

## **Appendix C Process Survey Instruments**

### **C.1 Avista Staff Interview Guides**

#### **C.1.1 Mid-2015 Avista Staff Interview Guide – All programs except Opower**

# Avista: Staff Instrument Guide (For all residential/nonresidential programs, except Opower Behavioral program)

The Evaluation Team will interview program managers involved with administering the Avista Utilities' residential and nonresidential energy efficiency programs. The purpose of the interviews is threefold: 1) to obtain a more detailed understanding of any program changes in 2015; 2) discuss challenges (if any) that staff are facing while administering or delivering programs to the market either currently or in the near future; and 3) identify opportunities staff may be exploring for future programs or offerings.

The Evaluation Team will conduct interviews over-the-phone with the program staff at Avista in September of 2015. The in-depth interviews will last up to one hour. Table 1 documents research objectives and associated questions.

**Table 1: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Document program changes and update program logic models (drafted in prior evaluation)	Have goals changed? Why? Did program structure or activities change? Why? What outputs (activities), outcomes, or assumptions need to be updated in the program logic models?	Q1– Q7, Q27 – Q33, Q35 – Q38
Document successes and challenges encountered (delivery, regulatory, or other challenges)	What processes are working well and which ones could be improved?	Q34
Gather more information about program processes for which we have limited data	What are the marketing and outreach strategies for each program? What application or data tracking issues have staff faced to date? Are those issues resolved? How is program staff interacting with the contractors? How are staff and implementers communicating? Any issues?	Q8 –Q26
Document future opportunities Avista is exploring	What emerging technologies or program opportunities is Avista exploring?	Q39 – Q41

## Interviewer Information

Interviewer instructions are in *italics*.

# Instrument

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## Introduction

Name:

Date:

Interviewer:

Hi, this is \_\_\_\_\_ from Research Into Action.

Thanks for taking the time to talk today. As you already know, we are conducting an evaluation of Avista's programs. We are interviewing people who are involved with the residential and non-residential programs, so we can make sure we understand how the programs are working to date. My questions will focus on changes in the programs since the last time our evaluation team spoke with you and others, which was in February 2015. I will also ask you about challenges Avista is facing in administering or delivering programs to the market and what opportunities staff is exploring for future programs or offerings.

Our conversation will take about 60 minutes. I want to assure you that this interview is confidential. We will report all responses in aggregate and will not attribute any comments to you personally.

I would like to record this interview. This is just for my note-taking purposes. Is this Okay?

*[Interviewer: If permission granted, record the interview.]*

Do you have any questions before we get started?

## Roles & Responsibilities

- Q1. Let's start with a bit about you. What is your current job title and role? [Response](#)
- Q2. Which specific programs are you involved in? *[Interviewer: Explain that we have this information on file but would like to confirm.]* [Response](#)
- Q3. Have your responsibilities changed during the past year? If so, how? [Response](#)

## Program Goals

Next, I would like to ask you a couple of questions about energy savings goals for your program.

- Q4. Have there been any changes to program goals for the [fill in program name] program? What changes were made and why? [Response](#)
- Q5. Are there any penalties for not meeting the goals? If so, what are they? [Response](#)

- Q6. Have there been any changes to the goals for the overall residential or nonresidential portfolios? If so, what changes? And, why? [Response](#)
- Q7. We understand that some programs were eliminated this year. What impact will this have on meeting the portfolio goals for 2015? [Response](#)

## Program Processes

Next, I would like to ask you a few questions about specific program processes for which we have limited information.

### Participation Processes and Data Tracking

- Q8. Can you briefly describe the participation process for the programs you are involved with? *[Probe for rebate application process, technical assistance, energy audit if offered, or incentive turnaround, if a rebate program; the participation process from start to finish, if a direct install or low income program; or retailer/manufacturer participation requirements, if an upstream program]* [Response](#)
- Q9. *[IF REBATE PROGRAM]* Who processes rebate applications? Have you experienced any difficulties with rebate processing? *(Probe about typical application problems.)* [Response](#)
- [If difficulties experienced:]* What was done to address the problem(s)? How frequently do you encounter these issues? [Response](#)
- Q10. Can you briefly describe the data tracking for the programs you are involved with? What databases do you use to track participation? Is there anything your program databases are not doing that you wish they would do? What is that? [Response](#)
- What challenges have you faced when tracking participation in the program? Do you have any suggestions for improving the tracking process? [Response](#)
- Q11. Thinking of participation and data tracking processes we just discussed, what are the outputs associated with those processes? Again, by “outputs,” I mean the things that you are tracking that tell you how well those processes are working. *[If needed: number of applications processed, incentives/discounts provided, assistance provided, measures installed, database issues fixed.]* [Response](#)
- How are those outputs tracked? What kind of reporting do you do regarding those outputs? *[Probe about format of reporting, frequency, to whom, for what purpose]* [Response](#)
- Q12. Were you able to review the logic model Cadmus prepared as part of the last evaluation? I sent it on \_\_\_\_\_. *[If respondent reviewed the logic model]* The logic model indicates that the program(s) you are involved with expects/expect ... *[If not reviewed the logic model, review the model with them over the phone by explaining the outcomes.]* [Response](#)

<i>Read appropriate option</i>	<i>Record response</i>
<b>[if rebate program]</b> incentives to result in these outcomes: <i>[list outcomes]</i> . Is that accurate?	Response
<b>[if upstream program]</b> discounts to result in these outcomes: <i>[list outcomes]</i> . Is that accurate?	Response
<b>[if direct install/low income program]</b> direct install / low income services to result in these outcomes: <i>[list outcomes]</i> . Is that accurate?	Response

- Q13. Do you expect *[incentives, discounts, direct install, or low income]* services to produce any other general outcomes that are important to the success of the program? *[Keep the conversation focused on outcomes and outputs specific to the activity in question]* Response
- Q14. How do those expected outcomes drive other program activities, outputs, and outcomes? *[Cite example as needed based on the logic models]* Response
- Q15. *[FOR NON-RESIDENTIAL CONTACT ONLY]* Thinking about your programs, what proportion of those who start to participate do not complete the program? Response
- Q16. *[FOR SIMPLE STEPS SMART SAVINGS CONTACT ONLY]* We understand the Simple Steps, Smart Savings program has multiple possible ways for a utility to participate (retail markdown, direct install, give-away by request, and direct mail). Is Avista only participating in the retail markdown portion? *If yes*, has Avista ever participated in other participation options? Do you see opportunities for Avista to participate in these other program delivery options? If yes, what options? If no, why not? Response
- Q17. *[FOR SIMPLE STEPS SMART SAVINGS CONTACT ONLY]* We understand that Simple Steps, Smart Savings program also has more products than lighting and showerheads. We heard that Avista is considering expanding their participation by including other products like Appliances? Why? Response

### Quality Assurance (QA) or Quality Control (QC) Processes

- Q18. First, can you briefly describe QA/QC processes for the programs you are involved with? *[Probe for who does it, how it works, and what % of projects or records are audited.]* Response
- Q19. What are the outputs associated with QA/QC activity(ies)? Again, by “outputs,” I mean the things that you are tracking that tell you how well QA/QC is working. How are those outputs tracked? Response

What kind of reporting do you do regarding those outputs? [*Probe about format of reporting, frequency, to whom, for what purpose*] [Response](#)

- Q20. The logic model developed by Cadmus indicates that the program(s) you are involved with expects/expect QA/QC to result in these outcomes: [*list outcomes*]. Is that accurate? Do you expect QA/QC to produce any other general outcomes that are important to the success of the program? [*Keep the conversation focused on outcomes and outputs specific to the activity in question*] [Response](#)
- Q21. How do those expected outcomes drive other program activities, outputs, or outcomes? [*Cite example as needed based on the logic models*] [Response](#)
- Q22. [*FOR SITE SPECIFIC CONTACT ONLY*] We understand that the previous evaluator recommended additional QA/QC steps such as third party review of Top Sheets. Have you implemented that? Why? [Response](#)

### Role of Contractors and Third Party Implementers (Including CAPs for Low-Income Program)

- Q23. [*IF REBATE, DIRECT INSTALL, OR LOW-INCOME PROGRAM*] Now, I'd like to ask you about contractors. How does the program interact with contractors, if at all? [*Probe for outreach and training*]. [Response](#)
- Q24. [*IF PROGRAM INTERACTS WITH CONTRACTORS*] What feedback, if any, from contractors have you heard about the program? [Response](#)
- Q25. [*ASK IF PROGRAM USES 3<sup>rd</sup> PARTY IMPLEMENTER*] Please describe the communication methods and frequency you use when working with implementation/CAP staff. [Response](#)
- What successes and challenges, if any, have you faced with the implementer/CAPs? [Response](#)
- Q26. Are there any significant differences in how the program is implemented in Washington versus Idaho? [Response](#)

### Program Changes

- Q27. Thinking of the specific program(s) you are involved with, what changes did you make to staffing, measures, incentive levels, outreach, contractor/implementer/CAP support [only reference what is relevant for the particular programs], or other processes this year? [Response](#)
- Q28. [*ASK IF Q32 INDICATES CHANGES MADE*] Why are you making (or have made) these changes? [Response](#)
- Q29. Are the programs you are involved with experiencing any challenges in terms of participation, cost-effectiveness, or anything else? What are those challenges and how do you plan on addressing them? [Response](#)

- Q30. What are the strengths of your program(s)? [Response](#)
- Q31. What are the program's weaknesses and how could these be addressed? [Response](#)
- Q32. *[FOR RESIDENTIAL CONTACT ONLY]* We understand that in 2013, you had a general population survey completed. What, if anything, did you learn about your customers from this survey? How, if at all, have you used the results from that survey to inform program planning? [Response](#)
- Q33. *[FOR NON-RESIDENTIAL CONTACTS ONLY]* The prior 2012-13 evaluation indicated office/professional and local government sectors may have been underserved. What steps, if any, has Avista taken in response to this recommendation? What is your program doing to encourage repeat participation? [Response](#)

## Outreach

- Q34. *[FOR PROGRAM MANAGERS]* We understand that Avista has staff dedicated to marketing the program. Do you play any role in marketing your program? If so, what role do you play and how do you work with the marketing staff? [Response](#)
- Q35. *[FOR MARKETING STAFF]* First, can you briefly describe outreach and marketing processes for the programs you are involved with? *[Probe for who does what, how long it takes, who is reviewing – that is, internal processes.]* [Response](#)  
*[FOR LOW INCOME PROGRAM ask this question differently: We understand you have partnered with CAPs to deliver energy efficiency programs to the low income population. Do you help CAPs, in any way, identify low-income population segments? If so, how? Do you help CAPs with marketing and outreach? If so, how?]* [Response](#)
- Q36. *[FOR MARKETING STAFF]* What are the outputs associated with your marketing and outreach activity(ies)? By “outputs,” I mean the things that you are tracking that tell you how well marketing and outreach is working. *[If needed: number of outreach contacts made, ads run, brochures distributed, calls taken by Avista call center, applications processed, incentives provided, assistance provided.]* [Response](#)  
 How are those outputs tracked? What kind of reporting do you do regarding those outputs? *[Probe about format of reporting, frequency, to whom, for what purpose]* [Response](#)  
*[If they track outputs:]* Based on what you are tracking, what outreach and marketing strategies have worked best to engage customers to participate in your programs? [Response](#)
- Q37. *[FOR MARKETING STAFF]* Did you have a chance to review the logic model Cadmus prepared as part of the previous evaluation? *[If yes]* Their logic model indicates that the program(s) you are involved with expects/expect outreach and marketing to result in these outcomes: *[list outcomes]*. Is that accurate? Do you



expect your market and outreach to produce any other general outcomes that are important to the success of the program? *[Keep the conversation focused on outcomes and outputs specific to the activity in question]* [Response](#)

- Q38. *[FOR MARKETING STAFF]* How do those expected outcomes drive other program activities, outputs, or outcomes? *[Cite example as needed based on the logic models]* [Response](#)

## Future Program Opportunities

We are almost done with the interview. I have a few more questions focusing on the future.

- Q39. Is Avista currently investigating any new [RESIDENTIAL/NONRESIDENTIAL] pilots, programs, or emerging technologies for your program? *(If yes: what, why, which segments?)* [Response](#)
- Q40. Is Avista expanding existing [RESIDENTIAL/NONRESIDENTIAL] programs or measures? *(If yes: what, why?)* [Response](#)
- Q41. What do you expect to be the biggest challenges moving forward with your program? *(Probe about code changes if we are speaking about programs that offer HVAC or lighting equipment)* [Response](#)

## Wrap Up

- Q42. Those are all the questions I have. I really appreciate you giving me this feedback. Do you have any last comments or thoughts about any of the topics we covered today? [Response](#)

**Thank You.**

## Avista: Staff Instrument Guide (For Opower Behavioral program)

The Evaluation Team will interview program manager(s) involved with administering the Avista Utilities’ Opower Behavioral program. Because this program promotes other Avista’s energy efficiency programs or offerings, the evaluation team opted to develop a separate guide for this program.

The purpose of the interviews is threefold: 1) to obtain a more detailed understanding of any program changes in 2015; 2) discuss challenges (if any) that staff are facing while administering or delivering programs to the market either currently or in the near future; and 3) identify opportunities staff may be exploring for future programs or offerings.

