the 2015-2016 State of Illinois fiscal year on July 1, 2015. Until the State of Illinois approves funding, STEP Program administrative funds will continue to be unavailable, adversely impacting MEEA's ability to pursue ongoing verification of program measure installation.

As of November 1, 2015, MEEA did not obtain installation verification for 3,848 of measures distributed during EPY7/GPY4. While verification of installation of these measures may occur during EPY8/GPY5, allowing for the energy savings of such measures to be attributed to the program for EPY8/GPY5, the program costs associated with these measures will be inputs to the cost effectiveness testing of the EPY7/GPY4 STEP Program. Table 2-5 displays the breakdown of measures distributed, verified, and unverified.

Table 2-5 Measure Verification Breakdown

Program Measure Name	*Distributed EPY7/GPY4*	*Verified and Evaluated in EPY7/GPY4*	*Unverified*
Aerator	2,141	1,836	305
CFL	1,751	1,640	111
LED Exit Sign	3,160	2,776	384
LED Screw-in Bulb	363	235	128
Low Flow Pre-Rinse Spray Valve	95	82	13
Low Flow Showerhead	2,284	2,149	135
Occupancy Sensor/Wall Switch	6,001	3,252	2,749
Vending Machine Control	202	179	23
Total	15,997	12,149	3,848

3. Estimation of Net Savings

This chapter reports the results of estimating the net impacts of the STEP Program during EPY7/GPY4, the period June 2014 through May 2015.

3.1 Procedures Used to Estimate Net Savings

Net savings are defined as the portion of gross savings that can be attributed to the effects of the program. The savings attributed to the program are comprised of two components, the program gross savings, less any free ridership effects, and spillover effects.

Free riders of a program are defined as those participants that would have implemented the same energy efficiency measures and achieved the observed energy changes, even in the absence of the program. That is, because the energy savings realized by free riders are not induced by the program, these savings should not be included in the estimates of the program's actual (net) impacts. Without an adjustment for free ridership, some savings that would have occurred naturally would be attributed to the program.

Spillover effects occur when energy savings accrue that are not included in program gross energy savings but are attributable to the program. That is, spillover savings result from program induced measures implemented outside of the program.

ADM performed a net savings analysis to estimate the impacts of the energy efficiency measures attributable to the STEP Program that were net of free ridership and inclusive of participant spillover using a self-report methodology. Information on the program's impact on the participants' decision making was collected from a sample of program participants through a decision-maker survey. Appendix A provides a copy of the survey instrument.

The following subsections describe the procedures used to develop participant free-ridership scores.

3.1.1 Free Ridership Component Scores

Three component scores to estimate the likelihood that a participant would have implemented the project in the absence of the program were calculated to estimate free ridership.

The No-Program Score is the numeric response to the following question:

> "Using a scale from 0 to 10, where 0 is 'Not at all likely' and 10 is 'Extremely likely', if the Department of Commerce's program had not been available, what is the likelihood that you would have implemented exactly the same quantity of [MEASURE] at exactly the time that you implemented it?"

The Program Components Score is based on ratings of the importance of various factors related to the decision to implement the project. Participants rate the importance of program and non-program factors. The Program Components Score is calculated as 10 - the highest rating of the following program factors:

- Availability of the free energy saving measures;
- Technical assistance from program staff;
- Program staff recommendation;
- Program administrator marketing materials; and
- Endorsement or recommendation by program partner staff.

The Program Influence Score is based on the relative importance of program and non-program factors to the decision to implement the measure. After rating the program and non-program factors, survey respondents were asked to allocate 10 points to program and non-program factors that reflected the importance of the program and other considerations to their decision to implement the project. Specifically, respondents were asked the following:

> "If you were given a TOTAL of 10 points that reflect the importance in your decision to implement the [MEASURE], and you had to divide those 10 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?"

The Program Influence Score is equal to 10 minus the points allocated to the program factor.

The respondents overall free-ridership score for the participant is calculated as the average of the No-Program, Program Components, and Program Influence scores.

3.1.2 Consistency Checks

Various checks of the consistency of responses provided by respondents were incorporated into the survey design. Additional questions were asked of respondents who provided responses to two or more questions that could imply that the program is both influential and not influential. In most cases the survey subsequently provided respondents an opportunity to revise their original numeric response, but in some cases, the respondents were asked to explain why the responses differed. The survey instrument in Appendix A provides additional information about the specific consistency check questions and the conditions under which they were asked.

3.1.3 Participant Spillover

To assess whether or not spillover savings were associated with program participants, survey respondents were asked questions about energy saving projects implemented outside of a Department of Commerce program.

Respondents that reported installing additional measures outside of a Department of Commerce program were asked to provide information on the project. To determine whether or not the savings associated with measures are attributable to the program respondents were asked the following two questions:

1) "How important was your experience in the [PROGRAM] in your decision to implement this measure, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?"
2) "If you had not participated in the [PROGRAM], how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure?"

Based on responses to these two questions, a program attribution score is calculated as follows:

(Rating of Program Importance + (10 – Likelihood of Implementing without Participation)) / 2

Savings are considered attributable to the program if the score is equal to 7 or greater.

3.1.4 Survey Administration

EPY7/GPY4 program participants were surveyed by telephone. The sample was developed from data reported in the program-tracking database. Data were reviewed for missing or incomplete information. Additionally, participants were crosschecked across participation records from other programs in order to prevent the administration of multiple surveys to the same participant.

Program projects were defined as the installation of a measure at a single location. In total there were 76 unique decision-makers who participated in the program, of whom 30 completed the survey.

The final dispositions, as well as the response and cooperation rates are displayed in Table 3-1.

Table 3-1 Final Dispositions and Response and Cooperation Rates

	Percent of Contacts
Interview	
Complete	58%
Partial	2%
Eligible, non-interview	13%
Unknown eligibility, non-interview	62%
Not eligible	0%
Response Rate	46%
Cooperation Rate	97%

**AAPOR Cooperation Rate 3 and Response Rate 3 were used for the purpose of calculating response and cooperation rates.*

3.2 Results of Net Savings Estimation

The procedures described in the preceding section were used to estimate free ridership, spillover and net-to-gross ratios for the STEP Program for the period June 2014 through May 2015.

3.2.1 Free Ridership

Program level free ridership estimates were weighted by ex post gross energy savings.

Table 3-2 summarizes the free ridership scores for the electricity project sample of program participants. Overall, program level free ridership for electricity savings is .04.

Table 3-2 Summary of Free Ridership and Precision for kWh Savings

Sample Frame		*Survey Respondents*		*Weighted Free Ridership*	*Absolute Precision at 90% Confidence Level*
Number of Projects	*kWh Savings*	*Number of Respondents*	*kWh Savings*		
305	4,143,990	20	400,007	0.04	0.02

Table 3-3 summarizes the free ridership scores for the natural gas project sample of program participants. Overall, program level free ridership for electricity savings is .10.

Table 3-3 Summary of Free Ridership and Precision for Therm Savings

Sample Frame		*Survey Respondents*		*Weighted Free Ridership*	*Absolute Precision at 90% Confidence Level*
Number of Projects	*Therm Savings*	*Number of Respondents*	*Therm Savings*		
162	166,696	10	31,076	0.10	0.04

Figure 3-1 displays the distribution of free ridership scores for electricity saving projects. Most free ridership scores were less than .10 and none exceeded .40.

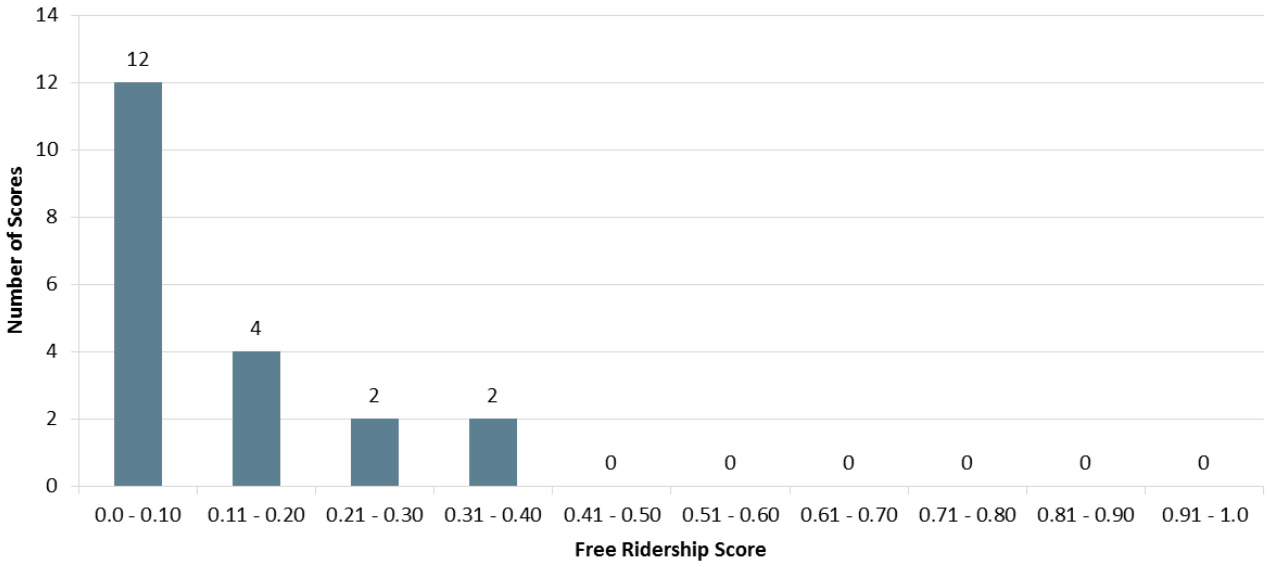

Figure 3-1 Free Ridership Scores for Electricity Saving Projects

Figure 3-2 displays the distribution of free ridership scores for the natural gas saving projects. Most free ridership scores were less than .10 and none exceeded .40.

