1 Home Energy Savings

1.1 Program Theory

Program theory is essentially a structured description of the various elements of a program's design: goals, motivating conditions/barriers, target audience, desired actions/behaviors, strategies/rationale, and messages/communications vehicles. The following subsections describe the Home Energy Savings (HES) program in these terms.

1.1.1 Program Goals

The Home Energy Savings program is a joint program of Nicor Gas (Nicor) and Commonwealth Edison (ComEd). In PY1, the HES program seeks to achieve 245,250 therms and 438MWh of savings by performing audits to promote discounted weatherization services and the direct install of energy efficiency measures in residential Nicor-ComEd single-family home customers. To meet these goals CSG aimed to conduct approximately 2,100 whole-home assessments which would result in about 630 completed jobs in the first program year that ended May 31, 2012.

1.1.2 Motivating Conditions/Barriers

Target participants are faced with a significant first cost barrier when attempting to implement energy efficiency measures. Since the cost of natural gas energy is relatively low in Nicor territory, energy efficiency is not always viewed as cost effective by customers. Furthermore, many target customers do not have an available budget to spend on energy efficiency upgrades, and some weatherization measures commonly recommended are relatively expensive.

A secondary barrier is the lack of awareness about energy efficiency opportunities. Target customers do not know of all of their options to reduce energy use and cost, nor which options are the most cost-effective, such that customers take no action to seek energy efficiency opportunities.

A third barrier in the market is the lack of standard work practices and experience among contractors to conduct complex home performance reviews, which stymies contractor credibility and their ability to cost-effectively install customer weatherization projects.

1.1.3 Target Audience

The target program market is homeowners with single family residences that are customers of both Nicor and ComEd. In particular, customers in the top quartile of gas heating and electric cooling loads are targeted, though any jointly served customer is eligible.

1.1.4 Desired Actions/Behaviors

The program incents participants to have an audit conducted in their homes, to weatherize their homes, and to have energy efficiency measures direct installed at the time of audit at little or no cost (resulting in immediate savings). It also works with participating contractors to enhance their ability to sell the program and implement program measures cost-effectively and to a high standard of quality.

1.1.5 Strategies/Rationale

The HES program provides discounted whole-home audits to customers to identify opportunities for installing energy efficiency measures and weatherizing the home. During the audit, free CFLs, showerheads, aerators, and pipe insulation are direct installed for instant energy savings. A programmable thermostat is also installed at a reduced price if the customer is interested. Finally, in PY1 customers were offered incentives of 50% of retrofit cost for performing recommended weatherization upgrades to their home, up to a maximum of $1,250 per home.

Trade allies also benefit from the program by having credibility established through participating with the utilities. Furthermore, the program provides program training and standardizes high-quality practices in the market.

1.1.6 Messages/Communications Vehicles

The Home Energy Savings program utilizes an integrated marketing plan that includes website content, direct mail promotions to residents, and community events along with direct promotion by weatherization contractors. The marketing message stresses the importance of homeowners' need to care for their home investment and energy performance. Messaging focuses on getting customers to take advantage of the program's key benefits, savings and comfort. The top three messages conveyed to participants about the benefits of participating are:

1. Savings & comfort
2. Simplicity of participating and the potential to save money on home energy use as a result
3. Saving money and future-proofing one's home against rising energy prices

1.2 Program Logic Model

This section presents how the Home Energy Savings program activities logically lead to desired program outcomes. Figure 1-1 presents the HES logic model diagram showing the linkages between activities, outputs and outcomes, and identifying potential external influences. The diagram presents the key features of the program. The logic diagram presented here is at a slightly higher level than the tables in the report, aggregating some of the activities and outputs in order to provide an easier-to-read logic model.

The remainder of this chapter presents the resources, activities, outputs, outcomes and associated measurement indicators associated with the HES program.

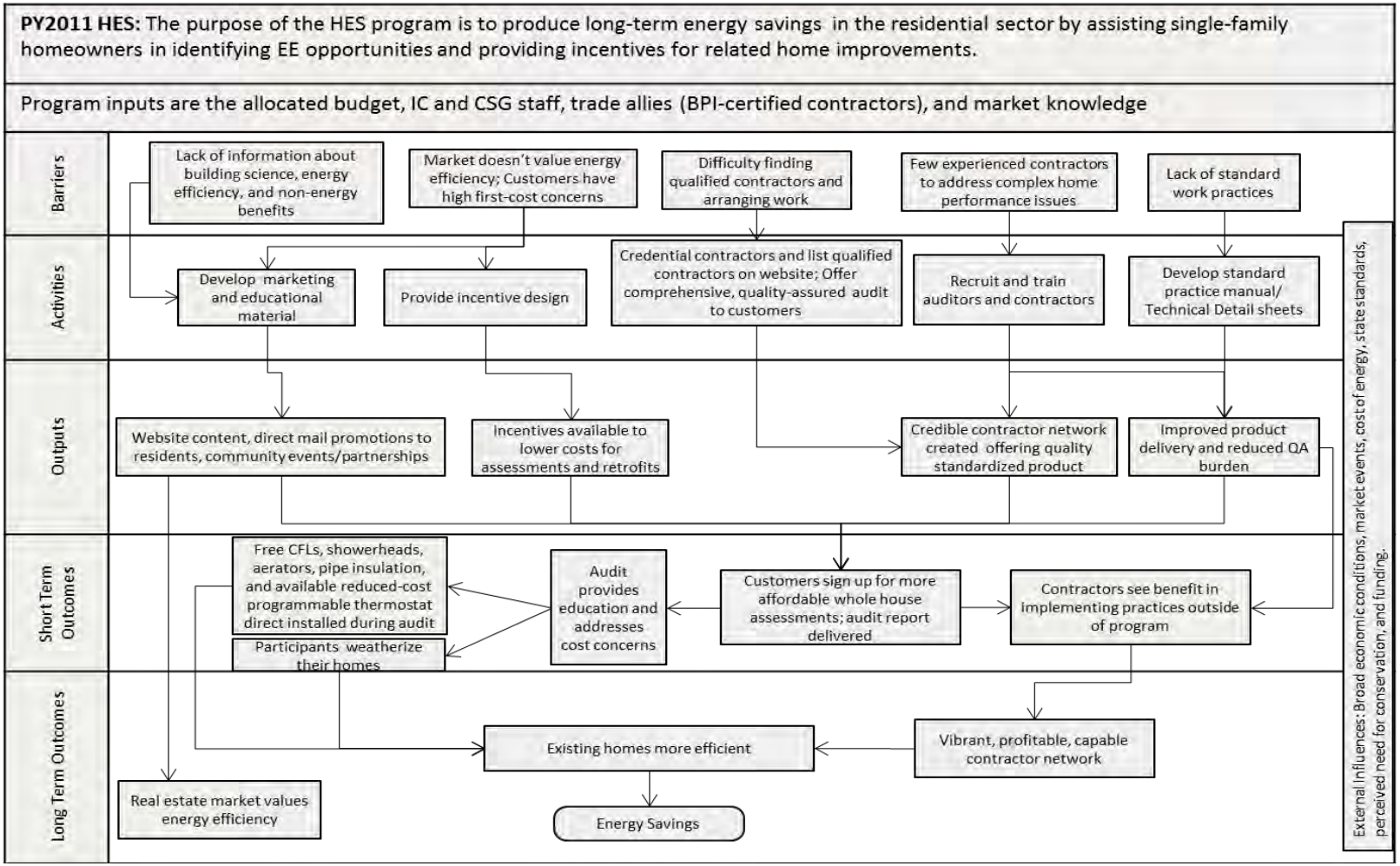
1.2.1 Resources

The ability of the Home Energy Savings program to generate the outputs and outcomes needed to reach the program's impact goals depends in part on the level and quality and effectiveness of inputs (resources) that go into these efforts. There are also external influences that can help or hinder achieving anticipated outcomes. Key program inputs and potential external influences are shown in Table 1-1.

Table 1-1. Program Inputs and Potential External Influences

Program Inputs
• Nicor and ComEd ratepayer funds • Nicor and ComEd staff resources • Implementation Contractor staff resources and experience • Utility and Implementation Contractor knowledge of the target market
External Influences and Other Factors
• Economic environment • Energy prices • Market events • State standards • Perceived need for conservation

Figure 1-1. Program Logic Model



1.2.2 Activities

The purpose of Home Energy Savings program is to educate and assist eligible target customers to identify energy savings opportunities and to install them in their homes. Target single family homeowner joint customers of Nicor and ComEd are eligible for the program. The program will reach eligible customers through activities designed to overcome barriers to achieving longer term energy savings. These activities are outlined in Table 1-2.

Table 1-2. Home Energy Savings Activities

Develop informational and marketing collateral
• Prepare customer education and sales collateral that is distributed in the home, at key events and, posted on the website and/or mailed to interested consumers when calling in to inquire further on the program
Provide incentive design
• Customers are given an instant rebate on their audits and projects • Participating contractors submit all required documentation which is reviewed and processed by CSG before they receive rebate funds
Credential contractors; Offer a comprehensive, quality-assured audit to customers
• Contractors are QAQC checked and sign a Participation Agreement that contains on-going participation requirements in the program • Contractors graded based on quality of work, customer service, and work documentation; contractors that rate highest get the most work assigned • As a result of the above points, customers are offered a quality-assured audit
Recruit and train auditors and contractors
• Contractors identified using lists from clients, existing staff knowledge and relationships, and research and RFQs sent out to interested contractors • Implementation Contractor provides program training for all trade allies and auditors that covers program goals and rules, material specifications, installation standards, quality control procedures and other program components • Implementation Contractor is a technical support resource for all trade allies and auditors • CSG Energy Advisors are also trained to provide information about the program to customers
Develop standard practice manual/ Technical Detail sheets
• The program includes a comprehensive Operations Manual which outlines agreements to which contractors must comply

1.2.3 Outputs, Outcomes and Associated Measurement Indicators

It is important to distinguish between outputs and outcomes. For the purposes of this logic document, outputs are defined as the immediate results from specific program activities. These results are typically easily identified and can often be counted by reviewing program records. An example for Home Energy Savings program would be the number of home assessments conducted. Outcomes are distinguished from outputs by their less direct (and often harder to quantify) results from specific program activities. Outcomes represent anticipated impacts associated with Nicor Gas/ComEd's program activities and will vary depending on the time period being assessed. An example would be energy and demand savings. On a continuum, program activities will lead to immediate outputs that, if successful, will collectively work toward achievement of anticipated short, intermediate and long-term program outcomes.

The following tables list outputs (**Error! Reference source not found.**) and outcomes (Table 1-4), taken directly from the logic model and associated measurement indicators. For each indicator, a proposed data source or collection approach is presented.