The Evaluation Team will conduct interviews over-the-phone with the program staff at Avista in September of 2015. The in-depth interviews will last up to one hour. Table 1 documents research objectives and associated questions.

**Table 1: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Document program changes	Have goals changed? Why? Did program structure or activities change? Why?	Q3 – Q6, Q22, and Q23
Document successes and challenges encountered (delivery, regulatory, or other challenges)	What processes are working well and which ones could be improved?	Q24 through Q26
Gather more information about program processes for which we have limited data and update program logic models (drafted in the prior evaluation)	What are the marketing and outreach strategies for each program? What application or data tracking issues have staff faced to date? Are those issues resolved? What outputs (activities), outcomes, or assumptions need to be updated in the program logic models? How are staff and implementer communicating? Any issues?	Q7 through Q21
Document future opportunities Avista is exploring	What emerging technologies or program opportunities is Avista exploring?	Q27 – Q29

### Interviewer Information

Interviewer instructions are in *italics*.

# Instrument

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## Introduction

Name:

Date:

Interviewer:

Hi, this is \_\_\_\_\_ from Research Into Action.

Thanks for taking the time to talk today. As you already know, we are conducting an evaluation of Avista's programs. We are interviewing people who are involved with the residential and non-residential programs, so we can make sure we understand how the programs are working to date. My questions will focus on changes in the programs since the last time our evaluation team spoke with you and others, which was in February 2015. I will also ask you about challenges Avista is facing in administering or delivering programs to the market and what opportunities staff is exploring for future programs or offerings.

Our conversation will take about 60 minutes. I want to assure you that this interview is confidential. We will report all responses in aggregate and will not attribute any comments to you personally.

I would like to record this interview. This is just for my note-taking purposes. Is this Okay?

*[Interviewer: If permission granted, record the interview.]*

Do you have any questions before we get started?

## Roles & Responsibilities

- Q1. Let's start with a bit about you. What is your current job title and role?
- Q2. Have your responsibilities changed during the past year? If so, how?

## Program Goals

Next, I would like to ask you a couple of questions about energy savings goals for Opower program.

- Q3. Have there been any changes to program goals for the [fill in program name] program? What changes were made and why?
- Q4. Are there any penalties for not meeting the goals? If so, what are they?

- Q5. Have there been any changes to the goals for the overall residential or nonresidential portfolios? If so, what changes? And, why?
- Q6. We understand that some programs were eliminated this year. What impact will this have on meeting the portfolio goals for 2015?

## Program Processes

Next, I would like to ask you a few questions about specific program processes for which we have limited information.

### Outreach

- Q7. How often are HERs promoting other Avista programs or promotions? What type of program promotions are typically recommended or mentioned in HERs??

### Participation Processes and Data Tracking

- Q8. How have the target customer criteria for participation in the Opower program changed (if at all) since the program was first launched?
- Q9. What is Avista's role in creating and distributing the Home Energy Reports (HERs) for the Opower Behavioral program participants?
- Q10. Do you know how are the energy saving tips decided and added to the HERs?
- Q11. Can you briefly describe the data tracking for the Opower Behavioral program? What databases do you use to track participation? Is there anything your program databases are not doing that you wish they would do? What is that?
  - › What challenges have you faced when tracking participation in the program? Do you have any suggestions for improving the tracking process? *[For Opower program probe about the issue we recently discovered; phone numbers, names, and addresses didn't match up for the 25% of participants.]*
- Q12. Did you have a chance to review the logic model Cadmus developed as part of the previous program evaluation? I sent it on \_\_\_\_\_. *[If logic model reviewed]* The logic model indicates that the Opower Behavioral program expects HERs to result in these outcomes: *[list outcomes]*. Is that accurate? *[If logic model not reviewed, go over the model with the respondent over the phone]*
- Q13. Do you expect HERs to produce any other general outcomes that are important to the success of the program? *[Keep the conversation focused on outcomes and outputs specific to the activity in question]*
- Q14. How do those expected outcomes drive other program activities, outputs, and outcomes? *[Cite example as needed based on the logic models]*

- Q15. *[If not mentioned, ask:]* Has participation rate across Avista programs increased after you started the Opower HERs program?
- Q16. We understand you did a customer satisfaction survey that was done after the 2012-13 Cadmus Evaluation that asked about customer's satisfaction with HERs and the Opower program. What were the findings from that survey?
- Q17. *[ASK IF WE ARE TALKING TO LEONA AGAIN:]* During the February in-person interviews, you mentioned Opower "blend and extend" or "broadening the target customer usage requirements" when asked about what specific questions or issues you would like us to investigate. Could you elaborate on what you meant, if you remember?

### Quality Assurance (QA) or Quality Control (QC) Processes

- Q18. Is there a QA/QC process for the Opower Behavioral program? If so, can you briefly describe QA/QC process(es)? *[Probe for who does it, how it works, and what % of HER reports or records are audited.]*
- Q19. What are the outputs associated with those QA/QC activity(ies)? Again, by "outputs," I mean the things that you are tracking that tell you how well QA/QC is working.
- › How are those outputs tracked? What kind of reporting do you do regarding those outputs? *[Probe about format of reporting, frequency, to whom, for what purpose]*

### Role of Third Party Implementer

- Q20. Please describe the communication methods and frequency you use when working with Opower staff.
- › What successes and challenges, if any, have you faced with Opower?
- Q21. Are there any significant differences in how the program is implemented in Washington versus Idaho?

### Program Changes

- Q22. What changes did you make to staffing, implementer support, or other program processes this year?
- Q23. *[ASK IF Q32 INDICATES CHANGES MADE]* Why are you making (or have made) these changes?
- Q24. Is Opower Behavioral program experiencing any challenges in terms of participation dropout rates, cost-effectiveness, or anything else? What are those challenges and how do you plan on addressing them?
- Q25. What are the strengths of this program?

Q26. What are the program's weaknesses and how could these be addressed?

### Future Program Opportunities

We are almost done with the interview. I have a few more questions focusing on the future.

Q27. Is Avista currently investigating any new [RESIDENTIAL/NONRESIDENTIAL] pilots, programs, or emerging technologies for your program? *(If yes: what, why, which segments?)*

Q28. Is Avista expanding existing [RESIDENTIAL/NONRESIDENTIAL] programs or measures? *(If yes: what, why?)*

Q29. What do you expect to be the biggest challenges moving forward with your program? *(Probe about code changes if we are speaking about programs that offer HVAC or lighting equipment)*

### Wrap Up

Q30. Those are all the questions I have. I really appreciate you giving me this feedback. Do you have any last comments or thoughts about any of the topics we covered today?

**Thank You.**

## Avista: Staff Instrument Guide (For all residential/nonresidential programs, except Opower Behavioral program)

The Evaluation Team will interview program managers involved with administering the Avista Utilities’ residential and nonresidential energy efficiency programs. The purpose of the interviews is threefold: 1) to obtain a more detailed understanding of any program changes in 2015; 2) discuss challenges (if any) that staff are facing while administering or delivering programs to the market either currently or in the near future; and 3) identify opportunities staff may be exploring for future programs or offerings.

The Evaluation Team will conduct interviews over-the-phone with the program staff at Avista in September of 2015. The in-depth interviews will last up to one hour. Table 1 documents research objectives and associated questions.

**Table 1: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Document program changes and update program logic models (drafted in prior evaluation)	Have goals changed? Why? Did program structure or activities change? Why? What outputs (activities), outcomes, or assumptions need to be updated in the program logic models?	Q1 – Error! Reference source not found., Error! Reference source not found. – Error! Reference source not found., Q4 – Error! Reference source not found.
Document successes and challenges encountered (delivery, regulatory, or other challenges)	What processes are working well and which ones could be improved?	Q5
Gather more information about program processes for which we have limited data	What are the marketing and outreach strategies for each program? What application or data tracking issues have staff faced to date? Are those issues resolved? How is program staff interacting with the contractors? How are staff and implementers communicating? Any issues?	Error! Reference source not found. – Error! Reference source not found.
Document future opportunities Avista is exploring	What emerging technologies or program opportunities is Avista exploring?	Q11 – Q12

## Interviewer Information

Interviewer instructions are in *italics*.



# Instrument

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## Introduction

Name:

Date:

Interviewer:

Hi, this is \_\_\_\_\_ from Research Into Action.

Thanks for taking the time to talk today. As you already know, we are conducting an evaluation of Avista's programs. We are interviewing people who are involved with the residential and non-residential programs, so we can make sure we understand how the programs are working to date. My questions will focus on changes in the programs since the last time our evaluation team spoke with you and others, which was in February 2015. I will also ask you about challenges Avista is facing in administering or delivering programs to the market and what opportunities staff is exploring for future programs or offerings.

Our conversation will take about 60 minutes. I want to assure you that this interview is confidential. We will report all responses in aggregate and will not attribute any comments to you personally.

I would like to record this interview. This is just for my note-taking purposes. Is this Okay?

*[Interviewer: If permission granted, record the interview.]*

Do you have any questions before we get started?

## Roles & Responsibilities

- Q1. Let's start with a bit about you. What is your current job title and role?
- Q2. Which specific energy efficiency programs are you involved in? *[Interviewer: Explain that we have this information on file but would like to confirm.]*
- Q3. Have your responsibilities changed during the past year? If so, how?

## Outreach

- Q4. First, can you briefly describe outreach and marketing processes for the programs you are involved with? *[Probe for who does what, how long it takes, who is reviewing – that is, internal processes.]*
- Q5. What role, do you play in marketing residential energy efficiency programs?

- Q6. What role do you play in marketing nonresidential energy efficiency programs?
- Q7. What role do you play in marketing low-income energy efficiency programs?
- Q8. How do you track your marketing and out reaching activities? What kind of reporting do you do about marketing activities? [*Probe about format of reporting, frequency, to whom, for what purpose*]
- Q9. How do you measure the effectiveness of these activities? [*If needed: number of outreach contacts made, ads run, brochures distributed, calls taken by Avista call center, applications processed, incentives provided, assistance provided.*]
- Q10. [*If they track outputs:*] Based on what you are tracking, what outreach and marketing strategies have worked best to engage customers to participate in programs? Which programs have you had the most success with?
- Q11. Is Avista currently investigating any new marketing/outreach efforts? If so, what are these new efforts? Who is the audiences for these activities? Which programs?
- Q12. What do you expect to be the biggest challenges moving forward with your marketing/outreach of efficiency programs?
- Q13. What has been the biggest success of your marketing efforts for Avista's energy efficiency programs?

### Wrap up

- Q14. Those are all the questions I have. I really appreciate you giving me this feedback. Do you have any last comments or thoughts about any of the topics we covered today?

**Thank You.**

## Avista: Staff Instrument Guide (For all residential/nonresidential programs, except Opower Behavioral program)

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Document successes and challenges encountered (delivery, regulatory, or other challenges)	What processes are working well and which ones could be improved?	Q34
Gather more information about program processes for which we have limited data	What are the marketing and outreach strategies for each program? What application or data tracking issues have staff faced to date? Are those issues resolved? How is program staff interacting with the contractors? How are staff and implementers communicating? Any issues?	Q8 –Q26
Document future opportunities Avista is exploring	What emerging technologies or program opportunities is Avista exploring?	Q39 – Q41

## Interviewer Information

Interviewer instructions are in *italics*.

# Instrument

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## Introduction

Name:

Date:

Interviewer:

Hi, this is \_\_\_\_\_ from Research Into Action.

Thanks for taking the time to talk today. As you already know, we are conducting an evaluation of Avista's programs. We are interviewing people who are involved with the residential and non-residential programs, so we can make sure we understand how the programs are working to date. My questions will focus on changes in the programs since the last time our evaluation team spoke with you and others, which was in February 2015. I will also ask you about challenges Avista is facing in administering or delivering programs to the market and what opportunities staff is exploring for future programs or offerings.

Our conversation will take about 60 minutes. I want to assure you that this interview is confidential. We will report all responses in aggregate and will not attribute any comments to you personally.

I would like to record this interview. This is just for my note-taking purposes. Is this Okay?

*[Interviewer: If permission granted, record the interview.]*

Do you have any questions before we get started?

## Roles & Responsibilities

- Q1. Let's start with a bit about you. What is your current job title and role?
- Q2. Which specific programs are you involved in? *[Interviewer: Explain that we have this information on file but would like to confirm.]*
- Q3. How have your responsibilities changed, if at all, during the past few months? If there was change, how?

## Program Goals

Next, I would like to ask you a couple of questions about energy savings goals for your program.

- Q4. Have there been any changes to program goals for the [fill in program name] program? What changes were made and why?

- Q5. Are there any penalties for not meeting the goals? If so, what are they?
- Q6. Have there been any changes to the goals for the overall residential or nonresidential portfolios? If so, what changes? And, why?
- Q7. We understand that some programs were eliminated this year. What impact will this have on meeting the portfolio goals for 2015?

## Future Program Opportunities

We are almost done with the interview. I have a few more questions focusing on the future.

