

[ASK IF V1=1 AND IF S1<>3, ELSE SKIP TO S8]

S4a You indicated earlier that you worked with a trade ally for your <ENDUSE> project. Did you work with a CONTRACTOR, VENDOR, or BOTH?

1. Contractor
2. Vendor
3. Both
8. (Don't know)
9. (Refused)

[IF S4a<>1 OR 3, SKIP TO S8]

S4b. Was the contractor you used affiliated with the Smart Energy Design Assistance Center? (IF NEEDED: Was the contractor REGISTERED with the Smart Energy Design Assistance Center?)

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

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

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

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

[ASK S6b IF S6a=2]

S6b Why not?

1. (Difficulty getting project done/took too long)
00. (Other, specify)
98. (Don't know)
99. (Refused)

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

S8 During the course of your participation in the program, did you place any calls to the DCEO program staff?

1. Yes
2. No

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

[ASK S8a IF S8=1]

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

[ASK S8b IF S8a<4]

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

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

- a. the incentive amount
- b. the communication you had with the DCEO program staff
- c. BLANK
- d. the program overall
- e. DCEO overall
- f. Your Utility company overall

[ASK S12a IF S11a<4]

S12a. You indicated some dissatisfaction with the incentive amount, why did you rate it this way?

- 1. (Not high enough)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

[ASK S12b IF S11b<4]

S12b. You indicated some dissatisfaction with the communication you had with the DCEO staff, why did you rate it this way?

- 1. (Website not user friendly)
- 00. (Other, specify)
- 98. (Don't know)
- 99. (Refused)

S12c. BLANK

[ASK S12d IF S11d<4]

S12d. You indicated some dissatisfaction with the Program overall, why did you rate it this way?
[OPEN END]

[ASK S12e IF S11e<4]

S12e. You indicated some dissatisfaction with DCEO overall, why did you rate it this way? [OPEN END]

[ASK S12f IF S11f<4]

S12f. You indicated some dissatisfaction with your Utility company overall, why did you rate it this way?

1. (Energy Bill/Utility rate is too high)
2. (Poor Customer Service)
3. (Poor Power Supply/Service)
00. (Other, specify)
98. (Don't know)
99. (Refused)

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

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

[ASK S10b IF S10a=1]

S10b What problems did you experience? [OPEN END]

1. (Slow/Took a long time)
2. (Hard to get program information)
3. (Project/s were denied)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Marketing and Outreach

[IF S1<>1, SKIP TO B1A]

MK0 I'm now going to ask you about several specific ways in which you might have seen or heard information about the Illinois Energy Now Public Sector Energy Efficiency Program. Have you ever... [1=Yes, 2=No, 8= (Don't know), 9=(Refused)]

- a. Received information about the program in your monthly utility bill?
- l. Attended a webinar or online seminar where the program was discussed?
- b. Attended a/an <COMED/AMEREN> event where the DCEO program was discussed?
- g. Attended a DCEO or SEDAC (Smart Energy Design Assistance Center) event where the program was discussed?
- c. [SKIP IF V4a<>1] Discussed the DCEO program with a/an <COMED/AMEREN> Account Manager?
- e. Seen information about the program on the <COMED/AMEREN> website?
- i. Seen information about the program on the DCEO or Smart Energy Design Assistance Center website?
- f. Read about the DCEO program in a/an <COMED/AMEREN> Newsletter?
- h. Read about the program in a DCEO or Smart Energy Design Assistance Center Newsletter?
- j. Heard about the program from a colleague, friend or family member?
- k. Received an e-mail with information about the program?