Table 1-3. Program Outputs, Associated Indicators and Potential Data Sources

Outputs	Key Performance Indicators	Data Sources and Potential Collection Approaches
Website content, direct mail promotions to residents, community events/ partnerships, customer case studies	Number and type of print materials developed. Content of materials.	Interviews with program staff, electronic copies of print materials
Incentives lower costs for assessments and retrofits	Number of rebates offered and amount; customer and trade ally perceptions of rebates	Interviews with program staff and trade allies, participant surveys, program tracking data
Credible contractor network created offering standardized product	Number of credentialed contractors; Customer satisfaction with program and processes	Interviews with program staff and trade allies, participant surveys, program tracking data
Improved product delivery and reduced QA burden	Percent of jobs with QA issues and number of follow-ups; Customer and trade ally satisfaction with program and processes	Interviews with program staff and trade allies, participant surveys, tracking system

Table 1-4. Program Outcomes, Associated Indicators and Potential Data Sources

Outcomes	Key Performance Indicators	Data Sources and Potential Collection Approaches
Short-Term		
Customers sign up for more affordable whole house assessments; Audit Report delivered	Number of target customers that have received audits	Interviews with program staff and trade allies, program tracking data
Free CFLs, showerheads, aerators, pipe insulation, and available reduced-cost programmable thermostat direct installed during audit	Number of direct install measures installed; measure persistence; Percent of customers receiving audits installing recommended measures with a cost (by measure)	Interviews with program staff and trade allies, program tracking data
Audit provides education and addresses cost concerns	Number of homes weatherized	Interviews with program staff and trade allies, program tracking data
Participants weatherize their homes	Number of homes weatherized	Interviews with program staff and trade allies, program tracking data
Contractors see benefit in implementing practices outside of program	Spillover rate of program practices outside of program	Interviews with program staff and trade allies
Longer-Term		
Real estate market values energy efficiency	Participant perceptions of energy efficiency, trade allies' observations on customer trends outside of participants	Interviews with program staff and trade allies, participant surveys; secondary research
Existing homes more efficient/Energy Savings	Percent of target customers installing energy efficiency measures	Program tracking data; customer database; Engineering review, calibrated simulation or billing analysis
Vibrant, profitable, capable contractor network	Number of credentialed contractors; Trade ally perceptions of effects of EE programs on market	Interviews with program staff and trade allies

5.6 Data Collection Instruments

5.6.1 Phone Survey for Participating Customers

Home Energy Savings Program – Nicor/ComEd
Full Participant Survey (both Audit and Weatherization elements)

Nicor Gas PY1/ComEd PY4 Evaluation (June 1, 2011 – May 31, 2012)
DRAFT 9/10/2012

SAMPLE VARIABLES MAP TO TRACKING DATABASE VARIABLES

- CUSTNAME
  - *Contact name in tracking database: NAME FIRST + NAME LAST*
- ADDRESS
  - *Customer address for confirmation if phone number used to contact customer is different than the one in the sample file/tracking system (when call rescheduled)*
- PHONE NUMBER
  - *(Primary; use Phone_Number_Secondary if unable to contact primary # after 4 attempts)*
- AUDIT_DATE
  - *date audit performed (ex. July 1, 2011)*
- C_FLAG
  - *this was flagged if MEASURE ID = 1 OR 2 OR 3 OR 4 OR 19 installed (0,1)*
- SH_FLAG
  - *this was flagged if MEASURE ID = 5 installed (0,1)*
- BA_FLAG
  - *this was flagged if MEASURE ID = 7 installed (0,1)*
- HWT_FLAG
  - *this was flagged if MEASURE ID = 8 installed (0,1)*
- PI_FLAG
  - *this was flagged if MEASURE ID = 9 installed (0,1)*
- AI_FLAG
  - *this was flagged if MEASURE ID = 12 installed (0,1)*
- WALL_FLAG
  - *this was flagged if MEASURE ID = 13 installed (0,1)*
- OTHER_FLAG
  - *this was flagged if MEASURE ID = 14 installed (0,1)*
- AS_FLAG
  - *this was flagged if MEASURE ID = 16 installed (0,1)*
- CONDITIONED_SQUARE_FOOTAGE
  - Conditioned square footage *of home from tracking data*
- CFL_QTY
  - *MEAS_QTY (quantity of measure) in tracking system for all CFL measures installed*
- DIMCAT 1 – DI measure/instant upgrade with largest savings
- DIMCAT 2 – DI measure/instant upgrade with second largest savings
- DIMCAT 3 – DI measure/instant upgrade with third largest savings
- DIMCAT 4 – DI measure/instant upgrade with fourth largest savings
- WMCAT 1 – Weatherization measure/instant upgrade with largest savings
- WMCAT 2 – Weatherization measure/instant upgrade with second largest savings
- WMCAT 3 – Weatherization measure/instant upgrade with third largest savings
- WMCAT 4 – Weatherization measure/instant upgrade with fourth largest savings

Measure ID Codes	
MEASURE_ID	MEASURE_ID_NAME
1	9 Watt CFL
2	14 Watt CFL
3	19 Watt CFL
4	23 Watt CFL
5	Shower Head
~~6~~	~~Kitchen Aerator~~
7	Bathroom Aerator
8	Hot Water Temperature Setback
9	Pipe Insulation
~~10~~	~~Programmable Thermostat~~
~~11~~	~~Programmable Thermostat Education~~
12	Attic Insulation
13	Wall Insulation
14	Floor Insulation (Other)
~~15~~	~~Duct Insulation & Sealing~~
16	Air Sealing
19	9 Watt Globe CFL

Note: strikeouts above indicate non-key measures (those contributing <5% of DI or weatherization measures' total savings)

INTERVIEWER INSTRUCTIONS

Call is to be placed asking to speak to the individual named in the customer contact information obtained from program records.

If that individual no longer has the phone number of record, ask the respondent if they live at [customer address of record].

If the individual of record no longer lives at address of record, take any info offered, thank and terminate.

Make at least 5 attempts to each customer at different times of the day/week.

The purpose of the introductory script is to ensure the survey is answered by the primary decision maker involved in enrolling in Nicor Gas's Home Energy Savings program (jointly run with ComEd, so the customer will have accounts with both utilities).

Initial questions are to qualify the respondent

Acceptable respondents may include persons who signed up on behalf of a dependent person (e.g., older relative) but who may not live at the target service address.

PROGRAM INTRODUCTION

Hello, this is [INTERVIEWER'S NAME] from Blackstone Group, calling on behalf of Nicor Gas and ComEd. This is not a sales call. We are contacting customers who have participated in Nicor Gas and ComEd's *Home Energy Savings Program*. May I please speak with [CUSTNAME]? [IF NEEDED: This program provided an on-site home energy assessment (energy audit) and follow-up weatherization actions, including educational information, free installation of energy efficient upgrades such as CFL light bulbs and high-efficiency showerheads and faucet aerators, and incentives for various energy efficiency actions that were installed by a program contractor. I'd like to assure you that your responses will be kept confidential and your individual responses will not be revealed to anyone.]

Are you the person who was most familiar with the on-site home energy assessment (energy audit) that was done, and the associated energy efficiency upgrades including the follow-on weatherization work that the energy adviser proposed? (IF NOT: May I please speak with the person who was most familiar with the work done by the program?)

CONTINUE WITH RIGHT PERSON: Hello, this is [INTERVIEWER'S NAME] from Blackstone Group, calling on behalf of Nicor Gas and ComEd. This is not a sales call. We are contacting customers who have participated in Nicor Gas and ComEd's *Home Energy Savings Program*. We are conducting a study to evaluate Nicor Gas and ComEd's *Home Energy Savings* and would like to include your opinions. [IF NEEDED: This program provided an on-site home energy assessment (energy audit) and follow-up energy saving actions, including educational information, free installation of energy efficient upgrades such as CFL light bulbs and high-efficiency showerheads and faucet aerators, and incentives for various weatherization actions that were installed by a weatherization contractor. I'd like to assure you that your responses will be kept confidential and your individual responses will not be revealed to anyone. This study is required by the Illinois Commerce Commission and will be used to verify the effectiveness of the program and to make improvements.]

(IF NEEDED: It will take about 20 minutes)

(IF VERIFICATION IS NEEDED: TELL THEM THEY CAN CALL TERRI BURNS OF NICOR GAS AT 630 – 388 – 2380. [IF PROMPTED: TERRI IS AN ADMINISTRATIVE ASSISTANT SERVING THE ENERGY EFFICIENCY DEPARTMENT.])

B. CELL PHONE SAFETY

C1. Are you currently talking to me on a regular landline phone or a cell phone?
1. Regular landline phone
2. Cell phone
98. (Don't Know)
99. (Refused)

[ASK IF C1= 2]
C2. Are you currently in a place where you can talk safely and answer my questions?
1. Yes
2. (No, schedule a callback)
3. (No, do not call back)
8. (Don't know, schedule a callback)
9. (Refused, schedule a callback)

To start, we have several questions regarding the energy efficiency upgrades that were installed in your home. The answers to these questions are very important so Nicor Gas and ComEd can determine how much energy is being saved by the program.

C. DIRECT-INSTALLATION MEASURE VERIFICATION

Our records show that the following instant upgrades were installed through the *Home Energy Savings Program* during the initial energy assessment (energy audit) done at the home. [READ EACH INSTANT UPGRADE PER PROGRAM RECORD AND VERIFY WITH CUSTOMER:] Is this correct?

DIMV2. [if SH_FLAG=1] Showerhead
DIMV3. [if BA_FLAG=1] Bathroom Aerator(s)
DIMV4. [if PI_FLAG=1] Pipe Insulation
DIMV5. [if HWT_FLAG=1] Hot Water Temperature Setback
DIMV6. [if PTE_FLAG=1] Programmable Thermostat Temperature Setting and Programming

1. (Yes, upgrade was installed/action taken)
2. (No, upgrade was not installed/action not taken)
98. (Don't know)
99. (Refused)

[IF NO DIRECT INSTALL MEASURES WERE REPORTED INSTALLED, SKIP TO WEATHERIZATION SECTION: WMV1]

DIMP1. Since participating in the program, have you since removed or undone any of those items?

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

[ASK DIMP1a IF DIMP1=1]
DIMP1a. What did you uninstall or undo?

1. (Showerhead)
2. (Bathroom aerator)
3. (Pipe insulation)
4. (Hot water temperature setback)
5. (Programmable thermostat settings)
98. (Don't know)
99. (Refused)

[ASK DIMP1b IF DIMP1=1]
DIMP1b. Why did you uninstall/undo the item(s)?
00. OPENEND
98. (Don't know)
99. (Refused)

DIM1. Since receiving instant upgrades from the program, have you recommended any of them to anyone else?

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

[ASK DIM1a if DIM1 = 1]

DIM1a. Which ones have you recommended? (Check all that apply)

1. CFLs
2. Showerhead
3. Bath aerator
4. Pipe insulation
5. Hot water temperature setback
6. Programmable Thermostat Setting
98. (Don't know)
99. (Refused)

[ASK DIM4 IF DIMV2 =1]

DIM4. Did you have any high-efficiency showerheads installed BEFORE participating in the program?

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

[ASK DIM5 IF DIM4=1]

DIM5. How many high-efficiency showerheads did you have installed BEFORE participating in the program?