- Q8. Is Avista currently investigating any new [RESIDENTIAL/NONRESIDENTIAL] pilots, programs, or emerging technologies for your program? *(If yes: what, why, which segments?)*
- Q9. Is Avista expanding existing [RESIDENTIAL/NONRESIDENTIAL] programs or measures? *(If yes: what, why?)*
- Q10. What do you expect to be the biggest challenges moving forward with your program? *(Probe about code changes if we are speaking about programs that offer HVAC or lighting equipment)*

## Wrap Up

- Q11. Those are all the questions I have. I really appreciate you giving me this feedback. Do you have any last comments or thoughts about any of the topics we covered today?

**Thank You.**

# Avista: Trade Ally Survey

Date of last revision: 7/20/15

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	~20 minutes
Population Description	Avista Trade Allies
Sampling Strata Definitions	TBD
Population Size	TBD
Contact List Size	TBD
Completion Goal(s)	75
Contact List Source and Date	TBD
Type of Sampling	Stratified random
Contact Sought	Person at TA firm knowledgeable about Avista incentives
Fielding Firm	Nexant

**Table 2: Research Objectives and Associated Questions**

RESEARCH TOPICS FROM THE WORK PLAN	ASSOCIATED QUESTIONS - RESIDENTIAL	ASSOCIATED QUESTIONS - COMMERCIAL
Familiarity and satisfaction with Program offerings Program marketing Program communications Problem solving	Q7-Q9	Q25-Q26
Motivations to participation	Q10	Q27 - Q32
Sales practices	Q11 – Q18	Q33 – Q40
Net-to-gross	Q19 - Q24	Q41- Q46
Suggestions for the future	Q51 – Q55	
Firmographics	S1 – S6, Q1 – Q6, Q56	

## Programmer and Interviewer Information

Programming note style conventions in this document:

- > [PROGRAMMING] Programming instructions are in bracketed CAPS.
- > [Interviewer notes] Onscreen interviewer instructions are in *italics*.
- > [Piped value] Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

INTERVIEWERS: Only read question options when instructed.



# Instrument

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## Introduction

Hi, my name is \_\_\_ and I'm calling from Nexant on behalf of Avista Utilities. We are contacting you because your company installed products that qualified for customer rebates through Avista Utilities energy efficiency programs. Avista is evaluating their efficiency programs. Feedback from you is very valuable and will help us to improve these programs.

I'll need only about 20 minutes. Is now a good time to talk, or can we make an appointment for a later time?

## Screening

[ASK ALL]

S1. Since Jan 2014 have you been involved in the sale or installation of products or services that resulted in an Avista Utilities rebate?

[SINGLE RESPONSE]

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

[ASK IF S1 = 2 ASK S2 THEN SKIP TO END OF SURVEY]

S2. What are the reasons you haven't been involved with any sales that qualify for Avista's efficiency programs?

[MULTIPLE RESPONSE]

1. Product lines we carry (or services we offer) don't qualify for rebates
2. Didn't know about rebates or incentives
3. Our customers aren't interested in energy efficiency
4. Dealing with the program (application, etc.) is too much trouble
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

S3. Which of the following categories **best** describes the services your firm provides?

[SINGLE RESPONSE] *[Read]*

1. Lighting
2. HVAC
3. Hot water heating
4. Windows
5. Insulation
6. Refrigeration
7. Motor rewind services
8. Electrical

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

S4. And what other services does your firm provide?

[MULTIPLE RESPONSE]

1. Lighting
2. HVAC
3. Hot water heating
4. Windows
5. Insulation
6. Refrigeration
7. Motor rewind services
8. Electrical
96. Other, please specify: [OPEN-ENDED RESPONSE]
97. None of the above
98. Don't know
99. Refused

[ASK ALL]

S5. About what percent of your company's customers are...? [Read]

ITEM	PERCENT	DK	REFUSED
1. Residential			
2. Commercial/ Industrial			
<b>TOTAL</b>	[SHOULD ADD TO 100%]		

[ASK ALL]

S6. [LANGUAGE TO DEPICT IF (S5\_2>0%) OR (DK/REFUSED IS SELECTED ON ANY ITEM)] Can you speak about the work your business does in the commercial sector? [LANGUAGE TO DEPICT IF S5\_1=100%] At this time, we are only

completing surveys with contractors that do some commercial work. Thanks for your time.

1. No, I can only speak about residential work
2. Yes, I can speak about commercial/industrial work
98. Don't know
99. Refused

[IF THEY DO NOT RESPOND OR SAY DON'T KNOW, THANK AND TERMINATE SURVEY]

[INTERVIEWER: IF THEY SAY KNOWLEDGABLE ABOUT BOTH SECTORS, THEN RANDOMLY SELECT ONE OPTION ABOVE SINCE THIS QUESTION DETERMINES WHICH QUESTIONS THEY ARE ASKED SUBSEQUENTLY]

## Respondent Background [ASK ALL]

*First, I just want to know a little about your company and your role at your company.*

[ASK ALL]

Q1. What is your role at your company? *[Probe to code]*

[MULTIPLE RESPONSE]

1. Owner
2. Executive (VP, CFO, COO)
3. Engineer
4. Architect
5. Contractor
6. Technician
7. Electrician
8. Sales Manager/Business Development
9. Installer
10. Pricing Specialist
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q2. How many [INPUT "residential" if S6=1; INPUT "commercial" if S6=2] jobs have you completed over the last year in Avista's service area? Your best guess is fine.

[SINGLE RESPONSE]

1. Response Text
98. Don't know
99. Refused

[IF Q2 = 1, ELSE SKIP]

Q3. And approximately what proportion of those jobs got Avista incentives?

[SINGLE RESPONSE]

1. Response Text [0-100 percent]
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q4. How long have you been doing Avista incented jobs?

[SINGLE RESPONSE]

1. About one year
2. 2-3 years
3. 4-5 years
4. More than 5 years
97. Not applicable
98. Don't know
99. Refused

[ASK ALL]

Q5. What proportion of your business's work takes place within....? [Read]

[Should total 100%]

1. Washington [PERCENT]
2. Idaho [PERCENT]
3. Other [OPEN-ENDED RESPONSE]: [PERCENT]
98. Don't know
99. Refused

[ASK IF Q5\_1 > 0%]

Q6. Thinking about the work you do in Washington, is the majority in the Spokane area or outside the Spokane area?

[SINGLE RESPONSE]

1. Spokane area
2. Outside the Spokane area
3. Both
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Awareness and Satisfaction – Residential [ASK IF S6 = 1]

You previously indicated that most of your business is with Avista’s residential customers. So now we’d like to ask some questions to learn more about your residential jobs and customers. So even if you are involved in jobs with commercial or industrial customers, when answering the following questions, please think only about your residential jobs and customers.

[ASK IF S6=1]

Q7. Earlier you told us that over the past year, **[pipe in Q3 response]** percent of your residential jobs received Avista incentives. Thinking about those jobs, using a scale of 1 to 5 where 1 equals “not at all satisfied” and 5 equals “very satisfied”, please rate the following elements of Avista residential programs. If you are not aware of a specific element please tell me. To start with, how satisfied are you with .... *[Interviewer: prompt with responses for each, do not read 97-99].*

ITEM	1	2	3	4	5	97 NA	98 DK	99 RF
1...the range of qualifying products								
2...the amount of the incentives								
3...the length of time required to complete program paperwork								
4...the amount of marketing Avista does for the program								
5...the quality of Avista's marketing								
6...the ability of staff to explain how the program works								
7...the ability of staff to communicate the status of applications								
8...the ability of staff to resolve problems								
9...the Avista program website								

[IF Q7\_1-9 = 1-3, REPEAT FOR EACH OCCURENCE]

Q8. And why were you not completely satisfied with **[piped item from Q7]**?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=1]

Q9. When you’re talking with potential residential customers, who typically brings up the topic of utility rebates?

[SINGLE RESPONSE] *[Try to fit response into options below, probe for 'other' response if options don't apply]*

1. Almost always initiated by contractor
2. Almost always customer initiated

- 3. Mostly contractor initiated
- 4. Mostly customer initiated
- 5. About half contractor and half customer
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

### Motivations to Participation – Residential [ASK IF S6 = 1]

[ASK IF S6=1]

Q10. I would like to ask a few questions about your residential jobs. On a scale of 1 to 5 where one means “not at all agree” and 5 means “strongly agree”, how much do you agree with each of the following statements about your residential jobs. *Interviewer: prompt with responses for each, do not read 97-99*

ITEM	1	2	3	4	5	97 NA	98 DK	99 RF
I always tell Avista customers about Avista incentives								
Avista incentives help me sell jobs								
The Avista incentives help keep me knowledgeable about new technologies								
The Avista incentives push customers to install more efficient equipment								

### Sales Practices - Residential [ASK IF S6 = 1]

[ASK IF S6=1]

Q11. What percentage of the residential equipment you sold in the past two years would you categorize as “high-efficiency” or “ENERGY STAR qualified” equipment? *[Interviewer note: try to get a single number, record a range only if they just can't come up with a single figure]*

[SINGLE RESPONSE]

- 1. Response Text [RANGE = 0-100]
- 98. Don't know
- 99. Refused

[ASK IF S6=1]

Q12. When bidding a job for a residential customer, how many equipment or service options do you typically provide? *[If needed, probe with: “Do you give a good, better, and best type of options and if so, how many options do you give?”]*

[SINGLE RESPONSE]

- 1. 1
- 2. 2
- 3. 3
- 4. 4
- 5. 5 or more
- 97. Not applicable
- 98. Don't know
- 99. Refused

[ASK IF Q12 = 2-5, ELSE SKIP]

Q13. What typically distinguishes the options you provide?

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK IF S6=1]

Q14. In the past two years, do you recall ever discouraging a residential customer from ordering the high-efficiency equipment option?

[SINGLE RESPONSE]

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

[ASK IF Q14 =1]

Q15. Why is that? *[Record verbatim response but later code within options below]*

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[CODE LATER IF POSSIBLE]

- 1. Long wait: too long for delivery
- 2. Too complex: installations are too difficult
- 3. Not reliable: Less reliable than most standard efficiency equipment
- 4. Not reliable: Customers complain about equipment
- 5. Lack of knowledge: don't have enough information for customer
- 6. Lack of knowledge: don't know enough about codes
- 7. Cost: too expensive for customer even with rebate
- 96. Other, please specify: [OPEN-ENDED RESPONSE]

[ASK IF S6 =1]

Q16. When you sell products/services that qualify for an Avista rebate to a residential customer, who typically prepares the rebate application? Is it you, your customer, or does the application process typically involve both of you?

[SINGLE RESPONSE]

1. Typically respondent (Trade Ally) prepares all or most of the application
2. Typically the customer prepares all or most of the application
3. Typically both respondent (Trade Ally) and customer – pretty half and half effort
4. Depends on the rebate
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q16 = 4]

Q17. How does it depend on the rebate?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6 = 1]

Q18. When discussing high-efficiency equipment with residential customers, what benefits do you typically mention? *[Read all, probe with "anything else" after each response]*

[MULTIPLE RESPONSE]

1. Lower operation costs over time
2. Lower maintenance costs
3. Avista's rebate
4. High-quality of equipment
5. Improved comfort
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Net-to-Gross – Residential [ASK IF S6 = 1]

I'd like to get your thoughts on the influence that Avista energy efficiency programs have on your residential customers' decisions to do energy efficiency upgrades for **[piped response from S3]** equipment. In answering the next few questions, please think about the most recent residential efficiency **[piped response from S3]** upgrade job you worked on that qualified for the incentive.

[ASK IF S6 = 1]

Q19. Using a scale of one to five where one equals not at all influential and five equals extremely influential. How influential, if at all, were the utility's efficiency messages and programs on your promotion of higher energy-efficient products over standard products *[check one]*

[SINGLE RESPONSE]



1. 1- Not at all influential
2. 2
3. 3
4. 4
5. 5 - Extremely influential

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[ASK IF S6 = 1 ]

Q20. On the same 1 to 5 scale, with "1" indicating not at all influential and "5" indicating extremely influential, how influential were you on the client's decision to install energy efficient [**Pipe in S3 response**] products?

[SINGLE RESPONSE]

1. 1- Not at all influential
2. 2
3. 3
4. 4
5. 5 - Extremely influential

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

[ASK IF S6 = 1 AND S3 = 2 OR 3 OR 4]

Q21. Based on the discussions you had with the client in planning that job, what do you think the client most likely would have done if the Avista incentive did not exist?

[SINGLE RESPONSE] [READ OPTIONS 1-4]

1. Done the exact same upgrade
2. Installed a less energy efficient product or reduced the scope of the job
3. Done an upgrade with standard-efficiency product(s)
4. Canceled or postponed the upgrade

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6\_1 AND S3 = 5]

Q22. Based on the discussions you had with the client in planning that job, what do you think the client most likely would have done if the Avista incentive did not exist? Would they have installed...

[SINGLE RESPONSE]

1. ...the same amount of insulation
2. ...a lesser amount of insulation
3. ...no insulation (they would not have done the job)
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=1]

Q23. In the past two years have you installed high-efficiency products that qualifies for a rebate from Avista, yet the rebate was not applied for?