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

1. Very useful
2. Somewhat useful
3. Not very useful
4. Not at all useful
5. (Didn't see any program information)
8. (Don't know)
9. (Refused)

[ASK MK1c IF MK1b=3,4]

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

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

MK2 In general, what is the best way of reaching public sector entities like yours to provide

information about energy efficiency opportunities like the program? [MULTIPLE RESPONSE, UP TO 3]

1. (Bill inserts)
2. (Flyers/ads/mailings)
3. (e-mail)
4. (Telephone)
5. (Electric utility Account Manager)
6. (Webinars/roundtables/events)
7. (Through trade or professional associations)
8. (Trade allies/contractors)
9. (In person/meetings)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Benefits and Barriers

B1a What do you see as the main benefits of participating in the program? [MULTIPLE RESPONSE, UP TO 3]

1. (Energy Savings/Lower Utility Bill)
2. (Good for the Environment)
3. (Lower Maintenance Costs)
4. (Better Quality/New Equipment)
5. (Rebate/Incentive)
7. (Able to make improvements sooner/do more projects)
00. (Other, Specify)
98. (Don't know)
99. (Refused)

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

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

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

[MULTIPLE RESPONSE, UP TO 3]

1. (Lack of awareness of the program)
2. (Financial reasons)
3. (Not aware of savings/don't realize the savings)
4. (Difficulty of Application/Paperwork Involved)
5. (Lack of Motivation)
6. (Lack of resources/personnel)
00. (Other, specify)
96. (None)
98. (Don't know)
99. (Refused)

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

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

Feedback and Recommendations

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

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

R2 How could the program be improved? [MULTIPLE RESPONSE, UP TO 4]

1. (Higher incentives)
2. (More measures)
3. (Greater publicity)
4. (Better Communication/Improve Program Information)
5. (Better Review of Applications)
6. (Easier to Participate)
7. (Quicker processing time)
96. (No recommendations)
00. (Other, specify)
98. (Don't know)
99. (Refused)

Lighting Special

[IF IEN=0, SKIP TO F2]

LS1a Our records show that you participated in the Illinois Energy Now Lighting Special. Under this special promotion, you received an increased incentive amount that DCEO offered for a limited period of time for retrofitting or upgrading T12 lighting. Are you aware that you received this increased incentive?

(If needed, "This payment was part of a special offer from DCEO that paid increased incentives for retrofitting or upgrading T12 lamps, ballasts, and fixtures. To receive the higher incentives, you would have submitted the final application between December 13, 2010 and April 15, 2011 and filled out an addendum to the regular application form.")

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

[IF LS1a<>1, SKIP TO F2]

LS1b Were you aware of the increased incentive when you decided to retrofit or upgrade your lighting?

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

LS2 How did you find out about the lighting special?

- 1 (DCEO website)
- 2 (Webinar)
- 3 (SEDAC Newsletter)
- 4 (Contractor/Trade Ally)
- 5 (Speaker/Presentation at an event)
- 00 (Other, specify)
- 98 (Don't know)
- 99 (Refused)

LS3 If you had only received the regular incentive amount for upgrading or retrofitting your T12 lighting, how likely would you have been to still install the exact same products? Please use a scale from 0 to 10 where 0 means "not at all likely" and 10 means "extremely likely".

Firmographics

I only have a few general questions left.

[SKIP TO F7 IF END USE = LED Traffic Signal]

F2 Which of the following best describes the ownership of the facility that participated in DCEO's Program? <COMPANY>...

1. Owns and occupies the facility
2. Owns the facility but the facility is rented to someone else
3. Rents the facility
8. (Don't know)
9. (Refused)

F6 And which of the following best describes the facility? The facility is...

1. <COMPANY>'s only location
2. One of several locations occupied by it
3. Its main location of several locations

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

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

[SKIP F7 IF F2=2]

F7 In comparison to other entities in your sector, would you describe <COMPANY> as...

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

F8 Finally, we have a few additional questions about the procurement process for projects like the one you completed through the DCEO program. Could you give me the name and telephone number of the person in your organization that is most knowledgeable about this? (If needed: This is the APPROVAL process for projects that involve the installation of new equipment.)

Name [OPEN END]

Phone Number [OPEN END]

- 96 (Respondent is the person most knowledgeable)
98. (Don't know)
99. (Refused)

[IF F8=96, READ] Thank you, someone may be contacting you soon to ask you some questions about your procurement processes.

5.1.2 Trade Ally and Contractor Free-ridership Survey Module

**DCEO ILLINOIS ENERGY NOW PUBLIC SECTOR ENERGY EFFICIENCY PROGRAM
TRADE ALLY FREERIDERSHIP INTERVIEW GUIDE
STANDARD PROJECTS
10/27/11**

Hello, this is _____ from Opinion Dynamics calling on behalf of DCEO. THIS IS NOT A SALES CALL. We are doing a brief survey with program allies who have been involved in projects supported by DCEO's Public Sector Energy Efficiency Program. Would you be willing to speak with me for about 2 minutes?