00. OPEN END #
98. (Don't know)
99. (Refused)

[ASK DIM6 IF DIMV3 =1]

DIM6. Did you have any bathroom faucet aerators installed BEFORE participating in the program?

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

[ASK DIM7 IF DIM6=1]

DIM7. How many bathroom faucet aerators did you have installed BEFORE participating in the program?

00. OPEN END #
98. (Don't know)
99. (Refused)

[ASK DIM8 IF DIMV4 =1]

DIM8. Did you have any hot water pipe insulation installed BEFORE participating in the program?

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

[ASK DIM9 IF DIM8=1]

DIM9. How many feet of pipe insulation were installed BEFORE participating in the program?

00. OPEN END #
98. (Don't know)
99. (Refused)

[ASK DIM10 IF DIMV5 =1]

DIM10. Did you have the hot water temperature lowered BEFORE participating in the program?

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

[ASK DIM11 IF DIM10=1]

DIM11. About how many degrees had the hot water temperature been turned down BEFORE participating in the program?

00. Numeric OPEN END
98. (Don't know)
99. (Refused)

[ASK DIM12 IF DIMV6=1]

DIM12. Earlier you indicated that during the energy assessment (audit), the contractor programmed your heating thermostat. Ignoring that you may have turned off the heat in your home in the summer, did you at any point change the actual programmed settings on the thermostat that the contractor set up?

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

[ASK DIM12a IF DIM12=1]

DIM12a. Did you change it to heat the home more or less?

1. More
2. Less
3. Other [RECORD]
98. (Don't know)
99. (Refused)

[IF DIMV1=1 ASK, ELSE SKIP TO DIM15FR1]

CFLMV1. [Wording if CFL_QTY=1] Our records show that [CFL_QTY] CFL was installed during the Home Energy Savings visit to your home. Is this correct?
[Wording if CFL_QTY>1] Our records show that [CFL_QTY] CFLs were installed during the Home Energy Savings visit to your home. Is this correct?
1. Yes, quantity is correct
2. No, quantity is incorrect
98. (Don't know) [SKIP TO DIM15FR1]
99. (Refused) [SKIP TO DIM15FR1]

[ASK CFLMV2 IF CFLMV1=2]

CFLMV2. How many CFLs were installed during the Home Energy Savings visit? [Prompt for best guess.] [USE AS CFL_QTY FOR REMAINDER OF SURVEY UNLESS DK OR REF THEN SKIP TO DIM15FR1]
0. "None" [SKIP to DIM15FR1]
#. NUMERIC OPEN END up to 999
98. (Don't know) [SKIP TO DIM15FR1]
99. (Refused) [SKIP TO DIM15FR1]

DIM2. Did you have any CFLs installed BEFORE participating in the program?
1. Yes
2. No
98. (Don't know)
99. (Refused)

[ASK DIM3 IF DIM2=1]

DIM3. About how many CFLs did you have installed BEFORE participating in the program?
00. OPENEND
98. (Don't know)
99. (Refused)

[ASK HC8 IF DIMV1=1]

HC8. Before participating in the program, approximately what percent of the screw-in light bulb sockets in your home were already equipped with CFL bulbs?
#. NUMERIC OPEN END up to 99

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

CFLMV5. How many of the CFLs you received during the program replaced other CFLs you had previously installed?

#. NUMERIC OPEN END up to CFL_QTY
98. (Don't know)
99. (Refused)

CFLMV5a. [ASK IF CFLMV5>0] Why did you choose to remove an existing CFL and replace it with a program CFL? (DO NOT READ; MULTIPLE RESPONSE, PROMPT FOR ADDITIONAL)

1. [THE NEW CFL WAS BRIGHTER]
2. [THE NEW CFL WOULD LAST LONGER]
3. [THE NEW CFL WAS MORE EFFICIENT]
4. [SIMPLY BECAUSE THE NEW CFL IS NEWER]
5. [THE NEW CFL DID NOT TAKE AS LONG TO GET BRIGHT]
6. [BETTER FIT IN FIXTURE]
7. [OTHER] (SPECIFY)
98. DON'T KNOW
99. REFUSED

CFLMV6. [Wording if CFL_QTY=1] Is the CFL you received from the program still installed somewhere in your home?
[Wording if CFL_QTY>1] Are all of the CFLs you received from the program still installed somewhere in your home?

1. (Yes) [SKIP TO DIM15FR1]
2. (No)
98. (Don't know) [SKIP TO DIM15FR1]
99. (Refused) [SKIP TO DIM15FR1]

[ASK CFLMV7 IF CFLMV6 =2 AND CFL_QTY=1]

CFLMV7. Which of the following best describes what happened to the CFL that was removed? (READ LIST AND RECORD ONE RESPONSE)

1. It was thrown away
2. It is in storage
3. It was sold or given away
00. (Other, specify)
98. (Don't know)
99. (Refused)

[ASK CFLMV8 IF CFLMV6 =2 AND CFL_QTY>1]

CFLMV8. How many of the CFLs you originally received from the program have you uninstalled?

#. NUMERIC OPEN END up to 999 [NUMBER REPORTED = CFLS_REMOVED]
98. (Don't know) [SKIP TO DIM15FR1]
99. (Refused) [SKIP TO DIM15FR1]

[ASK CFLMV11 IF CFLMV6 =2 AND CFL_QTY>1]

CFLMV11. How many PROGRAM bulbs have been thrown away?
#. NUMERIC OPEN END up to CFLS_REMOVED
98. (Don't know)
99. (Refused)

[IF CFLMV11 = CFLS_REMOVED, THEN SKIP TO CFLMV16]

[ASK CFLMV12 IF CFLMV6 =2 AND CFL_QTY>1]

CFLMV12. How many are in storage?
#. NUMERIC OPEN END up to CFLS_REMOVED
98. (Don't know)
99. (Refused)

[IF CFLMV12+CFLMV11= CFLS_REMOVED, THEN SKIP TO CFLMV16]

[ASK CFLMV13 IF CFLMV6 =2 AND CFL_QTY>1]

CFLMV13. How many were sold or given away?
#. NUMERIC OPEN END up to CFLS_REMOVED
98. (Don't know)
99. (Refused)

[IF CFLMV11 *OR* CFLMV12 *OR* CFLMV13 = 98 or 99 THEN SKIP TO DIM15FR1]

[CLFS_REMOVED check]

IF CFLMV11+ CFLMV12+ CFLMV13 = CFLS_REMOVED
then proceed to CFLMV16.
ELSE IF CFLMV11+ CFLMV12+ CFLMV13 > CFLS_REMOVED
then read "I must have made a mistake, those quantities add up to more CFLs than you said were removed. Let me read through the last few questions again" and skip back to CFLMV8
ELSE IF CFLMV11+ CFLMV12+ CFLMV13 < CFLS_REMOVED
then proceed to CFLMV14]

CFLMV14. What was done with the remaining [CFLS_REMOVED – (CFLMV11+ CFLMV12+ CFLMV13)] CFLs?

00. OPEN END
98. (Don't know)
99. (Refused)

[ASK CFLMV16 IF CFLMV6=2]

CFLMV16. Why [were the CFLs/was the CFL] removed from [their/its] original location? (MULTIPLE RESPONSE; PROMPT FOR ADDITIONAL) [DO NOT READ]

1. (Equipment failed)
2. (Didn't work properly)
3. (Too bright or too dim)
4. (Didn't like the color)
5. (Didn't like the appearance/unattractive)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[IF DIMV1=1, then start with MEASURE='CFLS' AND ASK DIM15FR1 THROUGH DIM19 (and DIMCC1 if applicable) FOR CFLs before returning to DIM15FR1 and replacing MEASURE with DIMCAT1; IF DIMV1 <> 1 BEGIN WITH DIMCAT1]

DIMCAT1, DIMCAT2, DIMCAT3, DIMCAT4 = SH, BA_, PI_, or HWT. DIMCAT1, DIMCAT2, DIMCAT3, DIMCAT4 are participant-specific measures that generated the most savings in their particular project, in descending order.

TO DETERMINE <MEASURE>:
IF DIMCAT1= SH_ then MEASURE = "showerheads"
IF DIMCAT1= BA_ then MEASURE = "bathroom aerators"
IF DIMCAT1= PI_ then MEASURE = "pipe insulation"
IF DIMCAT1= HWT then MEASURE = "Hot water temperature setback"

DIM15FR1. At the time that you first heard about this program, had you already been thinking about purchasing [IF DIMCAT1 = HWT, say "performing"] (a) [**insert <DIMCAT1> MEASURE**] for this property?

1. (Yes) [CONTINUE TO DIM15FR2]
2. (No) [SKIP TO DIM16]
98. (Don't know) [SKIP TO DIM16]
99. (Refused) [SKIP TO DIM16]

DIM15FR2. Had you already began researching or collecting information about [**insert <DIMCAT1> MEASURE**] to aid in your purchase decision? [IF DIMCAT1=HWT, "Had you already began researching or collecting information about performing a Hot water temperature setback?"]

1. (Yes) [CONTINUE TO DIM15FR3]
2. (No) [SKIP TO DIM16]
98. (Don't know) [SKIP TO DIM16]

99. (Refused) [SKIP TO DIM16]

[SKIP TO DIM16 IF DIMCAT1 = HWT]

DIM15FR3. Had you already selected where you were planning to purchase the/these [insert <DIMCAT1> MEASURE]?

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

DIM16. Just to be sure I understand, did you have any specific plans to install [IF DIMCAT1 = HWT, say "perform"] (a) [INSERT <DIMCAT1> MEASURE] before learning about the program?

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

DIM17. On a 0 to 10 scale, with 0 being not at all likely and 10 being very likely, how likely is it that you would have installed [IF DIMCAT1 = HWT, "performed"] (a) [INSERT <DIMCAT1> MEASURE] if you had not received (it/them) through the program?

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

[IF DIM16 = 2 and DIM17 <=3, SKIP TO DIM20FRT]

I'm going to read two statements about the [INSERT <DIMCAT1> MEASURE] you received. On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, how much do you agree with each of the following statements.