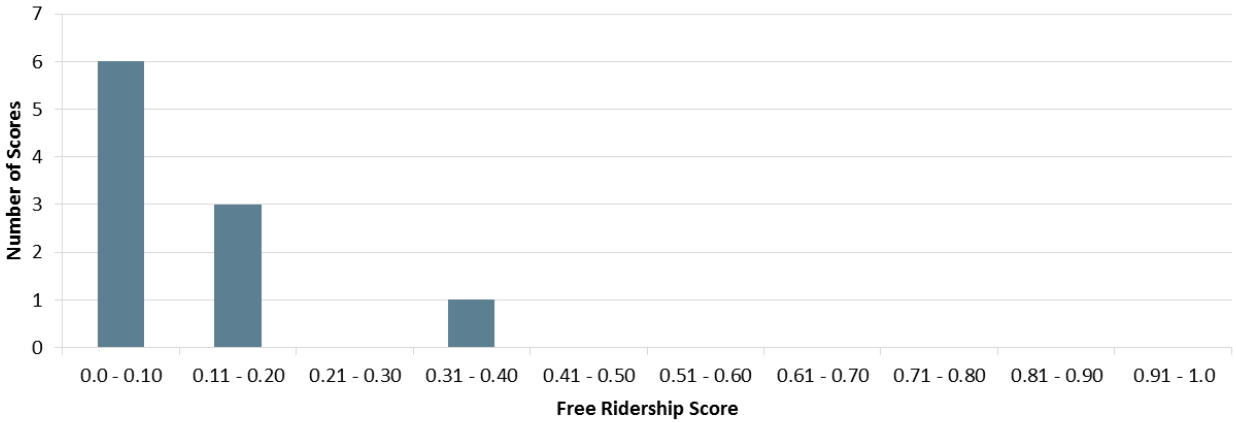

Figure 3-2 Free Ridership Scores for Natural Gas Saving Projects

3.2.2 Participant Spillover

None of the survey respondents identified any projects that qualified as program spillover.

3.2.3 Summary of Net Savings

Table 3-4 summarizes the net ex post kWh savings during the period June 2014 through May 2015. The net electricity savings achieved during the period are 3,977,114 kWh. The net-to-gross ratio is 96%.

Table 3-4 Summary of Net Ex Post kWh Savings

Utility	*Ex Ante kWh Savings*	*Gross Ex Post kWh Savings*	*Net Ex Post kWh Savings*	*Net-to-Gross Ratio*
Ameren	797,708	806,436	778,644	97%
ComEd	3,259,393	3,337,554	3,198,470	96%
Total	4,057,101	4,143,990	3,977,114	96%

Table 3-5 summarizes the net ex post therm savings during the period June 2014 through May 2015. The net natural gas savings achieved during the period are 149,206 therms. The net-to-gross ratio is 90%.

Table 3-5 Summary of Net Ex Post Therm Savings

Utility	*Ex Ante Therm Savings*	*Gross Ex Post Therm Savings*	*Net Ex Post Therm Savings*	*Net-to-Gross Ratio*
Ameren	44,169	38,070	33,301	87%
Nicor	34,551	31,549	28,198	89%
North Shore	2,113	1,402	1,272	91%
Peoples	97,041	95,675	86,435	90%
Total	177,874	166,696	149,206	90%

Table 3-6 summarizes the net ex post peak demand reductions during the period June 2014 through May 2015. The net peak demand reduction during the period is 778.42 kWh. The net-to-gross ratio is 96%.

Table 3-6 Summary of Net Ex Post Peak Demand Reductions

Utility	*Ex Ante kW Savings*	*Gross Ex Post kW Savings*	*Net Ex Post kW Savings*	*Net-to-Gross Ratio*
Ameren	125.34	129.62	125.62	97%
ComEd	615.87	648.80	620.51	96%
Total	741.21	778.42	746.14	96%

4. Process Evaluation

This chapter presents the results of the process evaluation for the Savings Through Efficient Products Program (STEP Program) during electric program year seven (EPY7) and natural gas program year four (GPY4). This chapter summarizes findings from staff interviews on program operational changes and participant survey findings.

4.1 Methodology for Process Evaluation

4.1.1 Evaluation Objectives

The purpose of the process evaluation is to examine program operations and results throughout the program operating year, and to identify potential program improvements that may prospectively increase program efficiency or effectiveness in terms of participation level and program satisfaction. The STEP Program design remained largely consistent from the prior year of operations. The most significant change was that the program focused on targeting facilities that had not previously participated in a Department of Commerce program.

This process evaluation was designed to document the operations and delivery of the STEP Program during EPY7/GPY4, defined as the period from June 2014 to May 2015.

Key research questions to be addressed by this evaluation include:

- Does the program meet the needs of various public sector market segments?
- How effective are the outreach efforts at recruiting facilities without prior experience participating in Department of Commerce Programs?
- How effective is the participation processes?
- How effective are internal communications and administrative processes?
- Do the documentation and project tracking systems and procedures support reporting, monitoring, and evaluation needs?
- How satisfied are participants?

The research activities to be undertaken to answer the research questions are described below.

4.1.2 Review of Program Documentation

ADM staff reviewed available program documentation including the program website, verification forms, and spreadsheets used to track program activity. The purpose of this review was to identify the key activities undertaken by the program, determine which entity is engaged in the activity, and to identify purposes and objectives of the activities.

4.1.3 Interviews with Program Staff

Interviews with program partner staff provided an opportunity to clarify our understanding of the key activities used to deliver the program and its intended objectives. Topics of discussion included changes made to program processes and materials during EPY7/GPY4 and key program successes and challenges.

4.1.4 Participant Surveys

Surveys of program participants were developed to assess participants' experience with implementing projects through the program. The objective of the survey was to assess program performance from the participants' perspective with the intent of developing actionable feedback to program staff. The topics covered included:

- Source of awareness of the program;
- Prior participation in Department of Commerce programs;
- Participants' assessment of the application process;
- Benefits of participating;
- Suggestions for improving the program;
- Program satisfaction.

4.1.5 Review of Program Tracking Data and System

ADM reviewed program tracking data to identify areas where data were missing or inaccurate. Program tracking data analysis serves as a key part of identifying various market segments or measures where the program is performing well or underperforming.

4.2 Summary of Findings

The following are the key findings and recommendations from the EPY7/GPY4 program process evaluation.

- The STEP Program strategic objectives and role in the portfolio of efficiency programs offered by the Department of Commerce were clarified for the EPY7/GPY4 program year. The clarified intent of the program is for it to act as a gateway to other Department of Commerce incentive programs.
- In accordance with the clarified objectives for targeting facilities that had not previously participated in Department of Commerce program or were located in the Nicor or North Shore service territories, program staff engaged in targeted outreach. The targeted outreach was primarily performed by conducting an internet search of public sector facilities and contacting them with program information by postal mail. Staff reported that approximately 10% of the targeted facilities expressed interest in the program and noted that this is a greater than typical response for direct mail outreach.

- Tracking data and survey responses indicate that the program was effective at targeting facilities that had previously not participated in a Department of Commerce program. Tracking data indicate that approximately 77% of facilities were first time participants. Similarly, 67% of survey respondents indicated they had not previously participated in a Department of Commerce program.
- Further supporting the program's role as a gate way to incentive programs, 31% of survey respondents reported that information about the Department of Commerce's programs was a primary benefit to participating in the program.
- An additional change made in support of improving the program's functioning as a gateway to other Department of Commerce programs was to cap the number of measures that participants may receive. The intent is to encourage participants to implement additional measures needed through an incentive program.
- The program was less effective in achieving its secondary objective of targeting facilities in the North Shore and Nicor service territories. Compared to the prior program year, the share of natural gas savings from projects in these service territories decreased.
- The program has moved to an electronic process for implementing site assessments and the selection of measures to improve the efficiency of the program process. Tablet computers are now used during the facility visits and the order request is sent electronically for processing by program staff. The use of electronic data collection has also enabled staff to implement data validation requirements to improve the thoroughness and quality of data collected.
- Program tracking data have improved from the prior year. The data now contain a unique identifier to link project level data (e.g., contact information, site location) with measure level data. However, a few issues were identified, namely incomplete contact information (for 12 sites) and missing facility location (for five sites). In addition to tracking of program activity in spreadsheets, staff is now entering program activity into the Illinois Energy Now Information Management System.

ADM offers the following recommendations for consideration:

- Monitor STEP Program participants' future participation in Department of Commerce programs to determine if the program is effectively functioning as a gateway to the incentive programs.
- Continue improvements to program data tracking. Considering using a single program activity tracking system (i.e., the Illinois Energy Now Information Management System) in order to reduce duplication of data entry.

4.3 Detailed Findings

4.3.1 STEP Program Participant Profile

Table 4-1 displays the sectors for the participating facilities and the share of participants that program staff reported previously participated in the Department of Commerce programs. Twenty-two percent of facilities were marked as having previously participated in a Department of Commerce program. As shown, the program saw participation from sectors that have been relatively less active in Department of Commerce programs, namely Local Government facilities and State facilities. Additionally, a small share of these facilities had previously participated in the Department of Commerce programs.

Table 4-1 Participant Sector

Sector	*Total Number of Projects*	*Percent Previously Participating in Department of Commerce Programs*
Local Government	172	8%
K-12 School	71	18%
Federal	36	100%
State	20	5%
University	20	40%

Program participants represented a wide variety of public sector facility types, as shown in Table 4-2. Schools were the most common participating facility type, followed by Park District facilities, and Transportation facilities.