[SINGLE RESPONSE]

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

[ASK IF Q23 = 1]

Q24. Under what circumstances might this happen? *[Record verbatim response but later code within options below]*

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[CODE LATER IF POSSIBLE]

1. Not aware of the rebate at the time: TA didn't know about the rebate or program
2. Customer isn't eligible: Very large customers, wrong fuel type
3. Applying takes too long: Application process too time consuming
4. Too difficult: Application process too difficult
5. Rebate is small: Not worth the bother – too little money
6. Long wait: Long wait for rebate
96. Other, see verbatim

## Awareness and Satisfaction – Commercial [ASK IF S6 = 2]

The next set of questions is about your commercial jobs and customers.

[ASK IF S6=2]

Q25. Earlier you told us that over the past year, [pipe in Q3 response] percent of your commercial jobs received Avista incentives. Thinking about these jobs, on a scale of one to five where one equals not at all satisfied and five equals very satisfied, please rate the following statements about the Avista commercial program. If you are not aware of a specific element please tell me. To start with, how satisfied are you with .... [Interviewer: prompt with responses for each, do not read 97-99].

ITEM	1	2	3	4	5	97 NA	98 DK	99 RF
1...the range of qualifying products								
2...the amount of the incentives								
3...the length of time required to complete program paperwork								
4...the amount of marketing Avista does for the program								
5...the quality of Avista's marketing								
6...the ability of staff to explain how the program works								
7...the ability of staff to communicate the status of applications								
8...the ability of staff to resolve problems								
9...the Avista program website								

[IF Q25\_1-9 = 1-3, REPEAT FOR EACH OCCURENCE]

Q26. And why were you not completely satisfied with [piped item from Q25]?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

### Motivations to Participation – Commercial [ASK IF S6 = 2]

[ASK IF S6=2]

Q27. Now I would like to talk about commercial jobs. On a scale of one to five where one equals not at all agree and five equals strongly agree, how much do you agree with each of the following statements about your commercial jobs. Interviewer: prompt with responses for each, do not read 97-99

ITEM	1	2	3	4	5	97 NA	98 DK	99 RF
I always tell Avista customers about Avista incentives								
Avista incentives help me sell jobs								
The Avista incentives help keep me knowledgeable about new technologies								
The Avista incentives push customers to install more efficient equipment								

[ASK IF S6=2]

Q28. What percent of your jobs for commercial customers are initiated by the customer? *[Try to get numeric response if possible]*

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q29. Of the jobs initiated by customers, about what percent of commercial customers ask about incentives for their jobs? *[Try to get numeric response if possible]*

1. Response Text [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q30. What percent of your commercial jobs are initiated by you (or your staff)? *[Try to get numeric response if possible]*

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q31. Of the commercial jobs initiated by you or your staff, about what percent of the time do you tell customers about Avista incentives? *[Try to get numeric response if possible]*

1. Response Text [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q32. What are the reasons commercial customers conduct a job that qualifies for incentives? Please use a 1 to 5 scale, with "1" indicating "not at all important" and "5" indicating "extremely important."

*Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE] [ROTATE RESPONSE OPTIONS]

[LOGIC] ITEM	1 NOT AT ALL IMPORTANT	2	3	4	5 EXTREMELY IMPORTANT	97 NA	98 DK	99 RF
1. To improve the comfort of their building								
2. To improve the looks of the building								
3. To improve the operations and maintenance (O&M)								
4. To save money on utility bills								
5. To lower their reliance on fossil fuels ("to be green")								

### Sales Practice – Commercial [ASK IF S6 = 2]

[ASK IF S6=2]

Q33. What percentage of the commercial equipment you sold in the past two years would you categorize as "high-efficiency" equipment? *[Interviewer note: try to get a single number, record a range only if they just can't come up with a single figure] [Try to get numeric response if possible]*

[SINGLE RESPONSE]

1. Response Text [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q34. When bidding a job for a commercial customer, how many equipment/service options do you typically provide? *[If needed, probe with: "Do you give a good, better, and best type of options and if so, how many options do you give?"]*

[SINGLE RESPONSE]

1. 1
2. 2
3. 3
4. 4
5. 5 or more
96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[ASK IF Q34 = 2-5]

Q35. What typically distinguishes the options you provide?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q36. In the past two years, do you recall ever discouraging a commercial customer from ordering the high-efficiency equipment option?

[SINGLE RESPONSE]

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

[ASK IF Q36 = 1]

Q37. Why is that? *[Record verbatim response but later code within options below]*

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[CODE LATER IF POSSIBLE]

1. Long wait: too long for delivery
2. Too complex: installations are too difficult
3. Not reliable: Less reliable than most standard efficiency equipment
4. Not reliable: Customers complain about equipment
5. Lack of knowledge: don't have enough information for customer
6. Lack of knowledge: don't know enough about codes
7. Cost: too expensive for customer even with rebate

[ASK IF S6=2]

Q38. When you sell products/services that qualify for an Avista rebate to a commercial customer, who typically prepares the rebate application? Is it you, your customer, or does the application process typically involve both of you? *[Read responses]*

[SINGLE RESPONSE]

1. Typically respondent (Trade Ally) prepares all or most of the application
2. Typically the customer prepares all or most of the application
3. Typically both respondent (Trade Ally) and customer – pretty half and half effort
4. Depends on the rebate

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q38 = 4]

Q39. How does it depend on the rebate?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

Q40. When discussing high-efficiency equipment with commercial customers, what benefits do you typically mention? *[Read all, probe with "anything else" after each response]*

[MULTIPLE RESPONSE]

1. Lower operation costs over time
2. Lower maintenance costs
3. Avista's rebate
4. High-quality of equipment
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Net-to-Gross – Commercial [ASK IF S6 = 2]

Finally, I'd like to get your thoughts on the influence that Avista energy efficiency programs has on your commercial customers' decisions to do energy efficiency upgrades. In answering the next few questions, please think about the most recent commercial efficiency upgrade job you worked on that qualified for the incentive.

[ASK IF S6=2]

Q41. Using a scale of one to five where one equals not at all influential and five equals extremely influential. How influential, if at all, were the utility's efficiency messages and programs on your promotion of higher energy-efficient products over standard products *[check one]*

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Extremely influential
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6=2]

- Q42. On the same 1 to 5 scale, with “1” indicating not at all influential and “5” indicating extremely influential, how influential do you think **you** were on the client’s decision to install energy efficient [Pipe in response to S3] products? *[If needed: Your best guess is fine.]*

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Extremely influential
98. Don't know
99. Refused

[ASK IF S6=2]

- Q43. On that same 1 to 5 scale, with “1” indicating not at all influential and “5” indicating extremely influential, how influential was the **Avista program** on the client’s decision to install energy efficient [**Pipe in response to S3**] products?

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Extremely influential
98. Don't know
99. Refused

[ASK IF S6=2 AND S3 <> 5]

- Q44. Based on the discussions you had with the client in planning that job, what do you think the client most likely would have done if the utility program did not exist? *[Read options]*

[SINGLE RESPONSE] *[READ OPTIONS 1-4]*

1. Done the exact same upgrade
2. Installed a less energy efficient product or reduced the scope of the job
3. Done an upgrade with standard-efficiency product(s)
4. Canceled or postponed the upgrade

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF S6\_2 AND S3 = 5]

- Q45. Based on the discussions you had with the client in planning that job, what do you think the client most likely would have done if the Avista incentive did not exist? Would they have installed...*[Read options]*



[SINGLE RESPONSE]

1. ...the same amount of insulation
2. ...a lesser amount of insulation
3. ...no insulation (they would not have done the job)
96. Other, please specify: [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

Q46. On a scale of one to five where 1 means no influence and 5 means a great influence, how much influence did the program have on your sales of equipment or services that did not receive rebates?

1. 1 -No influence
2. 2
3. 3
4. 4
5. 5- Great influence

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

Q47. Blank

Q48. Blank

Q49. Blank

Q50. Blank

## Wrap Up

Thank you for the time you have taken. I have just a few more questions.

[ASK ALL]

Q51. What, if any, high efficiency equipment or measures would you like to see added to Avista's list of rebated equipment?

1. [OPEN-ENDED RESPONSE]
98. Don't know

- 99. Refused

[IF Q51 = 1, ELSE SKIP]

Q52. Why is that? *[Probes: are rebates needed to move these items into the market?]*

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q53. What, if any, equipment or measures would you like to see removed from the current list?

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF Q53 = 1, ELSE SKIP]

Q54. Why is that? *[Probes: rebates are no longer needed to move these items into the market?]*

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q55. Which of the following are good ways for you to get energy efficiency information from Avista?

[MULTIPLE RESPONSE] *[Don't read, probe if needed. Ask: any other ways after first two responses]*

*[Interviewer: We are trying to gather a list of all the possible ways respondents would like information. We are trying to go beyond first mention to get a list of all the ways that would be good for them to receive information.]*

- 1. Avista website
- 2. By phone
- 3. By US mail via bill insert
- 4. By US mail separate from bill insert
- 5. By e-mail
- 6. At a community event
- 7. At a workshop, seminar, or classroom event
- 8. At a webinar
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q56. Including yourself, how many employees work at your company?

[SINGLE RESPONSE]

1. 1
2. 2-4
3. 5-9
4. 10-19
5. 20-99
6. 100-499
7. 500+
98. Don't know
99. Refused

[ASK ALL]

Q57. That is all of the questions I have. Before we sign off, is there anything else that you would like Avista to know about its programs?

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Thank you for your time. Your feedback has been very helpful.

## C.3 Vendor Survey Instrument

### 1.1. Avista Simple Steps, Smart Savings: Vendor Survey

The evaluation team developed this survey to investigate commercial uptake of CFL and LED markdown measures, lighting market trends, and future opportunities for the program.

#### Research Objectives and Associated Questions

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Determine when retailers first joined the program	At what date participating retailers started selling program discounted CFLs and LEDs?	Q1, Q2
Determine distribution of Simple Steps, Smart Savings CFL and LED lights between residential and commercial sectors	What percentage of discounted CFL or LED sales are associated with the residential and nonresidential sectors? How has this distribution changed between sectors since the start of the promotion? Is this percentage based on actual sales data or some other information?	Q6, Q9, Q10, Q13, Q14, Q15
Capture (to the extent possible) market trend data on LED bulbs to learn whether the program could still gather more savings associated with this measure	Of all bulbs sold in 2015 and 2014, what % were LEDs? Did sales of LED bulbs in 2015 drop, compared to sales in 2014? Why? Was it related to the fact that LED bulb incentives were no longer offered for these measures in 2015 by Avista?	Q7, Q8, Q11, Q12, Q16, Q17, Q18, Q19
Investigate future program opportunities	What other measures should the program incent?	Q20, Q21, Q22

Based on the teams' recent experience with a similar project determining leakage from the residential sector into the commercial sector, only certain types of retailers were able to answer questions about leakage. Those retailers tended to be large chains that had staff devoted to selling lighting products and stores that sold large quantities of incented items. Examples of retailers that were able to answer questions about leakage included Home Depot, Costco, and Walmart.

A review of the Simple Steps sales data in Avista territory shows that those same three retailers accounted for more than 90% of sales (see table below). Therefore, we included the 28 participating stores from those four chains in the sample frame. In addition, we included the four participating stores from the Lowes chain, which is similar to the three dominant retailers and sold, on average, many times more units per store than all other retailers. Therefore, our sample frame consists of 32 stores from one of these four retailers.

### National Retailers Simple Steps Sales Compared to All other Stores

RETAILER	NUMBER OF PARTICIPATING STORES	TOTAL UNITS	% OF ALL UNITS	MEAN UNITS SOLD PER STORE
Walmart	16	421,376	34%	26,336
Home Depot	7	266,434	21%	38,062
Costco	5	394,185	33%	78,837
Lowes	4	24,046	1%	6,012
All Other Retailers (n = 25)	102	96,435	8%	945
TOTAL	134	1,202,476	100%	

\* Each of these stores sold more than 10,000 units.

Given the difficulty in reaching a knowledgeable respondent and overcoming corporate policies that prohibit staff from completing surveys, we anticipate completing the survey with no more than about half the stores we target.

### Overview of Data Collection Activity

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	5-10 minutes
Population Description	Simple Steps, Smart Savings retailers
Sampling Strata Definitions	Retailer stores that collectively account for more than two-thirds of the total program sales
Population Size	134
Completion Goal(s)	Will target stores of national retailers WalMart, Costco, Home Depot, and Lowes. We anticipate completing surveys with about half of the stores.
Contact List Source and Date	CLEARResults Simple Steps Database
Type of Sampling	Census.
Contact Sought	Store manager knowledgeable about lighting sales

## Interviewer Information

Interviewer instructions are in *italics*.

# Instrument

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## Introduction

Hi, my name is <Interviewer Name> from Research Into Action. I'm calling on behalf of Avista Utilities. We are working with Avista Utilities to evaluate the Simple Steps, Smart Savings program – a program that provides discounts for CFLs and LEDs. I understand that your store participates in this program and promotes discounted CFLs and LEDs. Avista would like to learn about your experience with this program and those lighting promotions. Are you the right person to talk to about Simple Steps program and/or promotions?

*If not: Ask who would be the right person and record appropriate contact's name, phone number, and location if at a different location.*

## Screening

[ASK ALL]

S1. Our records indicate that your store participates in the Simple Steps program – a program that works with manufacturers and retailers to reduce the cost of CFLs and LEDs. Is this correct?