DIM18. The program was a critical factor in my decision to have the [INSERT <DIMCAT1> MEASURE] installed/performed.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

DIM19. I would have installed [IF DIMCAT1 = HWT, say "performed"] the [INSERT <DIMCAT1> MEASURE] within a year of when I did, if I had not received (it/them) from the program.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

Consistency Check & Resolution

[DIMCC1 will be asked only for those respondents who have a clear inconsistency between responses (i.e., all but one of the questions are at one end of the spectrum for free ridership while one question is at the other spectrum.) The question responses that will be used to trigger DIMCC1 are:

- DIM17 (how likely is it that you would have installed the same item)
- DIM18 (program was a critical factor in my decision to install item)
- DIM19 (would have installed item within a year, without the program)

{IF DIM17= 0,1,2 AND DIM18= 0,1,2 AND DIM19= 8,9,10, ASK DIMCC1. INCONSISTENCY1='you would likely not have installed/performed the [INSERT <DIMCAT1> MEASURE] without the program but that differs from when you said the program was not a critical factor and you would install/perform the [INSERT <DIMCAT1> MEASURE] within a year without the program'}

{IF DIM17= 8,9,10 AND DIM18= 8,9,10 AND DIM19= 0,1,2, ASK DIMCC1. INCONSISTENCY1= 'you would likely have installed/performed the [INSERT <DIMCAT1> MEASURE] without the program but that differs from your response that the program was a critical factor and you would not have installed/performed the [INSERT <DIMCAT1> MEASURE] within the year without the program'}

{IF DIM17= 0,1,2 AND DIM18= 0,1,2 AND DIM19= 0,1,2, ASK DIMCC1. INCONSISTENCY1='the program was not a critical factor in your decision to install/perform the [INSERT <DIMCAT1> MEASURE] but that differs from your response that you would not have installed/performed the [INSERT <DIMCAT1> MEASURE] within the year without the program'}

{IF DIM17= 8,9,10 AND DIM18= 8,9,10 AND DIM19= 8,9,10, ASK DIMCC1. INCONSISTENCY1='the program was a critical factor in your decision to install/perform the [INSERT <DIMCAT1> MEASURE] but that differs from your response that you would have installed/performed the [INSERT <DIMCAT1> MEASURE] within the year without the program'}

{IF DIM17= 8,9,10 AND DIM18= 0,1,2 AND DIM19= 0,1,2, ASK DIMCC1. INCONSISTENCY1= 'you would not have installed/performed the [INSERT <DIMCAT1> MEASURE] within the year without the program but that differs from your response that the program was not a critical factor and you were likely to install/perform the [INSERT <DIMCAT1> MEASURE] without the program'}

{IF DIM17= 0,1,2 AND DIM18= 8,9,10 AND DIM19=8,9,10, ASK DIMCC1. INCONSISTENCY1='you would have installed the [INSERT <DIMCAT1> MEASURE] within the year without the program but that differs from your response that you were not likely to install/perform the [INSERT <DIMCAT1> MEASURE] and the program was a critical factor'}]

DIMCC1. Let me make sure I understand you. Earlier, you said [insert appropriate inconsistency statement]. Please tell me in your own words what influence, if any, the program had on your decision to have the [INSERT <DIMCAT1> MEASURE] installed/performed at the time you did? [OPEN END, DK, REF]

[ASK DIM20FRT IF DIMV2 OR DIMV3 OR DIMV4 OR DIMV5=1]

DIM20FRT. The questions I just asked you focused on the **<DIMCAT1>** you had installed [IF DIMCAT1=HWT, "performed"] during the program. Our program records indicate that you also installed/performed (a) **<insert measure DIMCAT2>, <insert measure DIMCAT3>, (and) < insert measure DIMCAT4>.** Was the program as influential in your decision to install these additional items as it was in your decision to install [IF DIMCAT1=HWT, "perform a"] [<DIMCAT1>, or would you say the program influenced some items installed more than others? *(NOTE: CFLs are not included in this question).*

1. The program was similarly influential for all items installed [CONTINUE TO NEXT SECTION]
2. The program influenced some items installed more than others [REPEAT QUESTIONS DIM15FR1 THROUGH DIMCC1 FOR EACH ADDITIONAL MEASURE CATEGORY INSTALLED THEN GO TO DIM21]

DIM21. Have you installed any more CFLs, Efficient Showerheads, Bathroom Aerators, or Pipe Insulation since you received the one(s) through the program?

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

[ASK IF DIM21 =1, OTHERWISE SKIP TO WMV1]

DIM21a. What did you install? [Check all that apply]

1. CFLs
2. Pipe Insulation
3. Bathroom Aerator
4. Efficient Showerhead
98. (Don't Know)
99. (Refused)

[ASK DIM22 and DIM23 FOR EACH DIM21a=1, 2, 3; IF 98 or 99, SKIP TO WMV1]

DIM22. How many [IF DIM21a = 2, "How many feet of…"] additional [INSERT MEASURE DIM21a] have you installed?

#. NUMERIC OPEN END up to 999
98. (Don't know)
99. (Refused)

DIM23. How influential was the program in encouraging you to install the additional [INSERT MEASURE DIM21a]? Please rate this on a 0-10 scale, where 0 means not at all influential and 10 means very influential.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

DIM24.

W. WEATHERIZATION MEASURE VERIFICATION (Key measures comprising 95% of weatherization savings: Attic insulation, Wall insulation, Other insulation and Air Sealing

Our records show that the following energy efficiency upgrades were installed through the *Home Energy Savings Program*. [READ EACH UPGRADE PER PROGRAM RECORD AND VERIFY WITH CUSTOMER:] Is this correct?

WMV1. [if AS_FLAG=1] Air Sealing
WMV2. [if AI_FLAG=1] Attic Insulation
WMV3. [if WALL_FLAG=1] Wall Insulation (NOTE: WALL INSULATION MAY INCLUDE: *Exterior Wall Insulation, Sloped Ceiling Insulation, Knee Wall Insulation, Crawl Space Insulation, Rim Joist Insulation*)
WMV4. [if OTHER_FLAG=1] Other Insulation (including *floor, garage ceiling and overhang insulation, ducts*)

1. (Yes, upgrade was installed)
2. (No, upgrade was not installed)
3. [IF WALL_FLAG=1] (Some of these upgrades were installed) (NOTE TO INTERVIEWER: If necessary read "Which of these kinds of ceiling, wall, or crawl space insulation were actually installed?")]
4. [IF OTHER_FLAG=1] (Some other insulation upgrades were installed) (NOTE TO INTERVIEWER: If necessary read "Which kinds of other insulation were actually installed?")]
98. (Don't know)
99. (Refused)

[ASK WM5 IF WMV3 =1 OR 3]

WM5. Did you pay anyone to have any ADDITIONAL ceiling (not open attic but closed sloping ceiling), wall, or crawl space insulation installed prior to participating in the program?

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

[ASK WM6 IF WM5=1]

WM6. How much of that ADDITIONAL insulation did you have installed prior to participating in the program? (Respondent can answer in inches, r-value, type of insulation, etc)

00. OPENEND
98. (Don't know)
99. (Refused)

[ASK WM7 IF WMV4 =1 OR 3]

WM7. Did you pay anyone to have any other kinds of ADDITIONAL insulation, besides attic insulation, installed prior to participating in the program?

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

[ASK WM8 IF WM7=1]

WM8. How much of that ADDITIONAL insulation did you have installed prior to participating in the program? (Respondent can answer in inches, r-value, type of insulation, etc)

00. OPENEND
98. (Don't know)
99. (Refused)

WMCAT1, WMCAT2, WMCAT3, WMCAT4 = AS, AI_, WAL, or OTH. WMCAT1, WMCAT2, WMCAT3, WMCAT4 are participant-specific measures that generated the most savings in their particular project, in descending order.

TO DETERMINE <MEASURE> :
if WMCAT1= AS_ then MEASURE='Air Sealing'
if WMCAT1=AI_ then MEASURE='Attic Insulation' (including *venting as well as insulation materials*)**'**
if WMCAT1=WAL then MEASURE=' Wall Insulation' (including *Exterior Wall Insulation, Closed Sloped Ceiling Insulation, Knee Wall Insulation, Crawl Space Insulation, Rim Joist Insulation*)
if WMCAT1=OTH then MEASURE='Other Insulation' (including *floor, garage ceiling and overhang insulation*)**'**

WM15FR1. At the time that you first heard about this program, had you already been thinking about getting [**insert MEASURE**] for this property?

1. (Yes) [CONTINUE TO WM15FR2]
2. (No) [SKIP TO WM16]
98. (Don't know) [SKIP TO WM16]
99. (Refused) [SKIP TO WM16]

WM15FR2. Had you already began researching or collecting information about [**insert MEASURE**] to aid in your purchase decision?

1. (Yes) [CONTINUE TO WM15FR3]
2. (No) [SKIP TO WM16]
98. (Don't know) [SKIP TO WM16]
99. (Refused) [SKIP TO WM16]

WM15FR3. Had you already selected which contractor you wanted to install the [**insert MEASURE**] you were planning to get?

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

WM16. Just to be sure I understand, did you have any specific plans to install [INSERT MEASURE] before learning about the program?

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

WM17. On a 0 to 10 scale, with 0 being not at all likely and 10 being very likely, how likely is it that you would have installed [INSERT MEASURE] if you had not received (it/them) through the program?

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

[IF WM16 = 2 and WM17 <=3, SKIP TO WM21]

I'm going to read two statements about the [INSERT MEASURE] you received. On a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree, how much do you agree with each of the following statements.

WM18. The program was a critical factor in my decision to have the [INSERT MEASURE] installed.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

WM19. I would have installed the [INSERT MEASURE] within a year of when I did, if I had not received (it/them) from the program.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

Consistency Check & Resolution

[WMCC1 will be asked only for those respondents who have a clear inconsistency between responses (i.e., all but one of the questions are at one end of the spectrum for free ridership while one question is at the other spectrum). The question responses that will be used to trigger WMCC1 are:

- WM17 (how likely is it that you would have installed the same item)
- WM18 (program was a critical factor in my decision to install item)

- WM19 (would have installed item within a year, without the program)

{IF WM17= 0,1,2 AND WM18= 0,1,2 AND WM19= 8,9,10, ASK WMCC1. INCONSISTENCY1='you would likely not have installed the [INSERT MEASURE] without the program but that differs from when you said the program was not a critical factor and you would install/perform the [INSERT MEASURE] within a year without the program'}

{IF WM17= 8,9,10 AND WM18= 8,9,10 AND WM19= 0,1,2, ASK WMCC1. INCONSISTENCY1= 'you would likely have installed the [INSERT MEASURE] without the program but that differs from your response that the program was a critical factor and you would not have installed the [INSERT MEASURE] within the year without the program'}

{IF WM17= 0,1,2 AND WM18= 0,1,2 AND WM19= 0,1,2, ASK WMCC1. INCONSISTENCY1='the program was not a critical factor in your decision to install/perform the [INSERT MEASURE] but that differs from your response that you would not have installed the [INSERT MEASURE] within the year without the program'}

{IF WM17= 8,9,10 AND WM18= 8,9,10 AND WM19= 8,9,10, ASK WMCC1. INCONSISTENCY1='the program was a critical factor in your decision to install/perform the [INSERT MEASURE] but that differs from your response that you would have installed the [INSERT MEASURE] within the year without the program'}

{IF WM17= 8,9,10 AND WM18= 0,1,2 AND WM19= 0,1,2, ASK WMCC1. INCONSISTENCY1= 'you would not have installed the [INSERT MEASURE] within the year without the program but that differs from your response that the program was not a critical factor and you were likely to install/perform the [INSERT MEASURE] without the program'}

{IF WM17= 0,1,2 AND WM18= 8,9,10 AND WM19=8,9,10, ASK WMCC1. INCONSISTENCY1='you would have installed the [INSERT MEASURE] within the year without the program but that differs from your response that you were not likely to install/perform the [INSERT MEASURE] and the program was a critical factor'}]

WMCC1. Let me make sure I understand you. Earlier, you said [insert appropriate inconsistency statement]. Please tell me in your own words what influence, if any, the program had on your decision to have the [INSERT MEASURE] installed at the time you did? [OPEN END, DK, REF]

[ASK WM20FRT IF WMV2 OR WMV3 OR WMV4=1]

WM20FRT. The questions I just asked you focused on the **<WMCAT1>** you had installed during the program. Our program records indicate that you also installed **<insert measure WMCAT2>, <insert measure WMCAT3>, (and) < insert measure WMCAT4>.** Was the program as influential in your decision to install these additional items as it was in your decision to install <WMCAT1>, or would you say the program influenced some items installed more than others?