Table 4-2 Participant Facility Type

Facility Type	*Total Number of Projects*	*Percent Previously Participating in Department of Commerce Programs*
School	71	18%
Park District	66	12%
Transportation	42	2%
Municipal Building	42	10%
Healthcare*	37	97%
Correctional Center	22	5%
University	20	40%
Fire Station	10	0%
Library	8	0%
Public Safety	1	0%

* The high previous participation rate for health care facilities was largely the function of a single healthcare organization with multiple participating facilities. None of the rates of previous participation among STEP program participants should be taken as indicative of previous participation rates for these facility types in the broader population.

Program staff kept records of how the participants found out about the program. Although this information was unknown for a sizable share of participants, the data collected suggest that partner collaboration and outreach have been generally effective at generating participation. The data suggest that nearly 60% of participants learned of the program through program outreach efforts, marketing outreach, or through participating in another program.

Table 4-3 How Participants Learned of Program

How Participants Connected with the Program	*Percent of Participants (n = 93)*
Unknown	33%
Trade Ally Rally	16%
ERC Referral	12%
SEDAC Referral	12%
STEP/MEEA Outreach (Other)	10%
DEPARTMENT OF COMMERCE Referral or Website	4%
Trade Association / Professional Group / Colleague	4%
STEP/MEEA Booth	2%
Program Website	2%
Through Participation in Lights for Learning Program	2%
Pamphlet	1%
Program Presentation	1%
Program Direct Outreach	1%

4.3.2 Participant Outcomes

This section summarizes results from a survey of program participants. In total, 30 respondents completed a STEP project during EPY7/GPY4 completed the participant survey. Table 4-4, Table 4-5, and Table 4-6 display firmographics for survey respondents.

Table 4-4 Survey Respondent Facility Types

Facility	*Percent of Respondents (n=30)*
Correctional Facility	25%
K-12 School/District	24%
Public Library	15%
Municipal Facility	15%
Fire Department	12%
University	10%
Park District	8%

Table 4-5 Payment of Utilities

Organization Pays Full Cost of Utility Service	*Percent of Respondents (n=30)*
Natural Gas	87%
Electricity	93%

Table 4-6 Facility Ownership

Ownership of Facility	*Percent of Respondents (n=30)*
Own and Occupy	93%
Rent	3%
Own and rent to someone else	3%

4.3.2.1 Source of Program Awareness

The most commonly reported source of program awareness was learning of the program from a friend or colleague (33%), followed by learning of the program at a trade ally rally (20%) and from a program representative (17%).

Table 4-7 Source of Awareness for Program

How did you learn about the incentives for energy saving improvements provided through the program?	*Percent of Respondents (n=30)*
From a friend or colleague	33%
At a Department of Commerce Trade Ally Rally	20%
From a Department of Commerce Program representative	17%
From a Trade Ally/contractor/equipment vendor/energy consultant	7%
The Department of Commerce Illinois Energy Now Newsletter	7%
The program website	7%
A presentation at a conference or workshop	3%
From a MEEA Program representative	3%
Other	3%

4.3.2.2 Prior Program Participation

During EPY7/GPY4, the STEP program focused on facilities that had not previously participated in other Department of Commerce programs. As shown in Table 4-8, the majority of survey respondents (67%) reported that their organization had not previously participated in a Department of Commerce program.

Table 4-8 Prevous Participation in a Department of Commerce Program

Before participating in the Program, did your organization participate in another Department of Commerce program?	*Percent of Respondents (n=30)*
Yes, at the participating location	13%
Yes, at another location	0%
Yes, both at this location and another location	10%
No	67%
Don't know	10%

4.3.2.3 Participant Satisfaction

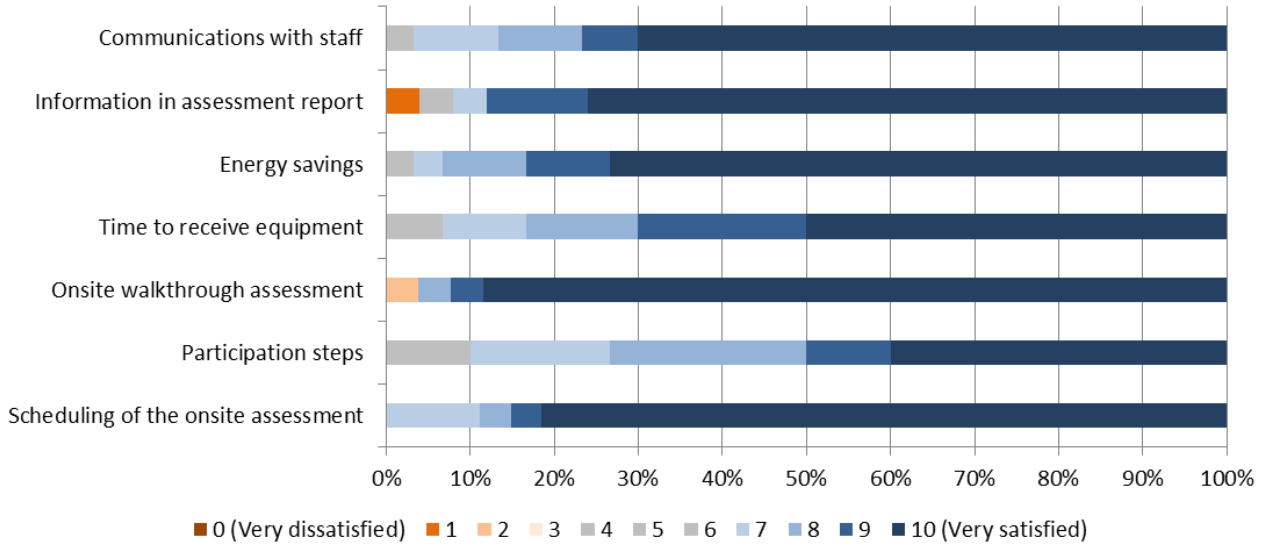

Figure 4-1 Participant Satisfaction

One participant indicated dissatisfaction with the information provided in the assessment report and during the walkthrough assessment. This respondent stated that the program represented indicated that the program did not do an adequate job of identifying energy saving opportunities at their facility.

Table 4-9 Benefits of Program Paticipation

What do you think are the primary benefits of the program?	*Percent of Respondents (n=16)**
The free equipment	56%
The information provided about the Department of Commerce's incentive programs	31%
Energy savings	69%
Cost savings	81%
Cost savings to the State	19%
Education	19%
Other	13%

**Because participants could choose more than one answer, the sum of percentages shown equals more than 100%*

Table 4-10 Suggestions for improving the Program

Do you have any suggestions to improve the program?	*Percent of Respondents (n=13)*
Expand program offerings	38%
Expand program/Increase funding	15%
Simplify program application	15%
Increase advertisement	15%
Faster processing time	8%
Other	8%

4.3.3 Program Operations

This section summarizes the core findings of the assessment of the STEP Program operations. This assessment is primarily informed by interviews completed with MEEA staff that implement and manage the program.

4.3.3.1 Program Objectives

Department of Commerce and MEEA have significantly improved the strategic focus for the STEP Program and its integration with the other Department of Commerce programs.

One of the key EPY7/GPY4 objectives for the program was to target facilities that had not previously participated in the program and to use it as a gateway to other Department of Commerce incentive programs. To this end, the program initially targeted facilities that had not previously completed a Department of Commerce incentive project. However, previous Department of Commerce participants were allowed to participate under the following conditions:

- Facilities that had previously participated in Department of Commerce program were allowed to receive gas saving measures.

- A few facilities that the program had not been able to serve during the prior program year were rolled over to EPY7/GPY4.
- The participating organizations that had not previously received incentives through a Department of Commerce program tended to be smaller than prior program participants. Consequently, the program met its facility participation cap without fully utilizing its budget. Once the cap was met, the program targeted facilities with high savings potential, regardless of prior participation in Department of Commerce programs.
- The prior participation requirement was assessed based on facility address. Participating organizations and decision makers may have previously received incentives from Department of Commerce from other facilities.

The program targeted facilities in the North Shore and Nicor Gas service territories, in addition to targeting facilities that had not previously participated in a Department of Commerce program. Facilities were targeted in these regions to help the Department of Commerce meet its savings goals for these service territories. There was also a push to complete projects in the Ameren service territory because the program has seen relatively fewer projects completed in this region in prior years.

To improve the integration of the program with the other incentive programs offered by the Department of Commerce, the program implemented caps on the number of products that participants can receive. These caps are intended to encourage organizations with a need for large numbers of measures to participate in other Department of Commerce incentive programs rather than receiving all measures at no cost.

Staff also noted that the design of the program as a self-direct install program is intended to facilitate participants' engagement with improving the efficiency of their facilities. The intent is that by providing the walkthrough energy assessment reports and participants' self- installation of the products, participants will feel empowered to make additional efficiency improvements.

4.3.3.2 Program Marketing and Outreach

Promotion of the program at the Department of Commerce's Trade Ally Rallies, which are attended by potential public sector participants in addition to trade allies, was one of the key outreach activities. Staff reported that a relatively large share of the EPY7/GPY4 program participants learned of it at the Trade Ally Rallies.

The program also engaged in targeted outreach to facilities located in the North Shore, Nicor, and Ameren service territories. This outreach involved identifying public sector organizations through internet research and contacting them by mail. Staff reported that approximately 10% of the contacted participants responded and expressed interest in the program.