Freeridership Module [ASK ONLY IF IDENTIFIED BY CUSTOMER]

I now have a few specific questions about your firm's recent involvement in <%CUSTOMER>'s installation of <%MEASURE> through DCEO's Standard Incentive Program at <%ADDRESS> in <%MONTH/YEAR >.

FR1 <%CUSTOMER> has indicated that your firm was involved in the implementation of this project. Is this correct? Are you the person that is most knowledgeable about your firm's involvement in this project?

[IF NO, PROBE TO SEE IF THERE IS SOMEONE ELSE IN FIRM WHO MAY HAVE KNOWLEDGE OF THIS PROJECT, ELSE SKIP TO FR4]

FR2 Can you please describe your firm's role in the selection and installation of <%MEASURE> at <%CUSTOMER>'s facility? (Probe if firm merely supplied or installed equipment or if they had a role in selecting it. Probe about perceived level of influence firm's recommendation had on customers choice.)

[IF NO ROLE IN SELECTING EQUIPMENT, SKIP TO FR4]

FR3a On a scale of 0 to 10 where 0 is NOT AT ALL IMPORTANT and 10 is EXTREMELY IMPORTANT, how important was the PROGRAM, including incentives as well as program services and information, in influencing your decision to recommend that <%CUSTOMER> install the energy efficiency MEASURE at this time? [SCALE 0-10]

FR3b And using a 0 to 10 likelihood scale where 0 is NOT AT ALL LIKELY and 10 is EXTREMELY LIKELY, if the PROGRAM, including incentives as well as program services and information, had not been available, what is the likelihood that you would have recommended this specific MEASURE to <%CUSTOMER>? [SCALE 0-10]

[ASK FR4 IF NOT INVOLVED IN PROJECT OR NO ROLE IN SELECTING EQUIPMENT]

FR4 Do you know of any other vendors that worked with <%CUSTOMER> during their implementation and/or installation of <%MEASURE>, for example engineers or designers? If so, do you have their name and phone number?

5.1.3 Procurement Process Telephone Survey

**DCEO ILLINOIS ENERGY NOW PUBLIC SECTOR ENERGY EFFICIENCY PROGRAM
EQUIPMENT PROCUREMENT PROCESS INTERVIEW GUIDE
STANDARD AND CUSTOM PROJECTS
Final 9/21/11**

INTRODUCTION

Hello, this is _____ from Opinion Dynamics calling on behalf of the Illinois Department of Commerce and Economic Opportunity, or DCEO. This is not a sales call.

May I please speak with <PROGRAM CONTACT>?

Our records show that your organization completed an <ENDUSE> project with funding from the DCEO. We are conducting a follow-up study on behalf of DCEO to better understand equipment procurement processes in the public sector. Are you the most knowledgeable person about these processes at your organization?

[IF YES, CONTINUE]

[IF NO, ASK FOR THE CONTACT INFORMATION OF THE RIGHT PERSON]

My questions will only take about 10 minutes. Is now a good time?

[IF YES, CONTINUE]

[IF NO, SCHEDULE A CALL-BACK TIME]

Before we begin, I would like to ask for your permission to tape-record our conversation, so that I do not have to stop to take detailed notes. This tape will be used for analysis purposes only. All of your responses will remain confidential and will only be reported on aggregated with other responses.

For the following questions, please think about projects that involve equipment upgrades, such as lighting or heating or cooling equipment.

Project Funding

1. Where does the funding for equipment upgrade projects usually come from?
 - a. How easy or difficult is it to obtain the funding? Why?
2. How far in advance of the project implementation date do you have to apply for/reserve the funding for equipment upgrades? Are there specific times of the year during which you need to apply for/reserve funding for equipment upgrades? If so, what are they?
3. What kind of information needs to be provided to secure such funds? [PROBE FOR ROI, PAYBACK CALCULATIONS, ETC.] Does this depend on the type of project or the dollar amount of the project? Please explain.
4. Is there a cap on the dollar amount that can be spent on equipment upgrades per project? Per year? If so, what is the amount? What determines this amount?