1. The program was similarly influential for all items installed [CONTINUE TO NEXT SECTION]
2. The program influenced some items more than others [REPEAT QUESTIONS **WM15FR1 THROUGH WMCC1** FOR EACH ADDITIONAL MEASURE CATEGORY INSTALLED THEN GO TO WM21]

WM23. Were there any other energy efficiency upgrades that were recommended to you as part of the *Home Energy Savings Program* that you didn't have installed?

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

[ASK WM24 IF WM23=1]

WM24. What upgrades did you choose to not have completed? **[Accept Multiple]**

1. Air Sealing
2. Wall insulation
3. Attic Insulation
4. Other Insulation
5. OTHER [Record]
98. (Don't know)
99. (Refused)

[ASK WM25 IF WM23=1]
WM25. Why did you choose not to have these additional recommended upgrades completed?

1. Too expensive
2. The Return on Investment (ROI) would take too long
3. The work would involve modifications to my home I would prefer not done
4. OTHER [Record]
98. (Don't know)
99. (Refused)

WM21. Have you paid anyone to install any more of the weatherization energy efficiency items you got through the program since participating?

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

WM21a. [ASK IF WM21 = 1] What additional insulation work did you have done after participating in the program? [Check all that apply]

1. Air Sealing
2. Wall insulation
3. Attic Insulation
4. Other Insulation
98. (Don't know)
99. (Refused)

[IF WM21a=1,2,3, 4 ASK WM21b THROUGH WM21c FOR EACH CHECK ABOVE, OTHERWISE, SKIP TO WM23]

WM21b. How influential was your earlier participation in the program in encouraging you to install the additional [INSERT MEASURE WM21a]? Please rate this on a 0-10 scale, where 0 means not at all influential and 10 means very influential.

#. NUMERIC OPEN END from 0 to 10
98. (Don't know)
99. (Refused)

WM21c. Why didn't you do the work through the program?

1. (More time-consuming to perform the work through the program)
2. (Program is more expensive)
3. (Program doesn't offer the measure)
4. Other [RECORD]

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

P. PROCESS

Satisfaction

SA1. 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][ROTATE ITEMS]

a. Signing up for the program
b. The incentive amount you received for the weatherization work
c. The time it took to schedule the Home Energy Savings program assessment (energy audit)?
d. The time it took to schedule the insulation work after the home energy assessment (energy audit) was done?
e. The representative that visited your home to conduct the home energy assessment (energy audit)?
f. [ASK FOR EACH INSTALLED MEASURE WHERE C_FLAG, SH_FLAG, BA_FLAG, PI_FLAG, HWT_FLAG, AS_FLAG, AI_FLAG, WALL_FLAG, OTHER_FLAG = 1]
g. The contractor who installed the insulation upgrades?
h. Information you received about the program
i. The Home Energy Savings program overall?

[ASK SA2 IF ANY SA1<=4]

SA2. What are the reasons for your dissatisfaction with any aspect of the program? [OPEN END, DK, REF]

Marketing and Outreach

P1. How did you *first* hear about the Home Energy Savings program? [DO NOT READ]

1. (Brochure/Flyer through Direct Mail)
2. (Internet)
3. (Customer called ComEd to ask about reducing energy bill)
4. (ComEd representative – other)
5. (Customer called Nicor to ask about reducing energy bill)
6. (Nicor representative – other)
7. (Word-of-Mouth)
8. (Contractor Referral)
9. (Community Event)
00. (Other, specify)
98. (Don't know)
99. (Refused)

[SKIP P1a IF P1=1]

P1a Do you recall receiving information about the program through the mail?

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

[ASK P2 IF P1a=1 OR P1=1, ELSE SKIP TO P3]

P2. Thinking about the materials you received through the mail, how useful were the materials in providing you information about the program? Would you say they were…

1. Very useful
2. Somewhat useful
3. Not very useful
4. Not at all useful
98. (Don't know)
99. (Refused)

[ASK P2a IF P2=3,4]

P2a. What would have made the materials more useful to you? [MULTIPLE RESPONSE]

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

P2b. Before participating, did you have any concerns or skepticism about the program and its offerings?

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

[ASK P2bc. IF P2b = 1]

P2bc. Can you please explain?:

00. OPEN END
98. (Don't know)
99. (Refused)

[**SKIP P1b IF P1=8]**

P1b. Did you reach out to the program to participate because the contractor that ultimately did your work recommended it to you?

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

P3. How would you suggest Nicor Gas and ComEd try to reach out to their customers to get them to participate in this program? [DO NOT READ. ALLOW MULTIPLE RESPONSES]

1. (With representatives)
2. (With phone calls)
3. (Flyers/ads/mailings)
4. (Bill inserts)
5. (Homeowners association)
6. (Community Outreach/Events)
7. (Contractors)
00. (Other, specify)
98. (Don't know)
99. (Refused)

P4. What do you see as the main benefits to participating in the program? [DO NOT READ; CHECK ALL MENTIONS]

1. (Having a lower energy bill)
2. (Receiving the program equipment- both direct-install energy efficiency items during the energy assessment, and subsequent insulation upgrades)
3. (Receiving the energy audit recommendations)
4. (Receiving a rebate on the cost of installing measures)
00. (Other, specify)
98. (Don't know)
99. (Refused)

P5. How could the program be improved, if at all, from your perspective?

00. OPEN END
98. (Don't know)
99. (Refused)

HC. HOME CHARACTERISTICS

I just have a few more questions, to describe the home. These questions will help us determine how energy is being saved in the home.

HC4. How many stories is the home?

#. NUMERIC OPEN END up to 9
98. (Don't know)
99. (Refused)

[IF HC4>1 then ASK HC4a, ELSE SKIP TO HC5]

HC4a. How many of those stories are above ground?

#. NUMERIC OPEN END up to 9
98. (Don't know)

99. (Refused)

HC5. Which of the following best describes the type of air conditioning equipment the home has installed?

1. (Central Air Conditioning system)
2. (Central Heat Pump)
3. (Window or wall unit or room air conditioner)
4. (None or fans only)
98. (Don't know)
99. (Refused)

HC5a. [If more than one type mentioned, clarify:] Which is the main unit?

1. (Central Air Conditioning system)
2. (Central Heat Pump)
3. (Window or wall unit or room air conditioner)
4. (None or fans only)
98. (Don't know)
99. (Refused)

HC5b. Would you describe the energy efficiency of the main air conditioning unit as…Standard Efficiency or High Efficiency?

1. (Standard)
2. (High)
00. (Other, specify)
98. (Don't know)
99. (Refused)

HC6. What type of fuel does your water heater use?

1. (Electricity)
2. (Gas)
00. (Other, specify)
98. (Don't know)
99. (Refused)

DD8. In order to help us understand our survey findings better, could you please tell us what your income level is? Please stop me when I say the range that includes your total family income in 2011 before taxes.

[UNDER $15,000]	1
[$15,000 to LESS THAN $30,000]	2
[$30,000 to LESS THAN $50,000]	3
$50,000 to LESS THAN $75,000	4
$75,000 to LESS THAN $100,000	5
Over $100,000	6
[DON'T KNOW/NOT SURE]	98
[REFUSED]	99

HC7. Do you own or rent your home?

1. Own
2. Rent/lease
00. (Other, specify)
98. (Don't know)
99. (Refused)

DD7. In order to help us understand our survey findings factoring in customer age ranges, would you please tell me your age?

1. 18-30
2. 31-40
3. 41-50
4. 51-60
5. 61-70
6. 71-80
7. 80+
98. [DON'T KNOW/NOT SURE]
99. [REFUSED]

HC9. Which best describes you?

1. Before learning about the Home Energy Savings program, I did not think about energy efficiency changes in my home.
2. Before learning about the Home Energy Savings program, I thought about energy efficiency changes in my home, but did not do anything.
3. Before learning about the Home Energy Savings program, I already made some changes in my home to save energy.
4. Before learning about the Home Energy Savings program, I already made major changes in my home to save energy.
98. Don't Know
99. Refused

CLOSING

Those are all the questions I have. On behalf of Nicor Gas and ComEd, thank you very much for your time. Your input will be valuable to the program in the future!

5.6.2 Phone Survey for Non-Participating Customers

NON-PARTICIPANT SURVEY FOR NICOR GAS/COMED HOME ENERGY SAVINGS PROGRAM PY1

Target: Non-participants of target households to which this program was marketed, excluding the CSG focus group participants.
Objectives: Determine if non-participants are aware of Home Energy Savings Program. Determine impact of incentive amount on participation choice. Determine Spillover. Determine other factors preventing participation and ways to increase participation.

Introduction and Screen

Hello, I'm _____ calling on behalf of Nicor Gas and ComEd. This is not a sales call. We are conducting research to guide the future of an energy efficiency financial incentive program called Home Energy Savings. The program is designed to help homeowners install energy efficient equipment and weatherize their homes. As part of this research, we are conducting interviews with Nicor Gas and ComEd customers that have not participated in the program. Do you have a few minutes to answer some questions?

1. YES - CONTINUE
2. NO [THANK AND SCHEDULE CALLBACK]
98. DON'T KNOW [THANK AND SCHEDULE CALLBACK]
99. REFUSED [THANK AND SCHEDULE CALLBACK]

IS1. May I please speak with <CONTACT NAME>?

1. [NO, THAT PERSON NO LONGER LIVES HERE]…[THANK AND TERMINATE CALL]
2. [NO, THAT PERSON IS NOT AVAILABLE NOW]…(SCHEDULE CALL BACK)
3. [YES, WILL GET THAT PERSON]……(REPEAT INTRO AND CONTINUE TO IS2)
4. [YES, THAT'S ME].....(CONTINUE TO IS2)
98. [DON'T KNOW/NOT SURE]…….[THANK AND TERMINATE CALL]
99. [REFUSED].....[THANK AND TERMINATE CALL]

[IF NEEDED: "I'M CALLING FROM BLACKSTONE GROUP, AN INDEPENDENT RESEARCH FIRM, WHICHHAS BEEN CONTRACTED TO CONDUCT THIS STUDY."]

(IF VERIFICATION IS NEEDED: for verification purposes or for any other information related to this research please call Terri Burns of Nicor Gas at 630 – 388 – 2380. [IF NEEDED, PROMPT: Terri is an administrative assistant serving the energy efficiency department.])