Staff noted that these two outreach activities brought participants with differing levels of awareness of the Department of Commerce's incentives into the program. A larger share of

participants recruited through the Trade Ally Rallies was aware of the Department of Commerce's incentives as compared to those recruited through the targeted direct outreach.

4.3.3.3 Changes to Participation Procedures

Program staff made a number of modifications to participation procedures that improved the overall efficiency of program operations.

One of the changes to the participation process was the institution of a waitlist for interested public sector facilities. The waitlist served multiple purposes. Creating a waitlist enabled the program to cue projects prior to receiving final direction from the Department of Commerce on the program objectives and design. Second, adding sites to a waitlist, rather than initiating walkthrough assessments immediately, enabled the program to complete the walkthrough closer to the time when the products would be delivered. The reduction in the time between walkthrough assessments and product delivery was intended to improve the continuity of the participation experience. Third, the waitlist enabled the program to group the scheduling of walkthrough assessments by site location and thereby reduce travel costs.

A second change to the program was to set up a batching system so that groups of participants received their orders each month. To improve the participant experience with the program, participants were sent monthly notifications of their projects current status and when they would receive the products.

The program switched to using tablets to complete the walkthrough assessments instead of a paper system. Staff members completing the walkthrough use the tablet to specify the appropriate products and transmit that information to MEEA order fulfillment staff electronically. Additionally, the system incorporates data validation elements so that all important questions are answered during the assessment. Staff reports that this change has reduced the time required to process paperwork and resulted in more complete data collection.

The program includes a number of procedures to reduce the number of returned items. During the walkthrough assessments, participants review their order as entered on the tablet computer to confirm its accuracy. Additionally, participants receive a copy of their product order form prior to the program's purchase of the order so that they can confirm it. The form participants receive is the same as the order form sent to purchase the products, but does not include the product pricing. The form may specify questions that program staff has regarding specific types of products requested. A second sheet on the form provides more order details, including where the products will be installed (e.g., number of lamps to be replaced in a given hallway). When the products are sent, staff provides a welcome packet that explains what is in the box, the order form with the locations for where the products are to be installed, instructions for returning products, and tips for installing products. Staff report that in comparison to last year, fewer products were returned.

Changes were also made to tracking program participation, monitoring future participation in other Department of Commerce programs, and information sharing with other program managers.

During the walkthrough assessments, participants receive recommendations for implementing specific energy saving improvements and referrals to the appropriate Department of Commerce incentive program. The recommendation and the participants information is shared with Department of Commerce partners so that they may follow up with the contact. The program plans to review participation in the coming program year so that they can determine which participants complete a recommended efficiency improvement.

Staff also made improvements to the program tracking data. Participant contacts are now assigned a unique identifier that is also used in the table tracking project measure level information.

4.3.3.4 Communications

MEEA and the Department of Commerce program manager hold biweekly calls to discuss current program status and any current issues. During the first part of the program year, these calls focused on what changes would be made to program operations as well as changes made to program materials so that they incorporate the Department of Commerce Illinois Energy Now branding.

The ERC provides the engineering staff members that complete the walkthrough facility assessments. MEEA coordinates the scheduling of the walkthrough assessments with ERC's primary engineer by email. If another ERC engineer is assigned to complete a walkthrough, MEEA coordinates with that engineer directly and copies the lead engineer on all communications.

MEEA staff also participates in the biweekly call with the Department of Commerce program managers and all program partner staff. The purpose of these calls is to maintain a coordinated effort across program partner organizations. MEEA staff reported that the biweekly call and other efforts to coordinate partner activities have made a significant improvement in the coordination among program partners.

MEEA also coordinates outreach efforts with staff at the Smart Energy Design Assistance Center (SEDAC). SEDAC is the Department of Commerce program lead on outreach efforts and produces and distributes the Illinois Energy Now newsletter.

Overall, staff assessed communications with the Department of Commerce and other program partners as effective.

Appendix A: Participant Decision Maker Survey

1. To begin with, can you tell me if you have installed any of the energy efficient products that you received through the program at <SITE>?
01 Yes (at this location)
02 Yes (at another location)
03 No, did not install the equipment [THANK AND TERMINATE SURVEY]
98 (Don't know)
99 (Refused)

[ASK Q2 IF Q1 = 1]
2. Now I would like to verify if our records of the energy efficient products installed at [SITE] are correct. Did you install… (01 = Yes (at this location), 02 = Yes (at another location), 03 = No, 98 = Don't know, 99 = Refused)
a. [DISPLAY IF CFL_light_bulbs >0]<CFL_light_bulbs> compact fluorescent light bulbs
b. [DISPLAY IF faucet_aerators >0]<faucet_aerators> faucet aerators
c. [DISPLAY IF LED_exit_signs >0]<LED_exit_signs> LED exit signs
d. [DISPLAY IF LED_light_bulbs >0]<LED_light_bulbs> LED light bulbs
e. [DISPLAY IF low-flow_showerheads >0] <low-flow_showerheads> low-flow showerheads
f. [DISPLAY IF low-flow_spray_valves >0] <low-flow_spray_valves> low-flow spray valves
g. [DISPLAY IF occupancy_sensors >0] <occupancy_sensors> occupancy sensors
h. [DISPLAY IF vending_machine_controls >0] <vending_machine_controls> vending machine controls
[ASK Q3 if Q2a = 2]
3. How many compact fluorescent light bulbs did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q4 if Q2b = 2]
4. How many faucet aerators did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q5 if Q2c = 2]
5. How many LED exit signs did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q6 if Q2d = 2]
6. How many LED light bulbs did you install at this location?
01 [RECORD VERBATIM]

98 (Don't know)
99 (Refused)

[ASK Q7 if Q2e = 2]
7. How many low-flow shower heads did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q8 if Q2f = 2]
8. How many low-flow spray valves did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q9 if Q2g = 2]
9. How many occupancy sensors did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

[ASK Q10 if Q2h = 2]
10. How many vending machine controls did you install at this location?
01 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

11. Thank you for that information. Now, can you tell me how you first learned about the onsite assessment and free energy saving products provided through the <PROGRAM> program?
01 (From a MEEA Program representative)
02 (At a Department of Commerce Trade Ally Rally)
03 (The program website)
04 (Through an internet search)
05 (From a Department of Commerce Program representative)
06 (From a friend or colleague)
07 (A presentation at a conference or workshop)
08 (The Department of Commerce Illinois Energy Now Newsletter)
09 (From a professional group or association that you are a member of)
10 (From a Trade Ally/contractor/equipment vendor/energy consultant)
11 (Other – please describe: _____)
98 (Don't know)
99 (Refused)

12. Before participating in the <PROGRAM> Program, did <ORGANIZATION> receive any incentives or facility assessments through a Department of Commerce program at the participating location or another location?
01 Yes, at the participating location
02 Yes, at another location
03 Yes, both at this location and another location
04 No
98 (Don't know)
99 (Refused)
[DISPLAY Q13 if Q12 = 01, 02, or 03]
13. Which program or programs did you participate in?
01 [VERBATIM]
98 (Don't know)
99 (Refused)

PROJECT BACKGROUND

I'd now like to ask a few questions about the <ENDUSE> you <IMPLEMENTED> through the program.
[IF NEEDED: More specifically, this refers to the <MEASURE> you received.]

14. 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 this project was implemented? IF NEEDED: Were there any other reasons? MULTIPLE RESPONSE OF UP TO THREE
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 organizational policies regarding regular/normal maintenance/replacement policy)
10 (To receive the free energy saving equipment)
11 (To receive the onsite assessment)
12 (To protect the environment)
13 (To reduce energy costs)
14 (To reduce energy use/power outages)
15 (To update to the latest technology)
00 (Other) [RECORD VERBATIM]
98 (Don't know)

99 (Refused)

NET-TO-GROSS BATTERY

15. When did you first learn about the <PROGRAM ADMINISTRATOR> <PROGRAM>? Was it BEFORE or AFTER you first began to THINK about installing the <ENDUSE>?
01 Before
02 After
98 (Don't know)
99 (Refused)

ASK Q16 IF [Q0=2, 8, 9]

16. Did you learn about the <PROGRAM ADMINISTRATOR> program BEFORE or AFTER you DECIDED to install the <ENDUSE>?
01 Before
02 After
98 (Don't know)
99 (Refused)

Now I would like you to think about the action you might have taken with regard to the <ENDUSE> if the <PROGRAM ADMINISTRATOR> program had not been available.