[SINGLE RESPONSE]

1. Yes [Continue to Q1]
2. No [Thank and Terminate]
3. Don't Know [Ask for name and number of someone at the store that would know about Simple Steps participation]Record Name and number Response Text [If unable to provide alternate contact, thank and terminate survey]

[ASK ALL]

Q1. When did your individual store begin promoting CFLs discounted by Simple Steps?

[SINGLE RESPONSE]

1. Response Text [MONTH AND YEAR]
2. Not Applicable - Don't sell CFLs
98. Don't know
99. Refused

[ASK ALL]

Q2. We understand the program promotes ENERGY STAR LED recessed downlight retrofit fixtures. When did your individual store begin promoting LED recessed downlight fixtures discounted by Simple Steps?

[SINGLE RESPONSE]

1. Response Text [MONTH AND YEAR]
2. Not Applicable - Don't sell LEDs
98. Don't know
99. Refused

## Sales Distribution - General

[ASK ALL]

Q3. Overall, what proportion of your sales are for...?

1. Commercial customers: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q3\_1 and Q3\_2 add to 100% ]
2. Residential customers: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q3\_1 and Q3\_2 add to 100% ]
98. Don't know
99. Refused

[ASK IF Q3\_1>0]

Q4. Of your commercial customers how many are contractors that work in the residential sector?

1. [FORCE NUMERIC RESPONSE] [Range = 0 to 100]
98. Don't know
99. Refused

[ASK ALL]

Q5. Overall, what proportion of your customers that buy light bulbs purchase less than 10 bulbs compared to those that purchase 10 or more bulbs?

1. Percent that purchase less than 10 bulbs: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q5\_1 and Q5\_2 add to 100% ]
2. Percent that purchase 10 or more bulbs: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q5\_1 and Q5\_2 add to 100% ]
98. Don't know
99. Refused

[ASK ALL]

Q6. Overall, what percentage of your customers would you say purchase **energy efficient light bulbs** for a home and what percent purchase **energy efficient light bulbs** for use in a business (IF NEEDED FOR CLARIFICATION: personal home use vs. use on a job or in a business)? Your best estimate is acceptable.

1. Business percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q6\_1 and Q6\_2 add to 100%]
2. Home percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q6\_1 and Q6\_2 add to 100%]
98. Don't know
99. Refused

## Sales Distribution - CFLs

[ASK IF Q1 = 1, ELSE SKIP]

Q7. Does your store stock and sell CFL bulbs that are not discounted through the Simple Steps program?

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

[ASK IF Q7 = 1 (Yes)]

Q8. Avista would like to know what percentage of your store's overall CFL bulb sales during the last 12 months were bulbs that were discounted through the Simple Steps program? [AS NECESSARY: Your best estimate is fine.]

1. [FORCE NUMERIC RESPONSE] [Range = 0 to 100]
98. Don't know
99. Refused

[ASK IF ALL]

Q9. And what percentage of the Simple Steps-discounted CFL bulbs your store sold during the last 12 months were purchased for home use and what percentage were purchased for use in a business? [IF NEEDED FOR CLARIFICATION: customers buying for their business, job, or place of employment.] What is your best estimate?

1. Business percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q9\_1 and Q9\_2 add to 100%]
2. Home percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q9\_1 and Q9\_2 add to 100%]
98. Don't know
99. Refused

[ASK IF THEY PROVIDED PERCENTAGES IN Q8]

Q10. How, if at all, have these proportions changed since [INPUT Q1 OE response]?

1. [OPEN-ENDED RESPONSE]



- 2. Hasn't changed
- 98. Don't know
- 99. Refused

## Sales Distribution - LEDs

Q11. Does your store stock and sell LED recessed downlight fixtures that are not discounted through the Simple Steps program?

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

[ASK IF Q11 = 1 (Yes)]

Q12. Avista would like to know what percentage of your store's overall LED recessed downlight fixture sales during the last 12 months were fixtures that were discounted through the Simple Steps program? [AS NECESSARY: Your best estimate is fine.]

- 1. [FORCE NUMERIC RESPONSE] [Range = 0 to 100]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q13. And what percentage of the Simple Steps-discounted LED recessed downlight fixtures your store sold during the last 12 months were purchased for home use and what percentage were purchased for use in a business [IF NEEDED FOR CLARIFICATION: customers buying for their business, job, or place of employment.] What is your best estimate?

- 1. Business percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q13\_1 and Q13\_2 add to 100%]
- 2. Home percent: [FORCE NUMERIC RESPONSE] [Range = 0 to 100, Programmer note: Add validation to survey to make sure Q13\_1 and Q13\_2 add to 100%]
- 98. Don't know
- 99. Refused

[ASK IF THEY PROVIDED PERCENTAGES IN Q12]

Q14. How, if at all, have these proportions changed since [INPUT Q2 OE response]?

- 1. [OPEN-ENDED RESPONSE]
- 2. Hasn't changed
- 98. Don't know
- 99. Refused

[ASK IF Q1 = 1 OR Q2 = 1, ELSE SKIP]

Q15. Would you say your answers about Simple Steps-discounted CFL and LED sales you just gave me are based on a general impression of sales activity during the promotion, or on a comparison of sales data, or something else?

[MULTIPLE RESPONSES ALLOWED]

1. General impression
2. Sales data
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q16. Next, I would like to ask you about LED bulbs (not fixtures). About what percent of all light bulbs that your store sold in 2015 were LEDs? Your best estimate is fine.

1. [FORCE NUMERIC RESPONSE] [Range = 0 to 100]
98. Don't know
99. Refused

[ASK ALL]

Q17. And, about what percent of all light bulbs sold in 2014 were LEDs?

1. [FORCE NUMERIC RESPONSE] [Range = 0 to 100]
98. Don't know
99. Refused

[ASK ALL]

Q18. [IF % in 2015 > % in 2014, ASK:] So you sold more LEDs in 2015. Why did you see an increase in LED bulb sales in 2015 compared to 2014? [Probe for trends relating to price and product availability.]

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF % in 2015 <= % in 2014]

Q19. So you sold less LEDs (or the same amount) in 2015. Why did you see a decrease (or why did sales not change) in LED bulb sales in 2015 compared to 2014? [Probe for whether the program discontinuation of the LED bulb incentive had anything to do with this.]

1. [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q20. Avista recently expanded the Simple Steps program to include clothes washers. Does your store stock and sell clothes washers that are discounted through the Simple Steps program?

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

[ASK IF Q20 = 1 (Yes)]

Q21. How are sales of Simple Steps-discounted clothes washers going so far?

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q22. What other products do you think the Simple Steps program should incent?

- 1. [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

## Firmographics [ASK ALL]

We are almost done, I just have a couple of questions about you.

[ASK ALL]

Q23. What is your title?

- 1. [OPEN-ENDED RESPONSE]
- 99. Refused

[ASK ALL]

Q24. How long have you been in your current position?

- 1. [OPEN-ENDED RESPONSE]
- 99. Refused

**Those are all the questions I have for you. Thank you for your time.**

## C.4 Residential Participant Survey Instruments

# FINAL Avista: Residential Participant Survey

Date of last revision: 3/29/15

**Table 1: Research Objectives and Associated Residential Participant Questions**

RESEARCH OBJECTIVE
Assess appropriateness of design, participation procedures, internal communication, rebate processing activities (e.g., ease of use, cycle time)
Assess participant satisfaction with programs
Assess barriers to participation, effectiveness of incentives in motivating action
Assess effectiveness of marketing and promotional efforts; status of marketing research activities
Assess opportunities for process improvement and potential programs; status of Avista response to previous evaluation recommendations
Obtain data for net-to-gross analysis
Retail Upstream Buy-down Effort (CFL promotion)
Verify measure installation, quantity, and other assumptions as needed
Participant characteristics (Demographics)

## Analysis Information

The database and response variables in Table 2 will be used to examine variations in responses.

**Table 2: Variables for Comparative Analysis**

VARIABLE & DESCRIPTION	SOURCE (INSTRUMENT OR DATABASE)
PROGRAM TYPE (larger program)	Residential Database and Third Party Implementers
MEASURE TYPE (within each program)	
YEAR (installation year)	
INCENTIVE TYPE (rebate, direct install, discount)	
LOCATION	
ADDRESS	

## Programmer Information

Data Source: Residential Database and third party implementers

Table 3: Database Inputs

VARIABLE NAME	VARIABLE DESCRIPTION AND VALUES
<b>PROGRAM TYPE</b> (larger program)	Identifies which program(s) listed in Table 1 the participant took part in.
<b>MEASURE TYPE</b> (within each program)	Identifies specific incentive received within the program
<b>INCENTIVE TYPE</b> (rebate, direct install, discount)	Identifies what type of incentive was received
<b>YEAR</b> (installation year)	Identifies year and quarter measure was installed
<b>LOCATION</b>	Identifies city where measure was installed
<b>ADDRESS</b>	Identifies address where measure was installed

Programming note style conventions in this document:

- > **[PROGRAMMING]** Programming instructions are in bracketed CAPS.
- > *[Interviewer notes]* Onscreen interviewer instructions are in *italics*.
- > **[Piped value]** Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

## Interviewer Information

Interviewer instructions are in *italics*.

## Program Description

PROGRAMS	
<b>Appliance Recycling</b>	Rebate for recycling fridge or freezer older than 1995
<b>Energy Star Homes</b>	Rebate for purchase of ENERGY STAR home
<b>Fuel Efficiency</b>	Rebate for conversion of electric to natural gas furnace and/or water heater
<b>HVAC Program</b>	Rebate for purchase of energy efficient and high efficiency HVAC equipment, including variable speed motors, air source heat pump, natural gas boiler, and programmable thermostat
<b>Lighting</b>	Direct manufacture discount for purchase of approved CFLs and LEDs
<b>Shell</b>	Rebate for adding insulation to attic, walls, and floor, as well as adding energy efficient windows
<b>Water Heat</b>	Rebate for installation of high efficiency gas or electric water heater, natural gas water heater, and Smart Savings showerhead

## Instrument

### Screening [ASK ALL]

S1. Hi, my name is \_\_\_ and I'm calling on behalf of Avista Utilities. Avista is evaluating their efficiency activities to better serve their customers. We'd like to ask you about the **[Measure Type]** you got in **[Year]** for **[Address]**. Are you the right person in your household to talk with?

1. Yes
2. No

[IF S1 = 2]

S2. Could you refer me to someone who could answer a few questions about your household's awareness of Avista's energy efficiency efforts?

*[If asked:]* I am not selling anything.

*[If asked:]* This survey will take about 20 minutes

### Program and Energy Efficiency Awareness [ASK ALL]

[ASK ALL]

Q1. How did you first hear about the Avista **[Incentive Type]** for a(n) **[Measure Type]**? *[Record first answer, do not read list]*

[SINGLE RESPONSE]

1. Information with my electric or gas bill
2. Avista Website
3. Other Website
4. Family/friends/word-of-mouth
5. Avista representative
6. Contractor
7. Newspaper
8. TV
9. Magazine
10. Billboards/Outdoor
11. Radio
12. Events
13. Social media (Facebook, Twitter, etc.)

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q2. How do you receive your monthly Avista bill?

[SINGLE RESPONSE] *[Don't read]*

- 1. In the mail
- 2. Paperless billing
- 3. Both in the mail and electronically
- 4. Not responsible for paying Avista bill (landlord covers)

*[Do not read:]*

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF INCENTIVE TYPE = REBATE]

Q3. Are you familiar with other energy-efficiency rebates that Avista offers, aside from the one you've already received for a(n) **[Measure Type]**?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

*[Do not read:]*

- 98. Don't know
- 99. Refused

[IF INCENTIVE TYPE ≠ REBATE]

Q4. Are you familiar with the energy-efficiency rebates that Avista offers?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

*[Do not read:]*

- 98. Don't know
- 99. Refused

## Program Satisfaction [ASK ALL]

*Now I'd like to ask you a few questions about the **[Measure Type]** that you received a rebate for.*

[IF INCENTIVE = REBATE]

Q5. Now we have a few questions about your experience with the Avista program. How satisfied are you overall with Avista's rebate program? Would you say that you are

[SINGLE RESPONSE]

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

[Do not read:]

98. Don't know
99. Refused

[IF Q5 = 98 OR 99, SKIP]

Q6. Why did you give that rating?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF INCENTIVE = REBATE]

Q7. Using the same scale, how satisfied are you with the dollar amount of the rebate you received? *[Don't read unless needed]*

[SINGLE RESPONSE]

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

[Do not read:]

98. Don't know
99. Refused

[IF INCENTIVE = REBATE]

Q8. And how satisfied are you with how quickly you received the rebate?

[SINGLE RESPONSE] *[Don't read unless needed]*

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

[Do not read:]

98. Don't know
99. Refused

[IF INCENTIVE = REBATE]

Q9. Do you have any suggestions on how to improve the rebate program?



1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE ≠ RECYCLING]

Q10. How would you rate the quality of your [Measure Type]? Would you say it was *[read list]*:

[SINGLE RESPONSE]

- 1. Very poor
- 2. Poor
- 3. Fair
- 4. Good
- 5. Excellent

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q10 = 98 OR 99, SKIP TO Q12]

Q11. Why did you give that rating?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE ≠ RECYCLING]

Q12. Is the [Measure Type] still installed or in use in your home?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q12 = 1, SKIP]

Q13. Is it... *[read list]*

[SINGLE RESPONSE]

- 1. Installed or being used somewhere else; or
- 2. No longer in use at all?