IS2.Can you please confirm that this is <CONTACT ADDRESS>? Is that correct?

[YES].....1
[NO] .....2 [THANK AND TERMINATE CALL]
(DON'T KNOW) .....98[THANK AND TERMINATE CALL]
(REFUSED).....99[THANK AND TERMINATE CALL]

IS3. Have you participated in the Nicor-Comed home energy savings program before?

1. YES [THANK AND TERMINATE]
2. NO
98. DON'T KNOW
99. REFUSED

Awareness Section

AK1a. Do you know what home weatherization is?

1. YES
2. NO – PROMPT TEXT BELOW
98. DON'T KNOW
99. REFUSED

[*IF RESPONDENT SAYS NO OR DON'T KNOW OR REFUSED, EXPLAIN THAT "Weatherization work involves adding wall and/or attic insulation and sealing air leaks in a home to prevent warm air loss in the winter, and cold air loss in the summer. This makes the home more energy efficient."]*

AAK5. How valuable is taking steps to make your home energy efficient to you? Is it…[READ]

[Not at all valuable] 1
[Somewhat valuable].....2
[Very Valuable] 3
[ExtremelyValuable] 4
(DON'T KNOW) 98
(REFUSED)..... 99

AK1.What, if any, Nicor Gas or ComEd programs or services have you heard of that help customers reduce their energy use?

[RECORD RESPONSE] ....._____
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK2.Our records indicate that you may have received a letter in the spring this year encouraging you to participate in Nicor Gas's Home Energy Savings Program. The program is run jointly with ComEd. In this program, participants receive a discounted home energy assessment with weatherization recommendations and up to $1250 in discounts to perform home weatherization work. Do you remember hearing about the Home Energy Savings program?

[YES].....1
[NO] ..... 2 [SKIP TO QS1]
[DON'T KNOW/NOT SURE] ..... 98[SKIP TO QS1]
[REFUSED]..... 99[SKIP TO QS1]

[ASK IF AK2=1]AK2A. Do you remember receiving a letter about this program from Nicor Gas or ComEd?

[YES].....1
[NO] .....2 [DON'T KNOW/NOT SURE]..... 98 [SKIP TO AK3]
[REFUSED]…… ……99 [SKIP TO AK3]

AK2B. [IF AK2A=1]Did you open and read the letter about this program from the utilities?

[YES].....1
[NO] 2
[DON'T KNOW/NOT SURE] 98
[REFUSED] ……..99

AK2C. [IF AK2A=1]Did you think the letter was an effective way for the utilities to communicate with you about this program?

[YES].....1
[NO] 2
[DON'T KNOW/NOT SURE] 98
[REFUSED]……99

AK3. Are there other ways that you heard about the Nicor Gas and ComEd Home Energy Savings Program? [PROMPT IF YES, DO NOT READ. MULTI-PUNCH.MAKE "NO" , DK AND REF EXCLUSIVE]

[NO] ..... 1[SKIP TO AK4A]
[COMED BILL INSERT] 2
[NICOR BILL INSERT]…….3
[NICOR WEBSITE].....4
[COMED WEBSITE].....5
[NEWSPAPER ARTICLE] 6
[WORD OF MOUTH/FAMILY/FRIENDS] 7
[AT AN EVENT].....8
[CONTRACTOR].....9
[OTHER (SPECIFY_____)..... 97
[DON'T KNOW/NOT SURE] ..... 98 [SKIP TO AK4A]
[REFUSED]..... 99 [SKIP TO AK4A]

AK3A. [ASK IF MULTIPLE RESPONSES TO AK3, OTHERWISE SKIP TO AK4A]. Which one of these was the most effective in raising your awareness about this program? (SINGLE PUNCH) (PIPE IN RESPONSES FROM AK3.PROMPT IF NECESSARY).

[COMED BILL INSERT] 2
[NICOR BILL INSERT] 3
[NICOR WEBSITE].....4
[COMED WEBSITE].....5
[NEWSPAPER ARTICLE] 6
[WORD OF MOUTH/FAMILY/FRIENDS] 7
[AT AN EVENT].....8
[CONTRACTOR].....9
[OTHER (SPECIFY_____)..... 97
[DON'T KNOW/NOT SURE] ..... 98 [SKIP TO AK4A]
[REFUSED]..... 99 [SKIP TO AK4A]

AK3B. [ASKIF MULTIPLE RESPONSES TO AK3 AND AK3A<> 98,99] Why was this most effective?

[RECORD RESPONSE] ....._____
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK3C. [If AK2A=1] Was it more effective than the letter from the utilities?

YES 1
NO.....2
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK4A. Though you did not participate in the program, did you think about participating in the program at all after seeing or hearing information about it for the first time?

[YES]……1
[NO]……2
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK4AA.After learning about the program, did you have any concerns or skepticism about the program or its incentive offers?

[YES].....1
[NO] 2
[DON'T KNOW/NOT SURE] 98
[REFUSED] ……99

AK4. You said that you had heard of the Nicor Gas and ComEd Home Energy Savings Program, but according to our records you are not currently participating. Why did you choose not to participate? [DO NOT READ] [ACCEPT MULTIPLE RESPONSES]

[WRONG: I AM PARTICIPATING].....1[THANK AND TERMINATE]
[THE RETURN ON INVESTMENT IS TOO SMALL].....2
[THE INCENTIVE IS TOO SMALL] 3
[DON'T UNDERSTAND THE PROGRAM].....4
[DON'T HAVE TIME].....5
[DON'T QUALIFY].....6
[NOT INTERESTED].....7
[CAN'T AFFORD IT].....8
[FORGOT ABOUT IT] 9
[NOT WORRIED ABOUT EFFICIENCY]… 10
[I DON'T TRUST THE PROGRAM/SKEPTICAL]..... 11
[OTHER (SPECIFY_____)..... 97
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AAK4. [IF MULTIPLE RESPONSES FOR AK4, OTHERWISE SKIP TO AK4B] Which of the reasons you just stated was most important? (DO NOT READ) (SINGLE PUNCH. PIPE IN THE OTHER SPECIFY RESPONSE AS AN OPTION, IF RESPONDENT SELECTEED THAT IN AK4)

[THE RETURN ON INVESTMENT IS TOO SMALL].....2
[THE INCENTIVE IS TOO SMALL] 3
[DON'T UNDERSTAND THE PROGRAM].....4
[DON'T HAVE TIME].....5
[DON'T QUALIFY].....6
[NOT INTERESTED].....7
[CAN'T AFFORD IT].....8
[FORGOT ABOUT IT] 9
[NOT WORRIED ABOUT EFF]…..... 10
[I DON'T TRUST THE PROGRAM/SKEPTICAL]..... 11
[OTHER (SPECIFY_____)..... 97
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK4B. [ASK IF AK4 = 3 OTHERWISE SKIP TO AK4BB] If the average weatherization job cost about $2500, how much of a discount (in percent or dollar amount) would motivate you to participate in the program to make your home more energy efficient? [DO NOT READ. PROMPT IF NECESSARY]

1-20% (UP TO $500) 1
21-40% ($501 TO $1000).....2
41-60% ($1001 TO $1500).....3
61-80% ($1501 TO $2000).....4
81-100% ($2001 TO $2500).....5
DISCOUNT DOESN'T MATTER, I'M NOT INTERESTED.....6
[DON'T KNOW/NOT SURE] 98
[REFUSED]……99

AK4BB. Assume that the average home energy efficiency job in the program could save you hundreds of dollars a year in avoided gas and electric bills. If the utility program helped recommend energy efficiency upgrades specific to your home and matched every dollar you spent on those upgrades up to $1,250- how much money would you be willing to spend on making your home more energy efficient?[DO NOT READ. PROMPT IF NECESSARY]

1. $0 TO LESS THAN $250
2. $250TO LESS THAN $500
3. $500TO LESS THAN $750
4. $750TO LESS THAN $1000
5. $1000TO LESS THAN $1250
6. $1250TO LESS THAN $1500
7. $1500TO LESS THAN $$1750
8. $1750TO LESS THAN $2000
9. OVER $2000+
98. DON'T KNOW/NOT SURE
99. REFUSED

AK5. If Nicor Gas and Comed wanted to give you more information about energy saving programs, in your opinion, what would be the best ways for them to communicate information about the programsto you?? [DO NOT READ/PROMPT. ALLOW MULTIPLE RESPONSES.]

[UTILITY MAILING] 1
[NICOR/COMED WEBSITE].....2
[NEWSPAPER] 3
[TV] 4
[RADIO].....5
[WORD OF MOUTH/FAMILY/FRIENDS] 6
[EMAIL] 7
[NOT INTERESTED]..... 8 (MAKE THIS EXCLUSIVE)
[IN-HOME ENERGY ASSESSMENT]…….9
[WEB-BASED ENERGY ASSESSMENT]……10
[CONTRACTOR REFERRAL]..... 11
[COMMUNITY EVENT/OUTREACH]..... 12
[OTHER (SPECIFY_____)..... 97
[DON'T KNOW/NOT SURE] ..... 98(MAKE THIS EXCLUSIVE)
[REFUSED]..... 99(MAKE THIS EXCLUSIVE)

AK6. Did you know that you could participate in the program's $99 home assessment to find out about how to make your home more energy efficient without having to do weatherization work afterwards?

YES 1
NO.....2
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

AK7. Did you know that the Home Energy Savings program offers free CFLs, Bathroom Aerators, Pipe Insulation, and Efficient Showerheads when you participate in the program's home energy assessment?

YES 1
NO.....2
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

MEASURE PURCHASES AND SPILLOVER

Now I have some questions about purchases you might have made.

QS1. In the past 12 months, have you purchased or installed any of the following: CFLs, efficient showerheads, faucet aerators, pipe insulation, programmable thermostats, or weatherized your home?

1. YES [GO TO QS1A**]**
2. NO- [SKIP TO QS2]

98.DON'T KNOW[SKIP TO QS2]

99.REFUSED [SKIP TO QS2]

QS1a. [ASK IF QS1 = 1] What have you purchased or installed? (MARK ALL THAT APPLY) [DO NOT READ, PROMPT IF NECESSARY]

1. CFLs
2. EFFICIENTSHOWERHEADS AND/OR FAUCET AERATORS
3. PIPE INSULATION
4. WEATHERIZATION/INSULATION MEASURES
5. PROGRAMMABLE THERMOSTAT

97.OTHER (SPECIFY) _____

98.DON'T RECALL/DON'T REMEMBER (MAKE EXCLUSIVE)

99.REFUSED(MAKE EXCLUSIVE)

QS1aa. How did you obtain the products? [CHECK ALL MENTIONS, DO NOT READ. PROMPT FOR ADDITIONAL]

[CONTRACTOR]……..1

[HOME IMPROVEMENT/HARDWARE STORE]……..2

[PURCHASED ONLINE]……3

[UTILITY ENERGY EFFICIENCY PROGRAM]……..4

[OTHER] (SPECIFY)……..97

[DON'T KNOW]……98

[REFUSED]……99

QS1ab. [QS1aa<>4] Were you participating in a utility energy efficiency program when you received those products?