17. Using a scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”, if <PROGRAM ADMINISTRATOR>’s <PROGRAM> program had not been available, what is the likelihood that you would have <IMPLEMENTED> exactly the same quantity of <ENDUSE> at exactly the time that you <IMPLEMENTED> them?
[RECORD 0 to 10]
98 (Don’t know)
99 (Refused)
[CALCULATE VARIABLE <PROGRAM_PTS> AS 10 MINUS Q17 RESPONSE; IF Q17=98, 99, SET OTHERPTS=BLANK]

18. Do you agree that the implication of the answer you just gave is that there is a <PROGRAM_PTS> in 10 likelihood that, without the program, you would NOT have <IMPLEMENTED> exactly the same <ENDUSE> in the same quantity at exactly the time that you <IMPLEMENTED> it?
01 Yes
02 No
98 (Don’t know)
99 (Refused)

GO BACK TO Q17 IF [Q17=2]

ASK Q19 IF [Q17<10]

19. You indicated that, there is a <Q17 ANSWER> in 10 likelihood that WITHOUT the program you would have <IMPLEMENTED > exactly the same quantity of <ENDUSE2> at exactly the time that you <IMPLEMENTED >. This suggests that there is a <PROGRAM_PTS> in 10 likelihood that you would have done something differently without the program. NOW, I'm going to ask some questions about what you would have done without the program; specifically, how project timing and amount of equipment installed might have differed from what you actually did. Without the program, would you have, at some point in time, <IMPLEMENTED > the exact same quantity of <ENDUSE2>?
01 Yes
02 No
98 (Don't know)
99 (Refused)

ASK Q20 IF [Q17<10] AND [Q19=2]

20. Without the program, how would the number of measures identical or similar to the <ENDUSE> you <IMPLEMENTED> differ from what was actually <IMPLEMENTED>?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q21 IF [Q17<10]

21. Without the program, when do you think you would have implemented the <ENDUSE2> project?
01 At the same time the <ENDUSE2> was actually <IMPLEMENTED >
02 After the time the <ENDUSE2> was actually <IMPLEMENTED>
03 Never
98 (Don't know)
99 (Refused)

ASK Q22 IF [Q17<10] AND [Q21=2]

22. How much later would you have <IMPLEMENTED> the <ENDUSE2> without the program?
Would you say that you would have done it in…
01 0 to 6 months
02 7 months to 1 year
03 more than 1 year up to 2 years
04 more than 2 years up to 3 years
05 more than 3 years up to 4 years
06 Over 4 years
98 (Don't know)
99 (Refused)

ASK Q23 IF [Q17<10] AND Q21=2]

23. Why do you think you would have <IMPLEMENTED > the <ENDUSE2> in <Q22 RESPONSE>?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q24 IF [Q17<10] AND [Q21 = 3] Never
24. Based on your responses, I understand that, without the program, you would have never <IMPLEMENTED > the <ENDUSE> <IMPLEMENTED > under the program. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[CALCULATE VARIABLE <NOPROGRAM_PTS> AS 10 MINUS Q24 RESPONSE; IF Q24=98, 99, SET NOPROGRAM_PTS=BLANK]

ASK Q25 IF [Q17<10] AND [Q21=2] AND [Q19=1] Same quantity, later

25. Based on your responses, I understand that, without the program, you would have <IMPLEMENTED > the same quantity of <ENDUSE> as was actually <IMPLEMENTED > under the program, and that you would have done so in <Q22 ANSWER> after it was actually <IMPLEMENTED_PAST >. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[CALCULATE VARIABLE <NOPROGRAM_PTS> AS 10 MINUS Q25 RESPONSE; IF Q25=98, 99, SET NOPROGRAM_PTS=BLANK]

ASK Q26 IF [Q17<10] AND [Q21=2] AND [Q19=2] Different quantity, later

26. Based on your responses, I understand that, without the program, you would have <IMPLEMENTED> a different quantity of <ENDUSE> than was actually <IMPLEMENTED> under the program, and that you would have done so in <Q22 ANSWER> after it was actually <IMPLEMENTED_PAST>. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

[CALCULATE VARIABLE <NOPROGRAM_PTS> AS 10 MINUS Q26 RESPONSE; IF Q26=98, 99, SET NOPROGRAM_PTS=BLANK]

ASK Q27 IF [Q17<10] AND [Q21=1] AND [Q19=1] Same quantity, same time

27. Based on your responses, I understand that, without the program, you would have <IMPLEMENTED> the same quantity of <ENDUSE> as was actually <IMPLEMENTED> under the program, and that you would have done so at the same time as it was actually <IMPLEMENTED >. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program? [RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[CALCULATE VARIABLE <NOPROGRAM_PTS> AS 10 MINUS Q27 RESPONSE; IF Q27=98, 99, SET NOPROGRAM_PTS=BLANK]

ASK Q28 IF [Q17<10] AND [Q21=1] AND [Q19=2] Different quantity, same time

28. Based on your responses, I understand that, without the program, you would have <IMPLEMENTED> a different quantity of <ENDUSE> than was actually <IMPLEMENTED> under the program, and that you would have done so at the same time as it was actually < IMPLEMENTED>. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program? [RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[CALCULATE VARIABLE <NOPROGRAM_PTS> AS 10 MINUS Q28 RESPONSE; IF Q28=98, 99, SET NOPROGRAM_PTS=BLANK]

ASK Q29 IF [[NOPROGRAM_PTS=8,9,10] AND [Q17=0,1,2]] OR [[NOPROGRAM_PTS=0,1,2] AND [Q17=8,9,10]]

29. You just indicated a <NOPROGRAM_PTS> in 10 likelihood of implementing the project I just summarized, without the program. Earlier, you indicated a <Q17 RESPONSE> in 10 likelihood that, without the program, you would have actually < IMPLEMENTED> exactly the same <ENDUSE> you actually < IMPLEMENTED> in the same quantity at exactly the time that you < IMPLEMENTED> it. To be sure that I properly recorded your earlier response: using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that you would have < IMPLEMENTED> exactly the same quantity of <ENDUSE> at exactly the time that you <IMPLEMENTED> it?

[RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[RECALCULATE VARIABLE <PROGRAM_PTS> AS 10 MINUS Q29 RESPONSE; IF Q29=98, 99, SET OTHERPTS=BLANK]

30. Next, I'm going to ask you to rate the impact of various factors that might have affected your decision to <IMPLEMENT> the <ENDUSE> through the <PROGRAM>. Using a scale where a score of "0" means that the factor had no impact on the decision to implement the <ENDUSE>, and a score of "10" means that the factor had DECISIVE impact on the decision to the implement the <ENDUSE>, please rate the impact of each of the following in your decision to <IMPLEMENT> the <ENDUSE> at this time.
[RECORD 0 to 10]
96 Not Applicable
98 (Don't know)
99 (Refused)
[If needed: Please rate the impact of [FACTOR] in your decision to <IMPLEMENT> the <ENDUSE> at this time.]

31. The impact of the age or condition of the existing equipment
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

32. The impact of receiving the measures at no cost
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

33. The impact of technical assistance such as the onsite assessment you received from program staff
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

34. The impact of previous experience with installing <ENDUSE>
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

35. The impact of a recommendation from <PROGRAM ADMINISTRATOR>
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

36. The impact of information from program marketing materials
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

37. The impact of an endorsement or recommendation made by <ADMINSTAFF>
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

38. The impact of organizational policy or guidelines [IF NEEDED: This refers to policies or guidelines related to saving energy or installing energy efficient equipment]
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

39. Were there any other factors we haven't discussed that that might have affected your decision to <IMPLEMENT> <ENDUSE>?
00 [RECORD VERBATIM]
96 Nothing else influential
98 (Don't know)
99 (Refused)

ASK Q40 IF [Q39=00]

40. Using the same 0 to 10 scale, please rate the impact of this factor in your decision to <IMPLEMENT> the <ENDUSE> at this time?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

41. [READ IF ANY OF Q31, Q32, Q33, Q34, Q35, Q36, Q37, Q38, Q39 =8,9,10; ELSE SKIP TO Q42]
You just assigned the following factors a score of 8 or higher:
[READ ONLY ITEMS FOR WHICH RESPONDENT GAVE A RATING OF 8 OR HIGHER]
Q31 The impact of the age or condition of the existing equipment
Q32 Availability of the free energy saving measures
Q33 Technical assistance from program staff
Q34 Previous experience with installing <ENDUSE>
Q35 <PROGRAM ADMINISTRATOR> program staff recommendation
Q36 <PROGRAM ADMINISTRATOR> marketing materials
Q37 Endorsement or recommendation by <ADMINSTAFF>
Q38 Organizational policy or guidelines
Q39 Other factor

42. If you were given a TOTAL of 10 points that reflect the importance in your decision to <IMPLEMENT> the <ENDUSE>, and you had to divide those 10 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?

[RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[CALCULATE VARIABLE <OTHERPTS> AS 10 MINUS Q42 RESPONSE; IF Q42=98, 99, SET OTHERPTS=BLANK]

43. And how many points would you give to the other factors?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)
[Note: The response should be <OTHERPTS> because both numbers should equal 10. If response does not equal <OTHERPTS>, ask Q44]

ASK Q44 IF [Q43<><OTHERPTS>]

44. The last question asked you to divide a TOTAL of 10 points between the program and other factors. You just noted that you would give < Q42 RESPONSE> points to the program. Does that mean you would give <OTHERPTS> points to the other factors?
01 Yes
02 No
98 (Don't know)
99 (Refused)

GO BACK TO Q42 IF [Q44=2] AND READ [OK LET ME ASK YOU THE QUESTION AGAIN]

CONSISTENCY CHECK ON PROGRAM IMPORTANCE

READ Q45IF [Q42>6] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4]

45. You just scored the impact of the program on your decision to implement the <ENDUSE> with < Q42 RESPONSE> out of 10 possible points. You ALSO gave relatively lower scoring to the impact of individual elements of the program experience.

ASK Q46 IF [Q42<4] AND [[Q32>6] OR [Q33>6] OR [Q35>6] OR [Q36>6] OR [Q37>6]

46. You just scored the impact of the program on your decision to implement the <ENDUSE> with < Q42 RESPONSE> out of 10 possible points. You ALSO gave relatively higher scoring to the impact of individual elements of the program experience.