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q14. Next, I'm going to read a list of reasons why your household might have applied for a **[Incentive Type]** for equipment or services through an Avista Utilities energy-efficiency program. Please let me know with a "yes" or "no" whether each reason applies to you  
*[Interviewer: prompt with responses for each, do not read 97-99]*

[MATRIX QUESTION] [RANDOMIZE ORDER]

[LOGIC] Item	Yes	No	97 N/A	98 Don't Know	99 RF
[IF PROGRAM TYPE ≠ RECYCLING] Because your contractor, builder, retailer, or other vendor recommended it?					
[ASK ALL] Because it seemed easy to use the program?					
[IF INCENTIVE = REBATE] Because you knew that any equipment and service Avista would offer a rebate for must be reliable?					
[ASK ALL] Because you had a good experience with another Avista efficiency program?					
[IF PROGRAM TYPE ≠ RECYCLING] To increase the comfort of your home?					
[IF PROGRAM TYPE ≠ RECYCLING] To increase the value of your home?					
[ASK ALL] To save money?					
[ASK ALL] To save energy?					
[ASK ALL] Anything else? [OPEN-ENDED RESPONSE]					

[ASK ALL]

Q15. I have a few questions about the information you may have received on the **[Measure Type]**. This information would have been on the rebate form, on the website, or you could have received it another way. For the following questions, please use a 5-point scale, where 1 means "the information was not at all clear" and 5 means "the information

was very clear.” If you didn’t get information on a topic, please let me know...  
*[Interviewer: do not read 97-99]*

**[MATRIX QUESTION: SCALE]**

[LOGIC] Item	1	2	3	4	5	97 N A	98 D K	99 RF
[ASK ALL] Information about what equipment and energy-saving items qualify for rebates?								
[ASK ALL] Information about how to apply for rebates through Avista?								
[ASK ALL] Information on the energy savings you might expect from the energy efficient equipment or items?								
[IF PROGRAM TYPE = SHELL] Information about the fact that someone from the program may inspect your energy upgrades prior to payment of the rebate?								
[ASK ALL] Information about how to follow up with program staff if you had any questions or concerns								

[ASK ALL]

Q16. When considering the program offer, what, if anything, raised questions or concerns?  
*[Don't read, code accordingly]*

[MULTIPLE RESPONSE]

1. No, nothing raised questions or concerns
2. Time involved/ possible delays
3. Incentives not enough
4. Difficulty of participating
5. Not sure it would be worth it
6. Confusing

7. Hard to do things a new way

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q17. Which of the following from Avista would be helpful?

[MULTIPLE RESPONSE]

1. Information regarding energy efficiency programs?
2. Information regarding energy savings opportunities?
3. Workshops or events on energy efficiency?
4. None of the above (if no to all 1, 2, and 3)

[Do not read:]

98. Don't know
99. Refused

[IF Q17 = 1, 2, OR 3, ELSE SKIP]

Q18. What are good ways for you to get energy efficiency information from Avista?

[MULTIPLE RESPONSE] *[Don't read, probed if needed. Ask: any other ways after first two responses]*

*[Interviewer: We are trying to gather a list of all the possible ways respondents would like information. We are trying to go beyond first mention to get a list of all the ways that would be good for them to receive information.]*

1. Avista website
2. By phone
3. By US mail via bill insert
4. By US mail separate from bill insert
5. By e-mail
6. At a community event
7. At a workshop, seminar, or classroom event
8. At a webinar

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

**Contractor Satisfaction [ASK IF PROGRAM TYPE = FUEL EFFICIENCY, HVAC, SHELL, OR WATER HEAT, ELSE SKIP]**

[ASK IF PROGRAM TYPE = FUEL EFFICIENCY, HVAC, SHELL, OR WATER HEAT, ELSE SKIP]

Q19. Did you use a contractor?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q19 = 1, ELSE SKIP]

Q20. How satisfied were you with your contractor?

[SINGLE RESPONSE]

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

[Do not read:]

98. Don't know
99. Refused

[IF Q20 ≠ 98,99]

Q21. Why do you feel that way?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF Q19 = 1, ELSE SKIP]

Q22. Would you recommend the contractor to others?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

## Opower [ASK ALL]

[ASK ALL]

Q23. In 2014, did you receive any Home Energy Reports from Avista? These reports provide detailed information on your home's energy usage and compare your home to similar neighbors. *[If needed: This is extra information on energy use that is mailed separately from your energy bill]*

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Error! Reference source not found. = 1, ELSE SKIP]

Q24. How often did you read the Home Energy Reports you received?

[SINGLE RESPONSE]

1. Never
2. Once or twice
3. Occasionally
4. Usually
5. Always

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q24 = 2, 3, 4, or 5, ELSE SKIP]

Q25. Overall, how satisfied are you with the Home Energy Report(s) you have received?

[SINGLE RESPONSE]

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

[Do not read:]

98. Don't know
99. Refused

[IF Q24 = 2, 3, 4, or 5, ELSE SKIP]

Q26. How useful have the Home Energy Report(s) been to help you better understand your home's energy use?

[SINGLE RESPONSE]

1. Not at all useful
2. Slightly useful
3. Moderately useful
4. Very useful
5. Completely useful

[Do not read:]

98. Don't know
99. Refused

[IF Q24 = 2, 3, 4, or 5, ELSE SKIP]

Q27. What actions to save energy, if any, have you taken in response to the Home Energy Reports?

[MULTIPLE RESPONSE] *[Don't read, probe if needed]*

1. Purchased energy saving products for my home and received an Avista rebate
2. Purchased energy saving products for my home but did not receive an Avista rebate
3. Made energy saving modifications to my home *[example if necessary: installed insulation or windows]*
4. Adjusted how or when I use energy in my home
5. Looked for additional information on how to save energy
6. Nothing

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q24 = 2, 3, 4, or 5, ELSE SKIP]

Q28. Do you have any comments about the Home Energy Reports?

1. [OPEN-ENDED RESPONSE]
2. No

*[Do not read:]*

98. Don't know
99. Refused

## Retail Markdown Measures [ASK ALL]

Thank you again for helping us with our research. Next, I have some questions for you about your purchase of energy saving replacement light bulbs and showerheads for your home. Avista Utilities provides retail discounts on many energy efficiency light bulbs and showerheads through Simple Steps Smart Savings. You may have seen this labeling/sticker when purchasing the product.

[ASK ALL]

Q29. In [YEAR], do you recall purchasing one or more of any of the following for your home:

[MULTIPLE RESPONSE]

1. Twisty shaped CFL bulbs (as necessary: compact fluorescent light) for indoor use. *[If needed: CFLs are often in a twisty shape fluorescent bulbs that fit in regular light bulb sockets that look different than standard incandescent bulbs.]*
2. Specialty CFL bulbs for flood light or spot light applications, candelabras, or exposed outdoor areas. They may be globe-shaped or A-shaped.

3. LED bulbs *[If needed: These items screw into existing fixture]*
4. LED fixtures (By LED fixture we mean a hard-wired item with LED lights, not LED replacement bulbs) *[If needed: These are entire units including light and wiring to attach unit directly to electrical supply]*
5. Low-flow showerheads
6. NO

*[Do not read:]*

98. Don't know
99. Refused

[IF Q29 = 1, 2, 3 OR 4 STATE, ELSE SKIP] [IF Q29 HAS MORE THAN ONE SELECTED, ONLY READ ONCE]

Next, we will ask about the different types of bulbs you purchased and how you used them.

Q30. \_\_\_\_\_

[IF Q29 = 1 ASK, ELSE SKIP]

Q31. Approximately how many twisty-shaped CFL bulbs did you purchase in [YEAR]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

*[Do not read:]*

98. Don't know
99. Refused

[IF Q31 > 0, ASK Q31\_1-5, ELSE SKIP]

Q31\_1 Of the twisty-shaped CFL bulbs you bought in [YEAR], what type of bulb were you replacing with the twisty CFL?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q31\_2 Of those how many did you install in an area where the lights are on most or some of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]



Q31\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q31\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q31\_5 How many are not yet installed anywhere and are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q29 = 2 ASK Q32, ELSE SKIP]

Q32. How many specialty CFL bulbs did you purchase in [YEAR]?

1. Response Text [FORCE NUMERIC RESPONSE]

[IF Q32 > 0, ASK Q32\_1-5, ELSE SKIP]

Q32\_1 Of those specialty CFL bulbs, what type of bulb were you replacing with the specialty CFL?

2. All incandescent
3. All CFL
4. All LED
5. Some combination [OPEN-ENDED RESPONSE]

Q32\_2 Of those specialty CFL bulbs, how many did you install in an area where the lights are on most or some of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q32\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q32\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q32\_5 How many are not yet installed anywhere and are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q29 = 3 ASK Q33, ELSE SKIP]

Q33. How many LED bulbs did you purchase in 2014?

[IF Q33 > 0, ASK Q33\_1-5, ELSE SKIP]

Q33\_1 Of the LED bulbs you bought in 2014, what type of bulb were you replacing with the LED?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q33\_2 Of those bulbs, how many did you install in an area where the lights are on most of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q33\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q33\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q33\_5 How many are not yet installed anywhere are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q29 = 4 ASK Q34, ELSE SKIP]

Q34. How many LED fixtures did you purchase in [YEAR]?

[IF Q34 > 0, ASK Q34\_1-5, ELSE SKIP]

Q34\_1 Of the LED fixtures [**piped response to Q34**] fixtures you bought in [YEAR], what type of bulb were you replacing with the LED?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q34\_2 Of those [piped response to Q33] 100-watt equivalent fixtures, how many did you install in an area where the lights are on most of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q34\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q34\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q34\_5 How many are not yet installed anywhere are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

Q35. \_\_\_\_\_

[IF Q29 = 5 ASK Q36, ELSE SKIP]

Q36. How many low-flow showerheads did you purchase in [YEAR]?

Response Text [FORCE NUMERIC RESPONSE]

[IF Q36 > 0, ASK Q36\_1-3, ELSE SKIP]

Q36\_1 Of those [piped response to Q36] low-flow showerheads, how many have you installed?

Response Text [FORCE NUMERIC RESPONSE]

Q36\_2 Is/are the showerhead(s) still installed?

1. Yes
2. No
3. Other [OPEN-ENDED RESPONSE]

Q36\_3 How old was/were the showerhead you replaced?

Response Text [FORCE NUMERIC RESPONSE]

[IF Q29 = 1, 2, 3, OR 4, ELSE SKIP]

Q37. On a scale of 1 to 5, with 1 being “not at all easy” and 5 being “very easy,” how easy is it to find...**[pipe text below for each option selected in Q30]** at the stores where you commonly buy these products? *Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	97 NA	98 DK	99 RF
[IF Q33 = 1 OR 2] ...CFLs								
[IF Q33 = 3] ...LED bulbs								
[IF Q33 = 4] ...LED fixtures								
[IF Q33 = 5] ... Low-flow showerheads								

[IF Q29 = 1, 2, 3, 4, OR 5 ELSE SKIP]

Q38. How useful is the in-store product information when determining which bulb and/or showerhead to buy?

[SINGLE RESPONSE]

1. Not at all useful
2. Slightly useful
3. Moderately useful
4. Very useful
5. Extremely useful

[Do not read:]

98. Don't know
99. Refused

[IF Q29 = 1, 2, 3, 4, OR 5 ELSE SKIP]

Q39. Do you recall seeing the *Simple Steps, Smart Savings* logo or sticker when you were shopping for the products?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q39 = 1, ELSE SKIP]

Q39b Were the products you purchased part of the *Simple Steps, Smart Savings* offering?

[SINGLE RESPONSE]

1. Yes
2. No
3. Both [Percentage or number purchased through *Simple Steps, Smart Savings*]

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q40. People sometimes keep spare bulbs on hand to replace burned out bulbs. Do you keep a stock of spare bulbs?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q41 = 1, ELSE SKIP]

Q41. Which types of spare bulbs do you keep on hand?

[MULTIPLE RESPONSE]

1. Incandescent
2. CFLs
3. LEDs

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[Display if Q36\_2= 1, else skip]

Q42. What size is your water heater, and is it a tank or tankless style?

[SINGLE RESPONSE]

1. Tank [text response, gallons]
2. Tankless [text response, *in units of btu's for a natural gas water heater or kW for an electric water heater*]

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[Display if Q36\_2 = 1, else skip]

Q43. How is your water heater powered?

1. Electricity
2. Natural Gas

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[Display if Q36\_2 = 1, else skip]

Q44. What is the location of your water heater?

[SINGLE RESPONSE]

1. Garage
2. Basement
3. Attic
4. Interior Closet
5. Exterior Closet

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[Display if Q36\_2 = 1, else skip]

Q45. What is the efficiency rating of your water heater?

[SINGLE RESPONSE]

1. [FORCE NUMERIC RESPONSE FOR EFFICIENCY]

[Do not read:]

96. Other, please specify: [Open text response]
98. Don't know
99. Refused

[IF Q46 = 98, 99, ELSE SKIP]

Q46. Is your water heater Energy Star rated?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[Display if Q36\_2 = 1, else skip]

Q47. How old is your water heater?