1. YES
2. NO
98. DON'T KNOW
99. REFUSED

QS1bb.Why did you decided to install those/that item(s)? (DO NOT READ). (SELECT ALL THAT APPLY)

[TO SAVE ON ENERGY BILLS]……1
[FOR THE ENVIRONMENT]……..2
[PREFERRED THE APPEARANCE OVER OTHERS]……..3
[HAS FUNCTIONALITIES OTHER PRODUCTS DIDN'T HAVE]….4
[TO GET A UTILITY DISCOUNT] 5
[OTHER] (SPECIFY)……..97
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

QS1d. [IF QS1 = 1 and QS1ab=2, 98, 99 OTHERWISE SKIP TO QS1c3]
Were you aware <u>at the time of purchasing or installing</u> the equipment you got that there is incentive money available from your utilities to help cover the cost of getting some of these energy efficient products?

[YES]……..1
[NO]……..2
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

QS1c2. [if QS1d = 1]Since you knew there was utility money available to help you save money onthose energy efficient purchases, why did you not take advantage of the opportunity? (DO NOT READ) (SELECT ALL THAT APPLY)

[TOO MUCH EFFORT TO COORDINATE WITH UTILITY]……..1
[DIDN'T WANT TO DEAL WITH CONTRACTORS]…….2
[UTILITY PROGRAM COSTS MORE/IS MORE EXPENSIVE]……..4
[DON'T TRUST THE UTILITY/PROGRAM/INCENTIVE OFFER]…….5
[FORGOT ABOUT THE UTILITY PROGRAM AT THE TIME]……6
[I DIDN'T KNOW HOW TO TAKE ADVANTAGE]……7
[DEALING WITH THE UTILITY SEEMED INTIMIDATING]…….8
[THERE WEREN'T ANY INCENTIVES FOR WHAT I PURCHASED].....9
[I DIDN'T HAVE THE TIME TO DO IT] 10
[OTHER](SPECIFY)……97
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

QS1c3. [if QS1d = 1 AND AK2=1] On a scale of 1 to 10, where 10 is "very influential" and 0 is "not at all influential," how influential was the Home Energy Savings program in your decision to buy the energy efficient products you mentioned you purchased?

[RECORD # 1- 10]
98. DON'T KNOW
99. REFUSED

QS2. Do you have any plans to make any energy efficiency improvements in your home in the near future?

1. YES.....1
2. NO 2
3. DON'T KNOW 98
4. REFUSED..... 99

QS2a. [IF QS2 = 1] What do you plan to do?
[RECORD RESPONSE]
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

QS3. Which of the following best describes you? (READ LIST)

1. I have not previously thought about making energy efficiency changes in my home.
2. I have previously thought about making energy efficiency changes in my home, but have not done anything.
3. I have previously made some changes in my home to save energy.
4. I have previously made major changes in my home to save energy.

98. DON'T KNOW
99. REFUSED

Demographics and Household Characteristics

Now I have a few last general questions about your household for comparison purposes only.

DD8. In order to help us understand our survey findings better, could you please tell us what your income level is? Please stop me when I say the range that includes your total family income in 2011 before taxes.

[UNDER $15,000].....1
[$15,000 to LESS THAN $30,000].....2
[$30,000 to LESS THAN $50,000].....3
$50,000 to LESS THAN $75,000 4
$75,000 to LESS THAN $100,000 5
Over $100,000 6
[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

DD9. Including yourself and children, how many people live in your home at least six months of the year?

1. 1
2. 2
3. 3
4. 4
5. 5
6. 6
7. 7
8. 8
9. 9
10. 10+

[DON'T KNOW/NOT SURE] 98
[REFUSED]..... 99

HDA. Do you own or rent your home?

1. OWN
2. RENT

98. DON'T KNOW
99. REFUSED

HDB.What type of home do you live in? Is it a… (READ LIST)

1. Single Family home
2. Duplex
3. Townhouse
4. Mobile Home
5. Apartment

97.OTHER, SPECIFY _____
98.DON'T KNOW
99.REFUSED

DD1. About how many square feet of floor space in the home are heated? (PROBE IF NECESSARY)

[UNDER 500 SQ FT].....1
[500-999 SQ FT].....2
[1000-1599 SQ FT].....3
[1600-2099 SQ FT].....4
[2100-2599 SQ FT].....5
[2600-2999 SQ FT].....6
[3000-3499 SQ FT].....7
[3500 SQ FT OR MORE] 8
[DON'T KNOW/NOT SURE]..... 98
[REFUSED]..... 99

Those are all the questions I have. Thank you for your time, and have a great day!

5.6.3 Interview Guide for Trade Allies (Energy Advisors and Weatherization Contractors)

Nicor/ComEd Evaluation
for the Home Energy Savings Program – PY1/4

Trade Ally and Energy Auditor/Assessor Interview Guide

Oct 19, 2012 version

Name of Interviewee: _____

Date: 10/19/12

Title: [TA]_____ Company: [TA COMPANY]_____

Note: Light blue text indicates notes for interviewer.

Depth Interview Guide – Nicor/ComEd Home Energy Savings Program

[Note to Interviewer] The Interview Guide is a tool to guide process evaluation interviews. This guide helps to ensure the interviews include questions concerning the most important issues being investigated in this study. Follow-up questions are a normal part of these types of interviews. Therefore, there will be sets of questions that will be more fully explored with some individuals than with others. The depth of the exploration with any particular respondent will be guided by the role that individual played in the program's design and operation, i.e., where they have significant experiences for meaningful responses. The interviews may be audio recorded and transcribed.

Introduction

Hi, may I please speak with [NAME]?

My name is ___ and I'm calling from Navigant Consulting, we are part of the team hired to conduct an evaluation of the Nicor/ComEd Home Energy Savings Program. We're currently in the process of conducting interviews with the program's Energy Auditors and weatherization contractors to help improve our understanding of the program.

Our records show you are a/an energy assessor/weatherization contractor for the Nicor/ComEd Home Energy Savings Program. May I speak with [PERSON LISTED AS THE PRIMARY CONTACT for the program]? [WHEN CONTACT PERSON ANSWERS, CONFIRM THAT THIS IS THE PERSON MOST KNOWLEDGEABLE AT THEIR BUSINESS, OR GET ALTERNATE NAME AND ASK TO SPEAK WITH THAT PERSON. RESTART SCRIPT AS APPROPRIATE].

I'd like to ask for about forty five minutes to an hour of your time to discuss your experience with the program during the past year. The information you provide will be kept anonymous in our reports. General observations and findings will appear in our final report, but they will not be attributed to any named person or company. Is this a good time to talk? [IF NOT, SCHEDULE A CALL BACK.]

Introduction

1. [WEATHERIZATION CONTRACTORS: Can you briefly describe the company you work for and the type of business it conducts? *Potential probing questions:*]

    a. *How many are employed at the company?*
    b. *Who are your primary business customers?*

2. Can you briefly summarize your personal roles and responsibilities at your company? For how long have you carried these out?

3. How would you describe your personal relationship with the Nicor/ComEd Home Energy Savings Program? Have you personally worked with any Nicor/ComEd customers who have participated in this program (vs. supervising field staff who directly interact with customers or other indirect customer relationships)?

4. Do you believe programs such as Home Energy Savings are effective in increasing the sales of home weatherization work? Why or why not? [As needed to clarify, summarize the program theory.]

Energy Assessor/Weatherization Contractor Participation (program launched 6/1/2011)

5. How was your firm selected to participate in this program?

6. What are the key reasons your firm decided to participate in this program?

7. [WEATHERIZATION CONTRACTOR: Our records indicate you had [INSERT # FROM TRACKING] residential projects within the joint Nicor/ComEd service territory in the last 12 months. Does that number sound correct to you?] [ENERGY ASSESSOR: Can you please give me an estimate of the amount of energy assessments you have conducted for the Home Energy Savings Program during the last program year, 2011-2012?]

8. [WEATHERIZATION CONTRACTOR: Please describe your experience with becoming a program participating contractor – what was good or bad about the process for contractors becoming involved with the program to provide energy assessment/weatherization services? *[Probe for issues such as required qualifications or training requirements.]* Did you have to address any such requirements in order to qualify as a participating contractor? What did you have to do and how did that work out?] [ENERGY ASSESSOR: Please describe your experience with becoming a program energy assessor. Did you have to fulfill any requirements to qualify as an energy assessor?]

9. Have you experienced any administrative issues in dealing with Nicor/ComEd/CSG (the program implementation contractor for Nicor and ComEd) since you became involved with the program?

10. Have there been expectations or requirements of the program that have caused you any concerns? [IF SO,] How have your concerns been addressed?

11. Are there strengths in the program that you think could be more fully exploited? [IF SO,] What could be done to better capitalize on the program's strengths?

12. Has the program's quality assurance and control (QA/QC) process been useful or not? How might the QA/QC process be improved, if at all?

Marketing and Promotion to Customers [ASK THIS SECTION, QUESTIONS 13-18, ONLY OF WEATHERIZATION CONTRACTORS]

13. Has your company promoted the program through its own marketing collateral? What has worked best to attract people to participate in the program?

14. What kinds of support has CSG provided you for marketing the program? Have you requested any other types of support/collateral, etc? If so, what have you requested and how has CSG responded to your requests?

15. Have you distributed utility-produced (or program produced) marketing materials to market the program on your own? How have customers reacted to those materials in terms of the information presented and how it motivates them to take action?

16. Do you think the level of marketing and promotion of the program by CSG has been appropriate so far? Do you think the various promotional efforts have been successful? Do you think they reach the right audience?

17. Are there seasonal fluctuations in participation for this program? Is there a best time of the year to promote customer participation for this program? Are there other timing issues that may be affecting your program activities?

18. Do you have suggested changes to the program's marketing efforts? If so, please describe these changes.

Customer Participation

19. What reasons do customers give you for participating in the program?

20. Based on what you've heard customers say, how does the cost of the energy assessment (audit) affect program participation? Any comments from customers on the discount that was offered, and whether it affected their decision to sign up for the program?

21. Have you encountered any challenges helping customers participate in this program? If so, please describe.

22. Have you had any scheduling issues?

23. Have you had any challenges installing the program's qualifying products? Please describe any that you think need to be addressed to improve the program in any way.

24. Do customers understand the participation process? How do you get program information to them? [IF NOT ALREADY ANSWERED…] What improvements can be made?

25. Do participants that go through the home assessment understand the reports with recommended measures they are given? Are there any ways to improve the measure recommendation process for them?

26. What are the reasons that customers might not participate in this program? How can Nicor/ComEd get more customers to participate?

27. Do customers complain about any particular aspects of the program? Do customers cancel their participation or drop out of this program? If so, why?

28. Does the schedule required for submitting program documentation (assessors: energy assessment results; weatherization contractors: blower door test results and measure installation documentation) present a challenge? How? Does it affect certain types of projects or customers more than others? If so, how and why?