ASK Q47 IF [[Q42>6] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4]] OR
[[Q42<4] AND [Q32>6]]

47. You scored the impact of THE AVAILABILITY OF THE ENERGY SAVING MEASURES AT NO COST on your decision to implement the <ENDUSE> with <Q32 RESPONSE> out of 10 possible points, and scored the impact of the program overall with < Q42 RESPONSE> out of 10 possible points. Why is the impact of the THE AVAILABILITY OF THE ENERGY SAVING MEASURES AT NO COST different than the impact of the program overall?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q48 IF [[Q42>6] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4]] OR
[[Q42<4] AND [Q33>6]]

48. You scored the impact of the program TECHNICAL ASSISTANCE on your decision to implement the <ENDUSE> with <Q33 RESPONSE> out of 10 possible points, and scored the impact of the program overall with < Q42RESPONSE> out of 10 possible points. Why is the impact of the program TECHNICAL ASSISTANCE different than the impact of the program overall?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q49 IF [[Q42>6] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4]] OR
[[Q42<4] AND [Q35>6]]

49. You scored the impact of the THE RECOMMENDATION FROM <PROGRAM ADMINISTRATOR> <PROGRAM> STAFF PERSON on your decision to implement the <ENDUSE> with <Q35 RESPONSE> out of 10 possible points, and scored the impact of the program overall with < Q42 RESPONSE> out of 10 possible points. Why is the impact of the THE RECOMMENDATION FROM <PROGRAM ADMINISTRATOR> STAFF PERSON different than the impact of the program overall?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q50 [IF [Q426] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4]] OR
[[Q42<4] AND [Q36>6]]

50. You scored the impact of the THE INFORMATION from <PROGRAM ADMINISTRATOR>'s MARKETING MATERIALS on your decision to implement the <ENDUSE> with <Q35 RESPONSE> out of 10 possible points, and scored the impact of the program overall with < Q42RESPONSE> out of 10 possible points. Why is the impact of the THE INFORMATION from <PROGRAM ADMINISTRATOR>'s MARKETING MATERIALS different than the impact of the program overall?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q51 IF [[Q42>6] AND [Q32<4] AND [Q33<4] AND [Q35<4] AND [Q36<4] AND [Q37<4] AND [Q37<4]
OR [[Q42<4] AND [Q37>6]]

51. You scored the impact of the THE ENDORSEMENT or RECOMMENDATION by <ADMINSTAFF> on your decision to implement the <ENDUSE> with <Q37 RESPONSE> out of 10 possible points, and scored the impact of the program overall with < Q42 RESPONSE> out of 10 possible points. Why is the impact of the THE ENDORSEMENT or RECOMMENDATION by <ADMINSTAFF> different than the impact of the program overall?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

CONSISTENCY CHECKS

ASK Q52 IF [[Q32=8,9,10] AND [Q17=8,9,10]] OR [[Q32=0,1,2] AND [Q17=0,1,2]]

52. You scored the impact of receiving the measures at no cost on your decision to implement the <ENDUSE> with <Q32 RESPONSE> out of 10 possible points. You ALSO scored the likelihood of <IMPLEMENTING> exactly the same quantity of <ENDUSE> at the same time that you <IMPLEMENTED> it without the incentive with <Q17 RESPONSE> out of 10 possible points. Can you please explain the role the incentive played in your decision to <IMPLEMENT> this <ENDUSE>?
00 Record VERBATIM
98 (Don't know)
99 (Refused)

ASK Q53 IF [[Q32=8,9,10] AND [Q17=8,9,10]] OR [[Q32=0,1,2] AND [Q17=0,1,2]]

53. Would you like to change your score of <Q32 RESPONSE> out of 10 possible points on the impact of receiving the measures at no cost or change your score of <Q17 RESPONSE> out of 10 possible points on the likelihood of <IMPLEMENTING> exactly the same quantity of <ENDUSE> at exactly the same time that you <IMPLEMENTED> it without the incentive? You may change one score, both scores, or neither score. How would you like to proceed?
DO NOT READ
01 Change impact of incentive score

02 Change likelihood to the same <ENDUSE> score
03 Change both
04 Change neither
98 (Don't know)
99 (Refused)

ASK Q54 IF [[Q32=8,9,10] AND [Q17=8,9,10]] OR [[Q32=0,1,2] AND [Q17=0,1,2]] AND [Q53=1,3]

54. Please rate the impact of receiving the measures at no cost using a scale where a score of "0" means that the receiving the measures at no cost had no impact on the decision to implement the energy efficiency project, and a score of "10" means that receiving the measures at no cost had DECISIVE impact on the decision to the implement the energy efficiency project.
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

ASK Q55 IF [[Q32=8,9,10] AND [Q17=8,9,10]] OR [[Q32=0,1,2] AND [Q17=0,1,2]] AND [Q53=2,3]

55. Using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the <PROGRAM ADMINISTRATOR>'s efficiency program had not been available, what is the likelihood that you would have <IMPLEMENTED> exactly the same quantity of <ENDUSE> at exactly the time that you <IMPLEMENTED> it?
[RECORD 0 to 10]
98 (Don't know)
99 (Refused)

ADDITIONAL PROJECTS

ASK Q56 IF [MSAME=1]

56. Our records show that <ORGANIZATION> also received <ENDUSE> for other facilities at no cost through the program.. Was it a single decision to complete all of those <ENDUSE> projects or did each project go through its own decision process?
01 Single Decision
02 Each project went through its own decision process
00 (Other) [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q57 IF [FSAME=1]

57. Our records show that <ORGANIZATION> also received <FDESC> at no cost through the program. Was the decision making process to install the <FDESC> the same as for the <ENDUSE> we have been talking about?

01 Same decision making process
02 Different decision making process
00 (Other) [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

SPILLOVER MODULE

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

58. Since your participation in the <PROGRAM>, did you implement any ADDITIONAL energy efficiency measures at this facility or at your other facilities within <UTILITIES>'s service territory that did NOT receive incentives through <PROGRAM ADMINISTRATOR>?
01 Yes
02 No
98 (Don't know)
99 (Refused)

ASK Q59 IF [Q58=1]

59. 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) [RECORD VERBATIM]
96 (Didn't implement any measures)
98 (Don't know)
99 (Refused)

ASK Q60 IF [Q59<>96,98,99] AND [Q58=1]

60. What was the second measure? 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) [RECORD VERBATIM]
96 (Didn't implement any measures)
98 (Don't know)
99 (Refused

ASK Q61 IF [Q60<>96,98,99] AND [Q59<>96,98,99] AND [Q58=1]

61. What was the third measure? 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) [RECORD VERBATIM]
96 (Didn't implement any measures)
98 (Don't know)
99 (Refused

ASK Q62 IF [Q59<>96,98,99] AND [Q58=1]

62. I have a few questions about the FIRST measure that you implemented. If needed, read back measure: <Q59 RESPONSE> [OPEN END]
a. Why did you not receive an incentive through <PROGRAM ADMINISTRATOR> for this measure?
b. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
c. Please describe the EFFICIENCY of this measure.
d. How many of this measure did you implement?

ASK Q63 IF [Q59<>96,98,99] AND [Q58=1]

63. Was this measure specifically recommended by a program related audit, report or program technical specialist?
01 Yes
02 No
98 (Don't know)
99 (Refused)

ASK Q64 IF [Q59<>96,98,99] AND [Q58=1]

64. How important was your experience in the <PROGRAM> in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)

ASK Q65 IF [Q64<>98, 99] AND [Q59<>96,98,99] AND [Q58=1]

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

ASK Q66 IF [Q59<>96,98,99] AND [Q58=1]

66. If you had not participated in the <PROGRAM>, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure?
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING MEASURE 1

ASK Q67 IF [[Q64=0,1,2,3] AND [Q66=0,1,2,3] AND [Q59<>96,98,99] AND [Q58=1]] OR [[IF [Q64=8,9,10] AND [Q66=8,9,10] AND [Q59<>96,98,99] AND [Q58=1]]

67. You scored the importance of your program experience to your decision to implement this measure with <Q64 RESPONSE > out of 10 possible points. You ALSO scored the likelihood of implementing this measure if your organization had not participated in the program with <Q66 RESPONSE> out of 10 possible points. Can you please explain the role the program made in your decision to implement this measure?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q68 IF [Q60<>96,98,99] AND [Q58=1]

68. I have a few questions about the SECOND measure that you implemented. If needed, read back measure: <Q60 RESPONSE> [OPEN END]
a. Why did you not receive an incentive through <PROGRAM ADMINISTRATOR > for this measure?
b. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
c. Please describe the EFFICIENCY of this measure.
d. How many of this measure did you implement?

ASK Q69 IF [Q60<>96,98,99] AND [Q58=1]

69. Was this measure specifically recommended by a program related audit, report or program technical specialist?
01 Yes
02 No
98 (Don't know)
99 (Refused)

ASK Q70 IF [Q60<>96,98,99] AND [Q58=1]

70. How important was your experience in the <PROGRAM> in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)

ASK Q71 IF [Q70<>98, 99] AND [Q60<>96,98,99] AND [Q58=1]

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

ASK Q72 IF [Q60<>96,98,99] AND [Q58=1]

72. If you had not participated in the <PROGRAM>, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely

WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure?
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING MEASURE 2

ASK Q73 IF [[Q70=0,1,2,3] AND [Q72=0,1,2,3] AND [Q60<>96,98,99] AND [Q58=1]]
OR [[IF [Q70=8,9,10] AND [Q72=8,9,10] AND [Q60<>96,98,99] AND [Q58=1]]

73. You scored the importance of your program experience to your decision to implement this measure with <Q70 RESPONSE > out of 10 possible points. You ALSO scored the likelihood of implementing this measure if your organization had not participated in the program with <Q72 RESPONSE> out of 10 possible points. Can you please explain the role the program made in your decision to implement this measure?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

ASK Q74 IF [Q61<>96,98,99] AND [Q58=1]

74. I have a few questions about the THIRD measure that you implemented. If needed, read back measure: <SP3 RESPONSE> [OPEN END]
a. Why did you not receive an incentive through a <PROGRAM ADMINISTRATOR > program for this measure?
b. Please describe the SIZE, TYPE, and OTHER ATTRIBUTES of this measure.
c. Please describe the EFFICIENCY of this measure.
d. How many of this measure did you implement?