Project Approval Process

5. Broadly speaking, what steps does the equipment procurement process consist of at your organization? Do procurement steps vary depending on project costs? If so, what are the cost thresholds that require different procurement processes? What are the specific procurement steps that need to be performed for projects with various cost thresholds?
6. What groups or entities are involved in the project approval process? [PROBE FOR SCHOOL BOARDS, TOWNSHIP MEETINGS, ETC.] Is voting involved in the project approval process? If so, how does the process work?
7. Is energy efficiency a formal requirement for your project approval?

Project Bidding/RFP Process

8. Is there a dollar amount above which a request for proposal is required? If so, what is it?
9. What steps does the typical bidding process consist of? How long does it take?
10. What factors that influence bid selection have been barriers to energy efficiency? [PROBE: lowest bid requirement, local/women/minority/made-in-USA/union business preferences, etc.] What factors that influence bid selection have been supportive of energy efficiency? [PROBE: sustainability policies, life cycle cost analysis, etc.]
11. Is energy efficiency a formal consideration or requirement in the equipment procurement process?
12. How easy or difficult is it to secure contractors to implement a project such as the <ENDUSE> project your organization completed with DCEO funding? Why do you say that? What factors does it depend on?

Project Timing

13. What times of the year are best for implementing equipment upgrades at your organization? Why do you say that?

Project Recommendations

14. Which parts of the equipment procurement process present the biggest challenge? Why do you say that?
15. In your opinion, is there anything the DCEO Public Sector Energy Efficiency Program could do to help organizations like yours to participate in the program? What changes could the program make to make the participation process easier?

*Those are all of the questions I have for you.
On behalf of DCEO, thank you for your time and cooperation.*

5.1.4 Program Drop-out Telephone Survey

**DCEO PUBLIC SECTOR ELECTRIC EFFICIENCY PROGRAM
PARTICIPANT DROPOUT INTERVIEW GUIDE
STANDARD AND CUSTOM PROJECTS**

Final 9/14/11

INTRODUCTION

Hello, this is _____ from Opinion Dynamics calling on behalf of the Illinois Department of Commerce and Economic Opportunity, or DCEO. This is not a sales call.

[IF CONTACT NAME EXISTS] May I please speak with <PROGRAM CONTACT>?

[IF NO CONTACT NAME EXISTS] I would like to speak with the person most knowledgeable about your facility's energy-related equipment.

Our records show that <COMPANY> had submitted a pre-approval application in <MONTH/YEAR> for an incentive from DCEO to perform an energy efficient upgrade. We are calling to ask a few questions about your experience with this program, which is called the Public Sector Electric Efficiency Program.

My questions will take about 5 to 10 minutes. Is now a good time?

SCREENING

1. Just to confirm, did <COMPANY> submit a pre-approval application to DCEO's Public Sector Electric Efficiency program between June 2010 and May 2011? [IF NO, THANK AND TERMINATE]
2. My records show that your organization did NOT submit a final application for this project. Is that correct? [IF SUBMITTED, THANK AND TERMINATE]

PROJECT IMPLEMENTATION

3. Why did your organization not submit a final application for that project? [IF MOVED INTO PY4, THANK AND TERMINATE]
4. What had you intended to install with the DCEO incentive? Ultimately, did your organization implement the project without DCEO funding?

[IF A PROJECT WAS IMPLEMENTED, ASK Q5-10, ELSE SKIP TO Q11]

5. What did you install? Did you install the same equipment you had intended to install with DCEO funding? [IF NO] Did you install high efficiency products? Please describe.
6. Can you briefly describe the factors that influenced the selection of the equipment you installed? (*Probe: role of contractor, organization's policy, availability of equipment, upfront investment, payback period*)

[IF PROJECT WASN'T HIGH EFFICIENCY, SKIP TO Q.10]

7. [ASK IF CUSTOMER INSTALLED SAME EQUIPMENT] When you initially decided to install high efficiency equipment as opposed to standard efficiency equipment, were you aware of the DCEO program and the available incentive? [IF NO, SKIP TO Q.10]