29. The program allows customers to choose a package of measures to install. What do you see as the trade-off with this approach compared to giving rebates only for **complete** package installations – that is, doing all measures that would be cost-effective and qualify for incentives? Which approach do you think would save the most energy/work best?

30. What is the typical customer perception of the program in terms of how easy it is to participate? How about in terms of the energy savings customers expect to achieve?

31. Did customers ever ask you to not install something that was in your work order (for weatherization measures)/that could have been installed (direct-install measures)? What do you do in that situation?

32. Do you see opportunities to include other measures in the program beyond what was available in the 2011-2012 program year?

Program Influence/Sales Volume Net to Gross [WEATHERIZATION CONTRACTORS ONLY]

NTGA. Has the program increased the number of customers "asking about" weatherization measures, compared to what might have occurred if the program did not exist?

1. (Yes, I think it definitely has increased inquiries)
2. (Yes, possibly, but it's difficult to tell)
3. (No, I don't think the program has had much effect yet)
888. Don't Know
999. Refused

NTGB. Has the low price of gas impacted customers' receptiveness to saving energy or participating in the program?

1. (Yes)
2. (No)
000. Other: (verbatim)
888. Don't Know
999. Refused

NTGC. What is your sense of the size of the Do-It-Yourself Market (meaning potential participants installing weatherization measures themselves rather than calling a contractor) in the Chicagoland area?

RECORD VERBATIM - CLARIFY AS NECESSARY
888. Don't Know
999. Refused

NTGD. Has your sales of weatherization work increased, decreased, or stayed the same since Nicor and ComEd introduced the program jointly in 2011, compared to the previous couple of years?

1. Increased
2. Decreased
3. Stayed the Same.
4. Don't Know
888. Don't Know

999. Refused

[ASK IF NTGD = 1 or 2]
NTGE. In your opinion, on a scale of 0 to 10, where 0 means not at all important and 10 means very important, how important were each of the following factors in causing the [INSERT NTGD RESPONSE]?

- The economy:
- Natural gas prices:
- Nicor/ComEd rebate:
- Anything else?:

Baseline [Ask B1-B10 of CONTRACTORS ONLY]

I'm going to ask you some questions about your sales of energy-efficient equipment prior to your involvement with the program.

B1. Prior to your involvement with the Home Energy Savings Program, did you recommend that customers have weatherization measures installed as part of their energy efficiency projects when appropriate for their sites?

1. (Yes)
2. (No) – SKIP TO B6
3. (Did not conduct weatherization studies prior to program participation) – SKIP TO B6

888. (Don't Know) – SKIP TO B6
999. (Refused) – SKIP TO B6

[IF B1= "Yes"]
B2. Again, thinking about work completed prior to your involvement with the program, about what percent of the time did customers choose to implement the recommended weatherization measures?

RECORD PERCENTAGE
888. Don't Know
999. Refused

[IF B1= "Yes"]

B3. Now that you are participating in the Home Energy Savings Program, have you changed what weatherization measures you recommend to customers outside of the program?

1. (Yes) [CONTINUE TO B4]
2. (No) [SKIP TO B6]
888. Don't Know [SKIP TO B6]
999. Refused [SKIP TO B6]

[IF B3= "Yes"]

B4. Please describe the changes that you've made to your weatherization recommendations. [Probe for changes in types of measures recommended as well as frequency with which measures are recommended.]

[RECORD VERBATIM]
888. Don't Know
999. Refused

[IF B3= "Yes"]

B5. On a scale of 0 to 10, with 10 being the most influential, how much influence did the Home Energy Savings Program have on your decision to change your weatherization measure recommendations?

ENTER RATING 0 - 10
888. Don't Know
999. Refused

B6. [IF B1= "Yes", preface question with "Since your involvement with the program,"] How often do you *recommend* that customers implement weatherization measures when appropriate for the site? Would you say that you recommend these measures always, often, sometimes, rarely, or never? Please think about all your customers, *including but not limited to* the participants in the Home Energy Savings Program.

1. Always
2. Often
3. Sometimes
4. Rarely
5. Never/Only in response to direct customer inquiries
000. Other: (verbatim)
888. Don't Know
999. Refused

B7. Since your involvement in the program, about what percent of your customers actually choose to *implement* the recommended weatherization measures? Please think about all your customers, *including but not limited to* the participants in the Home Energy Savings Program.

RECORD PERCENTAGE
888. Don't Know
999. Refused

B8. Of those customers who implement their recommended weatherization measures, about what percent of them are participants in the Home Energy Savings Program? [If necessary, add "You said that approximately [RESPONSE TO B7] of all your customers implement the recommended weatherization measures; how many of *those* customers are actually participating in the program?"]

RECORD PERCENTAGE outside of program [Clarify if percent inside and outside don't add up to 100%]

888. Don't Know
999. Refused

B9. Using a 0 to 10 likelihood scale 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 been recommending the same weatherization measures?

ENTER RATING 0 - 10
888. Don't Know
999. Refused

B10. Using that same 0 to 10 likelihood scale where 0 is NOT AT ALL LIKELY and 10 is EXTREMELY LIKELY, if the program had not been available, what is the likelihood that customers participating in the Home Energy Savings Program would have chosen to implement the same weatherization measures?

ENTER RATING 0 - 10
888. Don't Know
999. Refused

Project Level Free Ridership [Both Contractors and Energy Assessors]

I now have some multiple choice questions to ask you regarding program influence on customers' participation.

C1. On a scale of 0 to 10, with 10 being the most influential, how much influence do you think *your recommendation and technical assistance* have on your customers' decisions to select which weatherization measures to implement? [Clarification for contractor: Is the dynamic different for tagged customers vs. generally assigned customers?]

ENTER RATING 0 - 10 [Note differences between tagged and generally assigned customers.]

888. Don't Know
999. Refused

C2. On a scale of 0 to 10, with 10 being the most influential, how much influence do you think the *utility Home Energy Savings program incentives and implementation commitment* have on your customers' decision to implement weatherization measures? [Clarification for contractor: Is the dynamic different for tagged customers vs. generally assigned customers?]

ENTER RATING 0 - 10 [Note differences between tagged and generally assigned customers.]

888. Don't Know
999. Refused

C3. Now I'd like to ask you about the total energy savings achieved in all of the projects you installed that participated in the Home Energy Savings Program during the most recent program year. I recognize that this is difficult to estimate, but try to think about what share of those energy savings would have been achieved in these projects even if the program and your technical assistance and required customer spending commitment did not exist. What is your best estimate of the percent of energy savings that would have been achieved, even without the program? [Clarification for contractor: Is the dynamic different for tagged customers vs. generally assigned customers?]

RECORD PERCENTAGE

888. Don't Know
999. Refused

[If needed for clarification] "For example, 50% means that half of the savings from the Home Energy Savings Program weatherization measures would have been achieved anyway, even if the program did not exist."

C4. Please briefly describe how the Program influenced customers' decision to install the program's efficiency measures.

RECORD VERBATIM RESPONSE - CLARIFY AS NECESSARY

888. Don't Know

999. Refused

[Note: Based on response to C4, Navigant will fill in a "0 to 10"score indicating the extent to which the program influenced the decision to incorporate high efficiency measures/designs. DO NOT ASK RESPONDENT DIRECTLY. "0" indicates that the program had no influence; "10" indicates that the program was the primary reason that high efficiency measures were incorporated.]

Program Spillover [ASK D1-D5 ONLY OF WEATHERIZATION CONTRACTORS, AND IF B3 […have you changed what weatherization measures you recommend to customers?] = YES AND B5[how much influence did the Home Energy Savings Program have on your decision to change your weatherization measure recommendations] >5]

D1. Did your experience with the Program in any way influence you to recommend additional energy efficiency measures beyond what you would have done otherwise? I'm asking specifically about additional measures that did not receive a utility program incentive. [This applies to both program and out-of-program projects]

1. (Yes)
2. (No)

000. Other: (verbatim)

888. Don't Know

999. Refused

[If D1 = "Yes" ask D2 – D6]

D2. What efficiency measures were recommended?

[DO NOT READ LIST, CHECK ALL THAT APPLY, RECORD VERBATIM FOR ANYTHING NOT ON LIST]

1. Pipe Insulation
2. Attic Insulation

3. Air Sealing
4. Wall Insulation
5. Other [SPECIFY, OPEN ENDED]:

888. Don't Know
999. Refused

D2a. You mentioned that the program influenced you to recommend additional energy efficiency measures which did not receive program incentives. How many of the recommended [Response to D2] measures were installed? [REPEAT FOR EACH RESPONSE GIVEN TO D2]
RECORD VERBATIM - CLARIFY AS NECESSARY

888. Don't Know
999. Refused

D3. Please briefly describe how the Program has influenced your decisions to recommend additional high-efficiency measures.
RECORD VERBATIM - CLARIFY AS NECESSARY

888. Don't Know
999. Refused

D4. Think about an average home retrofit project and only the measures actually installed, not recommended. Would you estimate the energy savings from these other installed measures outside the program to be less than, similar to, or more than the energy savings from the energy efficiency measures incorporated through the Program? [Confirm answers are based on all installed, not recommended, measures]

1. (Less Than)
2. (Similar To)
3. (More Than)

000. Other: (verbatim)
888. Don't Know
999. Refused

NON-PARTICIPANT SPILLOVER [Both Contractors and Energy Assessors]

E1. Do you believe that other weatherization contractors that are not participating in the Program are offering, recommending, or selling more weatherization work because of the influence of the Program?

1. (Yes)
2. (No)
000. Other: (verbatim)
888. Don't Know
999. Refused

[If E1 = "yes"]

E1a. To the best of your knowledge, why are they not participating in the program to complete this weatherization work?

RECORD VERBATIM - CLARIFY AS NECESSARY

888. Don't Know
999. Refused

[If E1 = "yes"]

E2. Please briefly describe how the Program is influencing the market for energy efficiency measures in the Chicagoland area.

[Probe for availability, types of equipment, timing, quantity, and efficiency]

RECORD VERBATIM - CLARIFY AS NECESSARY

888. Don't Know
999. Refused

Incentives

33. What is your opinion of the $1,250 incentive amount that was offered in the first program year 2011-2012?

34. Are program participants satisfied with the current incentive amounts? Do you feel that some customers would be installing the same weatherization products even if there were no incentives? *[Please explain.]*

35. Are the incentives effective at encouraging customers to pursue projects they would not have done, without the program?

Program Adjustments and Enhancements

36. What type of information could the utility provide you to increase your familiarity and understanding of the program?

37. Are there elements in design, structure, and/or operation that should be modified to make the program(s) work better (e.g., incentive levels, eligible equipment, etc)? If so, what would you recommend? Why do you think this change is needed?

Success and the Future of These Efforts

38. In your summary opinion, how successful is the program? Why? What are the strengths? What are the weaknesses?

Other

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

Thank you very much for taking the time in assisting us with this evaluation. Your contribution is a very important part of the process.

We might follow-up with you by phone later, if additional questions arise. Would that be ok with you?