ASK Q75 IF [Q61<>96,98,99] AND [Q58=1]

75. Was this measure specifically recommended by a program related audit, report or program technical specialist?
01 Yes
02 No
98 (Don't know)
99 (Refused)

ASK Q76 IF [Q61<>96,98,99] AND [Q58=1]

76. How important was your experience in the <PROGRAM> in your decision to implement this Measure, using a scale of 0 to 10, where 0 is not at all important and 10 is extremely important?
[RECORD 0 TO 10]

98 (Don't know)
99 (Refused)

ASK Q77 IF [Q76<>98, 99] AND [Q61<>96,98,99] AND [Q58=1]

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

ASK Q78 IF [Q61<>96,98,99] AND [Q58=1]

78. If you had not participated in the <PROGRAM>, how likely is it that your organization would still have implemented this measure, using a 0 to 10, scale where 0 means you definitely WOULD NOT have implemented this measure and 10 means you definitely WOULD have implemented this measure?
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)

CONSISTENCY CHECK ON PROGRAM IMPORTANCE RATING VS. NO PROGRAM RATING MEASURE 3

ASK Q79 IF [[Q76=0,1,2,3] AND [Q78=0,1,2,3] AND [Q61<>96,98,99] AND [Q58=1]]
OR [[IF [Q76=8,9,10] AND [Q78=8,9,10] AND [Q61<>96,98,99] AND [Q58=1]]

79. You scored the importance of your program experience to your decision to implement this measure with <Q76 RESPONSE > out of 10 possible points. You ALSO scored the likelihood of implementing this measure if your organization had not participated in the program with <Q78 RESPONSE> out of 10 possible points. Can you please explain the role the program made in your decision to implement this measure?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)

PROCESS BATTERY
Thank you for taking the time to provide that information. I have just a few more questions I would like to ask you about your experience with the program.

80. Using a scale of 0 to 10, where 0 means "not at all satisfied" and 10 means "very satisfied" how satisfied are you with…
[RECORD 0 TO 10]
98 (Don't know)
99 (Refused)
a. The scheduling of the onsite assessment
b. The steps you had to go through to participate in the program
c. The onsite walkthrough assessment
d. The time it took to receive the energy saving equipment
e. The energy saving equipment provided through the program

f. The information provided in the report based on walkthrough assessment
g. Any communications with program staff that you may have had
h. The program overall

[ASK IF ANY Q80 a- h < 4]
81. Please describe the ways in which you were dissatisfied with the aspects of the program you mentioned?
00 [RECORD VERBATIM]
98 (Don't know)
99 (Refused)
82. What do you think are the primary benefits of the <PROGRAM> Program?
01 (The free equipment)
02 (The onsite assessment))
03 (The information provided about Department of Commerce's incentive programs)
04 (The ease of participating)
04 (Other (Please specify))
98 (Don't know)
99 (Refused)
83. Do you have any suggestions to improve the program?
01 [VERBATIM RESPONSE]
98 (Don't know)
99 (Refused)

FIRMOGRAPHICS
84. Does <ORGANIZATION> rent, own and occupy, or own and rent to someone else the facility at this location?
Rent
01 Own and occupy
02 Own and rent to someone else
98 (Don't know)
99 (Refused)

85. Does your organization pay the full cost of the natural gas bill for the <SITE>?
01 Yes
02 No
98 (Don't know)
99 (Refused)

86. Does your organization pay the full cost of the electric bill for the <SITE>?
01 Yes
02 No
98 (Don't know)
99 (Refused)

Appendix B: STEP Program Participant Survey Results

As part of the evaluation work effort, a survey was administered to a sample of participants in the STEP Program. This survey provided the information used in Chapter 3 to estimate the program net-to-gross ratio, and to perform the program process evaluation.

Each participant was surveyed using the survey instrument provided in Appendix A. The surveys were conducted by telephone or internet. During the survey, a participant was asked questions about (1) his or her general decision making regarding the implementation of energy efficiency improvements, (2) his or her knowledge of and satisfaction with the program, and (3) the influence that the program had on his or her decision to implement the measures distributed through the STEP Program.

The following tabulations summarize program participant survey responses. The first column presents the number of survey respondents (*n)*. The second column presents the percentage of survey respondents.

	Response	*(n=30)*	*Percent of Respondents*
To begin with, can you tell me if you have installed any of the energy efficient products that you received through the program at your site?	Yes (at this location)	29	97%
	Yes (at a different location)	1	3%
	No, did not install the equipment	0	0%
	Don't Know	0	0%
	Refused	0	0%

	Response	*(n=30)*	*Percent of Respondents*
How did you learn about the incentives for energy saving improvements provided through the program?	From a MEEA Program representative	1	3%
	At a DEPARTMENT OF COMMERCE Trade Ally Rally	6	20%
	The program website	2	7%
	Through an internet search	0	0%
	From a DEPARTMENT OF COMMERCE Program representative	5	17%
	From a friend or colleague	10	33%
	A presentation at a conference or workshop	1	3%
	The DEPARTMENT OF COMMERCE Illinois Energy Now Newsletter	2	7%
	From a professional group or association	0	0%
	From a Trade Ally/contractor/equipment vendor/energy consultant	2	7%
	Other	1	3%
	Don’t know	0	0%
	Refused	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Before participating in the program, did your organization receive any incentives or facility assessments through a DEPARTMENT OF COMMERCE program at the participating location or another location?	Yes, at the participating location	4	13%
	Yes, at both this location and another location	3	10%
	No	20	67%
	Don't Know	3	10%

	Response	*(n=7)*	*Percent of Respondents*
Which program or programs did you participate in?	Lighting Retrofit	3	43%
	Steam Trap	1	14%
	Natural Gas Incentive	1	14%
	Other	2	29%

	Response	*(n=30)*	*Percent of Respondents*
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 this project was implemented?	To replace old or outdated equipment	6	20%
	As part of a planned remodeling, build-out, or expansion	0	0%
	To gain more control over how the equipment was used	3	10%
	The maintenance downtime and associated expenses for the old equipment were too high	0	0%
	Had process problems and were seeking a solution	1	3%
	To improve equipment performance	0	0%
	To improve the product quality	1	3%
	To comply with codes set by regulatory agencies	0	0%
	To comply with organizational policies regarding regular/normal maintenance/replacement policy	2	7%
	To get a rebate from the program	1	3%
	To protect the environment	4	13%
	To reduce energy costs	25	83%
	To reduce energy use/power outages	7	23%
	To update to the latest technology	1	3%
	Other	1	3%
	Don't know	0	0%
	Refused	0	0%

*Because participants could choose more than one answer, may equal more than 100%

When did you first learn about the program? Was it BEFORE or AFTER you first began to THINK about implementing the measure?	*Response*	*(n=30)*	*Percent of Respondents*
	Before	16	53%
	After	14	47%
	Don't Know	0	0%

(If After) Did you learn about the program BEFORE or AFTER you DECIDED to implement the measure?	*Response*	*(n=14)*	*Percent of Respondents*
	Before	8	57%
	After	6	43%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Using a 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 implemented exactly the same quantity of measures at exactly the time that you implemented it?	0 - Not at all likely	17	57%
	1	4	13%
	2	2	7%
	3	0	0%
	4	0	0%
	5	3	10%
	6	1	3%
	7	0	0%
	8	1	3%
	9	1	3%
	10 - Extremely Likely	1	3%

	Response	*(n=30)*	*Percent of Respondents*
(Quality control) Do you agree that the implication of the answer you just gave is that there is a	Yes	29	97%
	No	0	0%
	Don't Know	1	3%

	Response	*(n=29)*	*Percent of Respondents*
Without the program, would you have, at some point in time, installed the exact same quantity?	Yes	9	31%
	No	20	69%
	Don't Know	0	0%

	Response	*(n=20)*	*Percent of Respondents*
Without the program, how would the number of measures identical or similar to the measures you implemented differ from what was actually installed?	Would not have installed any measures	9	45%
	Would have installed fewer measures	6	30%
	Would have installed measures over a longer time period	2	10%
	Only replace once failed	2	10%
	Would have installed less optimal measures	1	5%

	Response	*(n=29)*	*Percent of Respondents*
Without the program, when do you think you would have implemented the project?	At the same time	0	0%
	After the time the measure was actually implemented	14	48%
	Never	15	52%
	Don't Know	0	0%
	Refused	0	0%

	Response	*(n=14)*	*Percent of Respondents*
(If after) How much later would you have implemented the measure without the program?	Up to 6 months	1	7%
	7 months to 1 year	3	21%
	more than 1 year up to 2 years	6	43%
	more than 2 years up to 3 years	0	0%
	more than 3 years up to 4 years	3	21%
	More than 4 years	1	7%
	Don't Know	0	0%
	Refused	0	0%

	Response	*(n=14)*	*Percent of Respondents*
Why do you think you would have installed the equipment at a different time?	Time constraints	1	7%
	Cost/Budget constraints	9	64%
	Limited selection	1	7%
	Energy savings	3	21%

	Response	*(n=14)*	*Percent of Respondents*
Using a scale from 0 to 10, where 0 is “Not at all likely” and 10 is “Extremely likely”, if the DEPARTMENT OF COMMERCE's efficiency program had not been available, what is the likelihood that this would have occurred in the absence of the program?	0	2	14%
	1	0	0%
	2	1	7%
	3	0	0%
	4	7	50%
	5	2	14%
	6	0	0%
	7	1	7%
	8	1	7%
	9	0	0%
	10	0	0%
	Don't Know	0	0%