[SINGLE RESPONSE]

1. [text response] years

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

99. Refused

### **Impact Questions: HVAC System Specifications [ASK IF PROGRAM TYPE =SHELL, ELSE SKIP]**

Q48. What is the primary method you use to heat your home?

[SINGLE RESPONSE]

1. Furnace

2. Boiler

3. Air Source Heat Pump

4. Baseboard Electric

5. Wood Fireplace/Stove

[Do not read:]

96. Other, please specify: [open ended response]

98. Don't know

99. Refused

Q49. What percent of your home is heated by your [pipe SELECTED text 1, 2, 3, 4, 5 or 96 from Q49]?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

98. Don't know

99. Refused

Q50. How is your [pipe SELECTED text 1, 2, 3, 4, 5 or 96 from Q49] powered?

[SINGLE RESPONSE]

1. Electricity

2. Natural Gas

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q51. How old is your [pipe SELECTED text 1, 2, 3, 4, 5 or 96 from Q49]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

Q52. Do you know the efficiency rating for your [pipe SELECTED text 1, 2, 3, 4, 5 or 96 from Q49]? If not, do you know if it is Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q50 < 100%]

Q53. You mentioned earlier that your primary heating system accounts for less than 100% of the heating needs for your house. What type of secondary heating system do you use in your home?

[SINGLE RESPONSE]

1. Furnace
2. Boiler
3. Air Source Heat Pump
4. Baseboard Electric
5. Wood Fireplace/Stove
6. None

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

[DISPLAY IF Q54 = 1, 2, 3, 4, 5 OR 96]



Q54. What percent of your home square footage does your [pipe text 1, 2, 3, 4, 5 or 96 from Q54] heat?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q54 = 1, 2, 3, 4, 5 OR 96]

Q55. How is your [pipe text 1, 2, 3, 4, 5 or 96 from Q54] powered?

[SINGLE RESPONSE]

1. Electricity
2. Natural Gas

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

IF Q54 = 1, 2, 3, 4, OR 96]

Q56. What is the efficiency rating of your [pipe text 1, 2, 3, 4 or 96 from Q54]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q54 = 1, 2, 3, 4 OR 96]

Q57. Is your [pipe text 1, 2, 3, 4 or 96 from Q54] Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q54 = 1, 2, 3, 4 OR 96]

Q58. How old is your [pipe text 1, 2, 3, 4, 5 or 96 from Q54]?

[SINGLE RESPONSE]

1. [numeric response]
- [Do not read:]
98. Don't know
  99. Refused

Q59. What is the primary method you use to cool your home?

[SINGLE RESPONSE]

1. Central A/C
2. Window / Room A/C
3. Fan / Ceiling Fan
4. Air Source Heat Pump
5. Swamp Cooler
6. Geothermal

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q60. What percent of your home is cooled by your [pipe SELECTED text 1, 2, 3, 4, 5, 6 or 96 from Q60]?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

Q61. How old is your [pipe text 1-96 from Q60]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

Q62. What is the efficiency rating of your [pipe text 1-96 from Q60]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

Q63. Is your [pipe text 1-96 from Q60] Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

- 98. Don't know
- 99. Refused

[DISPLAY IF Q61 < 100%]

Q64. You mentioned earlier that your primary cooling system accounts for less than 100% of the cooling needs for your house. What type of secondary cooling system do you use in your home?

[SINGLE RESPONSE]

- 1. Central A/C
- 2. Window / Room A/C
- 3. Fan / Ceiling Fan
- 4. Air Source Heat Pump
- 5. Swamp Cooler
- 6. Geothermal
- 7. None, that part of home is not cooled.

[Do not read:]

- 96. Other, please specify: [open ended response]
- 98. Don't know
- 99. Refused

[If Q65 = 7, 98 or 99, skip to END OF SECTION OTHERWISE DISPLAY]

Q65. What percent of your home square footage does your [pipe 1-96 from Q65] cool?

[SINGLE RESPONSE]

- 1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

- 98. Don't know
- 99. Refused

[If Q65 = 7, 98 or 99, skip to END OF SECTION OTHERWISE DISPLAY]

Q66. How old is your [pipe 1-96 from Q65]?

[SINGLE RESPONSE]

- 1. [numeric response]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q68 = 1-6,96, ELSE SKIP]

Q67. What is the efficiency rating of your [pipe 1-96 from Q65]?

[SINGLE RESPONSE]

- 1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[If Q65= 1, ELSE SKIP]

Q68. Is your [pipe 2-96 from Q65] Energy Star rated?

[SINGLE RESPONSE]

- 1. Energy Star [numeric response for efficiency rating]
- 2. Not Energy Star [numeric response for efficiency rating]
- 3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

- 98. Don't know
- 99. Refused

### Impact Questions: Pre- and Post-HVAC System Specifications [ASK IF PROGRAM TYPE =FUEL EFFICIENCY, HVAC, ELSE SKIP]

Q69. What was the primary method you used to heat your home prior to your upgrade?

[SINGLE RESPONSE]

- 1. Furnace
- 2. Boiler
- 3. Baseboard Electric
- 4. Air Source Heat Pump
- 5. Wood Fireplace/Stove

[Do not read:]

- 96. Other, please specify: [open ended response]
- 98. Don't know

99. Refused

Q70. What percent of your home was heated by your [pipe SELECTED text 1, 2, 3, 4, 5 or 96 from Q70]?

[SINGLE RESPONSE]

- 1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

- 98. Don't know
- 99. Refused

Q71. How is your [pipe SELECTED text 1, 2, 3, 4 or 96 from Q70] powered?

[SINGLE RESPONSE]

1. Electricity
2. Natural Gas

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q72. How old was your [pipe SELECTED text 1, 2, 3, 4, or 96 from Q70]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

Q73. Do you know the efficiency rating for your [pipe SELECTED text 1, 2, 3, 4, or 96 from Q70]? If not, do you know if it is Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q71 < 100%]

Q74. You mentioned earlier that your old primary heating system accounted for less than 100% of the heating needs for your house. Do you still use this system to heat your home?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q75=1, ELSE SKIP TO Q82]

Q75. What type of secondary heating system did/do you use in your home?

[SINGLE RESPONSE]

1. Furnace
2. Boiler
3. Electric Baseboard
4. Air Source Heat Pump

5. Wood Fireplace/Stove
6. None

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

[[IF Q76 = 6, 98, 99, SKIP TO END OF SECTION]

Q76. What percent of your home square footage did/does your [pipe text 1, 2, 3, 4, 5 or 96 from Q76] heat?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

98. Don't know
99. Refused

Q77. [IF Q76 = 5, 6, 98, 99, SKIP TO END OF SECTION]How was/is your [pipe text 1, 2, 3, 4, 5 or 96 from Q76] powered?

[SINGLE RESPONSE]

1. Electricity
2. Natural Gas

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q78. [IF Q76 = 5, 6, 98, 99, SKIP TO END OF SECTION]How old was/is your [pipe text 1, 2, 3, 4, 5 or 96 from Q76]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

Q79. [IF Q76 = 5, 6, 98, 99, SKIP TO END OF SECTION]What was/is the efficiency rating of your [pipe text 2, 3, 4, 5 or 96 from Q76]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY IF Q80 = 98]

Q80. Is your [pipe text 2, 3, 4, 5 or 96 from Q76] Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

[DISPLAY Q82-Q91 IF MEASURE=THERMOSTAT, AIR SOURCE HP, VARIABLE SPEED MOTOR, ELSE SKIP]

We would now like to ask you about your cooling system.

Q81. What is/was the primary method you use to cool your home?

[SINGLE RESPONSE]

1. Central A/C
2. Window / Room A/C
3. Fan / Ceiling Fan
4. Air Source Heat Pump
5. Swamp Cooler
6. Geothermal

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q82. What percent of your home is/was cooled by your [pipe SELECTED text 1, 2, 3, 4, 5, 6 or 96 from Q82]?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

Q83. How old is/was your [pipe text 1-96 from Q82]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

Q84. What is/was the efficiency rating of your [pipe text 1-96 from Q82]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

Q85. Is/was your [pipe text 1-96 from Q82] Energy Star rated?

[SINGLE RESPONSE]

- 1. Energy Star [numeric response for efficiency rating]
- 2. Not Energy Star [numeric response for efficiency rating]
- 3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

- 98. Don't know
- 99. Refused

[DISPLAY IF Q83 < 100%]

You mentioned earlier that your primary cooling system accounts for less than 100% of the cooling needs for your house.

[If MEASURE = AIR SOURCE HP, else skip Q87]

Q86. Do you still use a secondary system to cool your home?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[If Q87 = 1, else skip to END OF SECTION]

Q87. What type of secondary cooling system do you use in your home?

[SINGLE RESPONSE]

- 1. Central A/C
- 2. Window / Room A/C
- 3. Fan / Ceiling Fan
- 4. Air Source Heat Pump
- 5. Swamp Cooler
- 6. Geothermal
- 7. None, that part of the house is not cooled

[Do not read:]

- 96. Other, please specify: [open ended response]
- 98. Don't know
- 99. Refused



[If Q88=7, 98 or 99, skip to END OF SECTION OTHERWISE DISPLAY]

Q88. What percent of your home square footage does your [pipe 1-6, or 96 from Q88] cool?

[SINGLE RESPONSE]

1. [Selection boxes, 1-100%, 10 point increments]

[Do not read:]

98. Don't know
99. Refused

[If Q88=7, 98, or 99, skip to END OF SECTION OTHERWISE DISPLAY]

Q89. How old is your [pipe 1-6, or 96 from Q88]?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

98. Don't know
99. Refused

[IF Q88 = 1-6, OR 96, ELSE SKIP]

Q90. What is the efficiency rating of your [pipe 1-6, or 96 from Q88]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[If Q88= 1-6, ELSE SKIP]

Q91. Is [pipe 1-6, or 96 from Q88] Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

## Impact questions: Energy Star Homes - [ASK IF PROGRAM TYPE = ENERGY STAR HOMES]

Q92. How is your home heated?

[SINGLE RESPONSE]

1. Furnace
2. Boiler
3. Air Source Heat Pump
4. Fireplace

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

[IF Q93 = 1-96, ELSE SKIP]

Q93. What is the efficiency rating of your [pipe 1-96 from Q93]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF Q94 = 98, ELSE SKIP]

Q94. Is [pipe 1-96 from Q93] Energy Star rated?

[SINGLE RESPONSE]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

Q95. How is your home cooled?

[SINGLE RESPONSE]

1. Central A/C
2. Window / Room A/C
3. Fan / Ceiling Fan
4. Air Source Heat Pump
5. Swamp Cooler
6. Geothermal

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

[IF Q96 = 1-96, ELSE SKIP]

Q96. What is the efficiency rating of your [pipe 1-96 from Q96]?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF Q97 = 98, ELSE SKIP]

Q97. Is [pipe 1-96 from Q96] Energy Star rated?

[SINGLE Response]

1. Energy Star [numeric response for efficiency rating]
2. Not Energy Star [numeric response for efficiency rating]
3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

98. Don't know
99. Refused

### Impact questions - Windows [ASK IF MEASURE TYPE = WINDOWS]

Q98. What type of windows did you have prior to your upgrade?

[MULTIPLE RESPONSE]

1. Single pane Aluminum
2. Single pane Wood
3. Double pane Aluminum
4. Double pane Wood
5. Double pane Fiberglass

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q99. How many [pipe 1-96 from Q99] windows did you replace?

[MATRIX QUESTION]

Window Type	Quantity Replaced	Average Square Footage	98 DK	99 RF
1. [pipe selection 1-96 from Q99]				
2. [pipe selection 1-96 from Q99]				
3. [pipe selection 1-96 from Q99]				

**Impact Questions: Insulation [ASK IF MEASURE TYPE = INSULATION]**

Q100. We would now like to ask you about insulation upgrades you had to your [Attic, Floor, or Wall [Piped text from MEASURE TYPE]]. *[If they don't know insulation type, prompt with the following options: blown-in cellulose (loose, blue-grey material), blown-in fiberglass (loose, white fluffy material) fiberglass batts (pink material enclosed with brown paper), rigid foam (styrofoam in appearance, often pink or blue), spray foam (textured finish, beige-yellowish in color)]*

[MATRIX]

	Insulation Type	R-value (if known)	Thickness (in inches, if R-value not known)	98 DK	99 RF
Pre-Upgrade					
Post-Upgrade					

[ASK IF MEASURE TYPE = FLOOR INSULATION, OTHERWISE SKIP]

Q101. What type of foundation does your home have?

[SINGLE RESPONSE]

1. Basement
2. Crawlspace
3. Slab

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

**Impact Questions: Water Heater [ASK IF MEASURE TYPE = WATER HEATER]**

For the following questions, please respond regarding your old water heater(s) that was replaced.

Q102. How was your water heater powered?

[SINGLE RESPONSE]

1. Electricity
2. Natural Gas

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]

- 98. Don't know
- 99. Refused

Q103. What size was your old water heater, and was it a tank or tankless style?

[SINGLE RESPONSE]

- 1. Tank [text response, gallons]
- 2. Tankless [text response, *in units of btu's for a natural gas water heater or kW for an electric water heater*]

[Do not read:]

- 96. Other [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

Q104. What was the location of your old water heater?