	Response	*(n=5)*	*Percent of Respondents*
(Quality Control) To be sure that I properly recorded your earlier response: using a scale from 0 to 10, where 0 is "Not at all likely" and 10 is "Extremely likely", if the energy efficiency program had not been available, what is the likelihood that you would have installed exactly the same quantity of measures at exactly the time that you installed it?	0	3	60%
	1	0	0%
	2	1	20%
	3	0	0%
	4	0	0%
	5	0	0%
	6	0	0%
	7	0	0%
	8	1	20%
	9	0	0%
	10	0	0%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of the age or condition of the existing equipment	0	6	20%
	1	0	0%
	2	1	3%
	3	1	3%
	4	1	3%
	5	6	20%
	6	0	0%
	7	3	10%
	8	3	10%
	9	2	7%
	10	7	23%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of receiving the measures at no cost	0	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	0	0%
	6	0	0%
	7	0	0%
	8	1	3%
	9	0	0%
	10	29	97%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of technical assistance such as the onsite assessment you received from program staff	0	1	3%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	4	13%
	6	1	3%
	7	2	7%
	8	3	10%
	9	1	3%
	10	17	57%
	Don't Know	1	3%

	Response	*(n=30)*	*Percent of Respondents*
The impact of a recommendation from program staff	0	14	47%
	1	2	7%
	2	0	0%
	3	0	0%
	4	2	7%
	5	2	7%
	6	2	7%
	7	0	0%
	8	3	10%
	9	0	0%
	10	5	17%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of previous experience with installing equipment	0	1	3%
	1	0	0%
	2	0	0%
	3	1	3%
	4	0	0%
	5	4	13%
	6	1	3%
	7	2	7%
	8	4	13%
	9	3	10%
	10	14	47%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of information from program marketing materials	0	5	17%
	1	0	0%
	2	2	7%
	3	2	7%
	4	1	3%
	5	4	13%
	6	0	0%
	7	4	13%
	8	7	23%
	9	2	7%
	10	3	10%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
The impact of an endorsement or recommendation	0	5	17%
	1	0	0%
	2	0	0%
	3	1	3%
	4	0	0%
	5	3	10%
	6	1	3%
	7	5	17%
	8	2	7%
	9	5	17%
	10	6	20%
	Don't Know	2	7%

	Response	*(n=30)*	*Percent of Respondents*
The impact of organizational policy or guidelines	0	7	23%
	1	0	0%
	2	0	0%
	3	3	10%
	4	1	3%
	5	3	10%
	6	2	7%
	7	2	7%
	8	4	13%
	9	1	3%
	10	7	23%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Were there any other factors we haven't discussed that that might have affected your decision to participate in the program?	Experience with other programs	1	3%
	cost savings	4	13%
	energy savings	1	3%
	safety	1	3%
	ease of use	1	3%
	recommendation from colleague	1	3%
	work with existing equipment	1	3%
	Nothing else influential	13	43%
	Don't Know	7	23%

	Response	*(n=30)*	*Percent of Respondents*
If you were given a TOTAL of 10 points that reflect the importance in your decision to participate in the program and you had to divide those 10 points between: 1) the program and 2) other factors, how many points would you give to the importance of the PROGRAM?	0 - Factor had no impact	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	2	7%
	6	2	7%
	7	5	17%
	8	7	23%
	9	2	7%
	10 - Factor had a decisive impact	12	40%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
And how many points would you give to the other factors?	0 - Factor had no impact	9	30%
	1	2	7%
	2	6	20%
	3	5	17%
	4	2	7%
	5	3	10%
	6	0	0%
	7	0	0%
	8	0	0%
	9	0	0%
	10 - Factor had a decisive impact	0	0%
	Don't Know	3	10%

	Response	*(n=5)*	*Percent of Respondents*
Our records show that you also received an incentive for other facilities at no cost through the program. Was it a single decision to complete all of those projects or did each project go through its own decision process?	Single Decision	5	100%
	Each project went though its own decision proces	0	0%
	Other	0	0%
	Don't Know	0	0%
	Refused	0	0%

	Response	*(n=23)*	*Percent of Respondents*
Our records show that you also received an incentive at no cost through the program. Was the decision making process to install the incentive the same as for the incentive we have been talking about?	Same decision making process	20	87%
	Different decision making process	1	4%
	Other	1	4%
	Don't know	1	4%
	Refused	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Since your participation in the program, did you implement any ADDITIONAL energy efficiency measures at this facility or at your other facilities within the utility's service territory that did NOT receive incentives through the utility?	Yes	7	23%
	No	22	73%
	Don't Know	1	3%

	Response	*(n=6)*	*Percent of Respondents*
What was the first measure that you implemented?	Lighting: LED Lamps	2	33%
	Boiler upgrade	2	33%
	Lighting: Light Sensors	1	17%
	HVAC	1	17%

	Response	*(n=6)*	*Percent of Respondents*
Why did you not receive an incentive through a program for this measure?	Incentive not available	3	50%
	Was not aware of incentive	2	33%
	Other	1	17%

	Response	*(n=6)*	*Percent of Respondents*
Please describe the efficiency of this measure.	50%	1	17%
	90-100%	2	33%
	Reduced (General)	2	33%
	Don't Know	1	17%

	Response	*(n=6)*	*Percent of Respondents*
How many of this measure did you implement?	1	2	33%
	2	1	17%
	3	1	17%
	14	1	17%
	Over 200	1	17%

	Response	*(n=6)*	*Percent of Respondents*
Was this measure specifically recommended by a program related audit, report or program technical specialist?	Yes	2	33%
	No	4	67%
	Don't Know	0	0%

	Response	*(n=6)*	*Percent of Respondents*
How important was your experience in the program in your decision to implement this Measure	0 - Not at all important	3	50%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	0	0%
	6	1	17%
	7	1	17%
	8	0	0%
	9	0	0%
	10 - Very important	1	17%
	Don't Know	0	0%

	Response	*(n=6)*	*Percent of Respondents*
Why do you give it this rating?	Outdated equipment	1	17%
	No incentive	2	33%
	Already planning	1	17%
	Educated about other savings	1	17%
	Room for improvement	1	17%

	Response	*(n=6)*	*Percent of Respondents*
If you had not participated in the program, how likely is it that your organization would still have implemented this measure?	0 - Not at all likely	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	0	0%
	6	1	17%
	7	1	17%
	8	0	0%
	9	1	17%
	10 - Very likely	3	50%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the scheduling of the onsite assessment	0 - Not at all satisfied	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	0	0%
	6	0	0%
	7	3	10%
	8	1	3%
	9	1	3%
	10 - Very satisfied	22	73%
	Don't Know	3	10%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the steps you had to go through to participate in the program?	0 - Not at all satisfied	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	2	7%
	5	0	0%
	6	1	3%
	7	5	17%
	8	7	23%
	9	3	10%
	10 - Very satisfied	12	40%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the onsite walkthrough assessment?	0 - Not at all satisfied	0	0%
	1	0	0%
	2	1	3%
	3	0	0%
	4	0	0%
	5	0	0%
	6	0	0%
	7	0	0%
	8	1	3%
	9	1	3%
	10 - Very satisfied	23	77%
	Don't Know	4	13%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the time it took to receive the energy saving equipment?	0 - Not at all satisfied	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	2	7%
	6	0	0%
	7	3	10%
	8	4	13%
	9	6	20%
	10 - Very satisfied	15	50%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the energy saving equipment provided through the program?	0 - Not at all satisfied	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	1	3%
	6	0	0%
	7	1	3%
	8	3	10%
	9	3	10%
	10 - Very satisfied	22	73%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with the information provided in the report based on walkthrough assessment?	0 - Not at all satisfied	0	0%
	1	1	3%
	2	0	0%
	3	0	0%
	4	0	0%
	5	1	3%
	6	0	0%
	7	1	3%
	8	0	0%
	9	3	10%
	10 - Very satisfied	19	63%
	Don't Know	5	17%

	Response	*(n=30)*	*Percent of Respondents*
How satisfied are you with any communications with program staff that you may have had?	0 - Not at all satisfied	0	0%
	1	0	0%
	2	0	0%
	3	0	0%
	4	0	0%
	5	0	0%
	6	1	3%
	7	3	10%
	8	3	10%
	9	2	7%
	10 - Very satisfied	21	70%
	Don't Know	0	0%

	Response	*#REF!*	*Percent of Respondents*
What do you think are the primary benefits of the Program?	The free equipment	9	30%
	The onsite assessment	0	0%
	The information provided about DEPARTMENT OF COMMERCE's incentive programs	5	17%
	The ease of participating	0	0%
	Energy Savings	11	37%
	Cost Savings	13	43%
	Cost Savings for the State	3	10%
	Education	3	10%
	Other	2	7%
	Don't know	0	0%
	Refused	0	0%

	Response	*(n=13)*	*Percent of Respondents*
Do you have any suggestions to improve the program?	Expand program offerings	5	38%
	expand program/Increase funding	2	15%
	Simplify program application	2	15%
	Increase advertisement	2	15%
	Faster processing time	1	8%
	Other	1	8%

	Response	*(n=30)*	*Percent of Respondents*
Does your organization rent, own and occupy, or own and rent to someone else the facility at this location?	Rent	1	3%
	Own and Occupy	28	93%
	Own and rent to someone else	1	3%
	Don't Know	0	0%
	Refused	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Does your organization pay the full cost of the natural gas bill at the project site?	Rent	26	87%
	Own and Occupy	0	0%
	Own and rent to someone else	4	13%
	Don't Know	0	0%

	Response	*(n=30)*	*Percent of Respondents*
Does your organization pay the full cost of the electric bill at the project site?	Rent	28	93%
	Own and Occupy	1	3%
	Own and rent to someone else	1	3%
	Don't Know	0	0%