[SINGLE RESPONSE]

- 1. Garage
- 2. Basement
- 3. Attic
- 4. Interior Closet
- 5. Exterior Closet

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

Q105. How old was your water heater?

[SINGLE RESPONSE]

- 1. [text response] years

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

Q106. What was the efficiency rating of your old water heater?

[SINGLE RESPONSE]

- 1. [FORCE NUMERIC RESPONSE FOR EFFICIENCY]
- 2.

[Do not read:]

- 98. Don't know
- 99. Refused

The following questions pertain to your new Water Heater.

Q107. Was the new water heater installed in the same location?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[DISPLAY IF Q108 = NO. OTHERWISE SKIP]

Q108. What is the location of your new water heater?

[SINGLE RESPONSE]

1. Garage
2. Basement
3. Attic
4. Interior Closet
5. Exterior Closet

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q109. Does the new water heater have the same power source?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[Display if Q110 = 2, OTHERWISE SKIP]

Q110. What is the power source of your new water heater?

[SINGLE RESPONSE]

1. Electricity
2. Natural Gas

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q111. What size is your new water heater, and is it a tank or tankless style?

[SINGLE RESPONSE]

1. Tank [text response, gallons]
2. Tankless [text response, *in units of btu's for a natural gas water heater or kW for an electric water heater*]

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q112. What is the efficiency rating of your new water heater?

[SINGLE RESPONSE]

1. [FORCE NUMERIC RESPONSE FOR EFFICIENCY]

[Do not read:]

98. Don't know
99. Refused

### Impact Questions - Thermostats [ASK IF MEASURE TYPE = THERMOSTATS]

Q113. How many thermostats do you have in your home?

[SINGLE RESPONSE]

1. 1
2. 2
3. 3

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q114 =1, SKIP TO Q116]

Q114. What is the approximate percentage of your home that was heated and cooled by the replaced thermostat?

[SINGLE RESPONSE]

1. [numeric response, percent]

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q115. Was the old thermostat manual or programmable?

[SINGLE RESPONSE]

1. Manual
2. Programmable

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[DISPLAY IF Q116 =2, OTHERWISE SKIP]

Q116. You stated your old thermostat had programmable features. Was it programmed and if so, what were the heating and cooling setpoints?

[SINGLE RESPONSE]

1. Yes. Heating Setpoint [NUMERIC RESPONSE], Cooling Setpoint [NUMERIC RESPONSE]
2. No

[Do not read:]

98. Don't know
99. Refused

Q117. Who programmed the new thermostat?

[SINGLE RESPONSE]

1. Contractor
2. Homeowner

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q118. Have you changed or manually overridden the setpoints since the installation of the new thermostat, and if so, how?

1. Yes. [OPEN-ENDED RESPONSE], *INTERVIEWER, PLEASE RECORD VERBATIM RESPONSES FROM CUSTOMER IF SHE/HE DESCRIBES THERMOSTAT BEHAVIOR*

[MATRIX]

	NO	YES	[IF YES] Previous Setting	[IF YES] New Setting	98 DK	99 RF
Heating	[check box]	[check box]	[numeric text entry]	[numeric text entry]	[check box]	[check box]



Cooling	[check box]	[check box]	[numeric text entry]	[numeric text entry]	[check box]	[check box]
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## Impact Questions – Duct Sealing [ASK IF PROGRAM TYPE = DUCT SEALING]

Q119. Where in your home are the ducts located where the duct sealing occurred?

[CLICK ALL THAT APPLY]

1. Floor
2. Crawlspace
3. Attic

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Q120. What is the primary method you use to heat your home?

[SINGLE RESPONSE]

1. Furnace
2. Boiler
3. Air Source Heat Pump
4. Wood-burning Fireplace / Stove

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q121. What is the primary method you use to cool your home?

[SINGLE RESPONSE]

1. Central A/C
2. Window / Room A/C
3. Fan / Ceiling Fan
4. Air Source Heat Pump
5. Swamp Cooler
6. Geothermal

[Do not read:]

96. Other, please specify: [open ended response]
98. Don't know
99. Refused

Q122. When the ducts were sealed, did the contractor also provide you with a new low-flow showerhead?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[Display if Q123 =1, else skip]

Q123. How many showerheads were provided?

[SINGLE RESPONSE]

Numerical text

[Do not read:]

98. Don't know
99. Refused

[Display if Q123 =1, else skip]

Q124. How many showerhead(s) were installed?

[SINGLE RESPONSE]

Numerical text

[Do not read:]

98. Don't know
99. Refused

[Display if Q123 =1, else skip]

Q125. Is/are the showerhead(s) still installed?

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[Display if Q123 =1, else skip]

Q126. How old was/were the showerhead(s) you replaced?

[SINGLE RESPONSE]

1. [numeric response]

[Do not read:]

96. Other [OPEN-ENDED RESPONSE]

- 98. Don't know
- 99. Refused

[Display if Q123 =1, else skip]

Q127. What size is your water heater, and is it a tank or tankless style?

[SINGLE RESPONSE]

- 1. Tank [text response, gallons]
- 2. Tankless [text response, *in units of btu's for a natural gas water heater or kW for an electric water heater*]

[Do not read:]

- 96. Other [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[Display if Q123 =1, else skip]

Q128. How is your water heater powered?

- 1. Electricity
- 2. Natural Gas

[Do not read:]

- 96. Other [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[Display if Q123 =1, else skip]

Q129. What is the location of your water heater?

[SINGLE RESPONSE]

- 1. Garage
- 2. Basement
- 3. Attic
- 4. Interior Closet
- 5. Exterior Closet

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[Display if Q123 =1, else skip]

Q130. How old is your water heater?

[SINGLE RESPONSE]

- 1. [text response] years

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]

- 98. Don't know
- 99. Refused

[IF Q120 = 1, ELSE SKIP]

Q131. Is your water heater Energy Star rated?

[SINGLE RESPONSE]

- 1. Energy Star [numeric response for efficiency rating]
- 2. Not Energy Star [numeric response for efficiency rating]
- 3. Unknown if Energy Star [numeric response for efficiency rating]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q132. When the ducts were sealed, did the contractor also install new CFL light bulbs?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[if Q133 =1, else skip]

Q133. How many bulbs were installed?

[SINGLE RESPONSE]

NUMERIC TEXT RESPONSE

[Do not read:]

- 98. Don't know
- 99. Refused

[if Q133 =1, else skip]

[if Q133 =1, else skip]

Q134. Are the lights the contractor installed still installed, or have they been replaced?

[MULTIPLE RESPONSE]

- 1. Still installed [insert quantity in numeric response]
- 2. Replaced [insert quantity in numeric response]

[Do not read:]

- 98. Don't know
- 99. Refused

## Refrigerator/freezer recycling [ASK IF PROGRAM TYPE = RECYCLING]

[IF PROGRAM TYPE = RECYCLING]

Q135. Did you recycle a refrigerator or a freezer, and what was the configuration?

[SINGLE RESPONSE]

1. Refrigerator – top freezer
2. Refrigerator – bottom freezer
3. Refrigerator – side by side
4. Freezer – top open
5. Freezer – side open

[Do not read:]

98. Don't know
99. Refused

Q136. Thanks for your feedback so far. I now have some questions about the appliance you recycled

Were you using the recycled unit as your primary **[appliance]**, or had it been a secondary or spare? *[IF RESPONDENT IS UNSURE, SAY: "A main refrigerator is typically in the kitchen, and a spare refrigerator is usually in the garage or basement and might not be in use all the time."]*

[SINGLE RESPONSE]

1. Primary-Main
2. Secondary-Spare

[Do not read:]

98. Don't know
99. Refused

[IF Q137 = 2, ELSE SKIP]

Q137. How long were you using it as a spare before you recycled it through the program? *[IF NECESSARY SAY: "Your best estimate is fine."]*

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF Q137 = 2, ELSE SKIP]

Q138. During the year before you recycled it, was the appliance plugged in and running...

[SINGLE RESPONSE]

1. All the time
2. Some of the time
3. Never

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q137 = 2, ELSE SKIP]

Q139. If you were to add up the total time it was plugged in and running in the year before you recycled it, how many months would that be? *[IF RESPONDENT IS UNSURE, SAY: "Your best estimate is fine."]*

[SINGLE RESPONSE]

- 1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q140. During the year before you recycled it, where in your home was the **[appliance]** located?

[SINGLE RESPONSE]

- 1. Kitchen
- 2. Garage
- 3. Porch/patio
- 4. Basement

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q141. Did you replace the removed **[Appliance]** with a different unit?

[SINGLE RESPONSE]

- 1. Yes, replaced the unit with a new unit
- 2. Yes, replaced the unit with a used unit that I purchased
- 3. Yes, replaced the unit with a used unit that was given to me
- 4. No, did not replace the unit

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q142 =4,98,99, ELSE SKIP]

Q142. Do you plan to get a replacement appliance in the near future?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q142 = 1 OR 2 OR 3, ELSE SKIP]

Q143. Is the replacement **[appliance]** an ENERGY STAR or high efficiency model?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q144. If the appliance pickup program was not available, would you have still removed the **[appliance]**, or would you have kept it?

[SINGLE RESPONSE]

- 1. Removed it
- 2. Kept it

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q145 = 1 OR 2, SKIP TO Q147]

Q145. I would like to confirm your answer, are you saying that you chose to purchase a new appliance because of the appliance-recycling program, or are you saying that you would have purchased the new **[appliance]** regardless of the program?

[SINGLE RESPONSE]

- 1. Because of the program
- 2. Regardless of the program

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q146. Now I have a few questions about the different options you might have considered before recycling your old refrigerator or freezer. Had you considered getting rid of your old appliance before you heard about Avista's recycling program?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q147. If the appliance pickup program was not available, which one of the following alternatives would you have most likely done with your **[appliance]** when you were ready to dispose of it? Would you have:

[SINGLE RESPONSE]

- 1. Sold it
- 2. Given it away for free
- 3. Had it removed by the dealer you got your replacement **[appliance]** from
- 4. Took it to a dump or recycling center
- 5. Hired someone else to haul it away

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF Q148 = 1, ELSE SKIP]

Q148. You said you would have most likely sold your **[appliance]**. Would you have sold the **[appliance]** to an appliance dealer, or to a private party (like a friend, relative or by running an ad)?

[SINGLE RESPONSE]

- 1. Dealer
- 2. Private party (friend, relative, or by running ad)

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused

[IF Q149 = 1, ELSE SKIP]

Q149. You said you would have most likely sold your **[appliance]** to a Dealer. Was your **[appliance]** less than 10 years old?

[SINGLE RESPONSE]

- 1. Yes, less than 10 years old
- 2. No, at least 10 years old

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused



[IF Q148 = 2, ELSE SKIP]

Q150. Would you have given it to a private party (like a friend, relative or by running an ad), or to a charitable organization?

[SINGLE RESPONSE]

1. Dealer
2. Private party (friend, relative, or by running ad)
3. Charitable organization

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q148 = 4, ELSE SKIP]

Q151. Would you have taken it to a dump, or to a recycling center?

[SINGLE RESPONSE]

1. Dump
2. Recycling Center

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q152. What is the main reason you chose to recycle your appliance through the Avista program?

[SINGLE RESPONSE] *[Don't read but code most similar response. Probe if necessary.]*

1. Cash/ rebate
2. Free pick-up service/others don't pick up/don't have to take it myself
3. Environmentally safe disposal/recycled/good for environment
4. Recommendation of a friend/relative
5. Recommendation of retailer/dealer
6. Utility sponsorship of the program
7. Easy way/convenient
8. Never heard of any others/only one I know of

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF PROGRAM TYPE = RECYCLING]

Q153. If Avista would have recycled your appliance for free, but without giving you the \$30 rebate, would you still have participated?

[SINGLE RESPONSE]

- 1. Yes
  - 2. No
- [Do not read:]
- 98. Don't know
  - 99. Refused

**Freeridership [ASK IF PROGRAM TYPE ≠ RECYCLING]**

I'd like to ask a few questions about what you most likely would have done had you not received assistance from Avista for the [Measure Type].

[ASK IF PROGRAM TYPE ≠ APPLIANCE RECYCLING]

Q154. Which of the following three alternatives is most likely: Would you have:

[SINGLE RESPONSE]

- 1. Put off buying a new [Measure Type] for at least one year [Includes repairing old or buying a used one.]
- 2. Bought a new [Measure Type] that was less expensive or less energy efficient.
- 3. Bought the exact same [Measure Type] anyway, and paid the full cost yourself.

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK IF PROGRAM TYPE ≠ APPLIANCE RECYCLING]

Q155. Now I would like to ask about the influence that the program played in your decision to purchase the energy efficient [Measure Type]. I'm going to read a list of things that may have influenced your decision to buy the [Measure Type]. For each one, please indicate how much of an influence it played in your decision, where '1' means it was "not at all influential" and "5" means it was "extremely influential." Let me know if an item doesn't apply to you. [Interviewer: do not read 97-99]

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	97 NA	98 DK	99 RF
[IF INCENTIVE = REBATE] The rebate you received								
Information on Avista's website								
Advertising and other information from Avista								
A salesperson or contractor								
Anything else, please specify: _____								

## Spillover [ASK ALL]

And now I'd like to talk to you about any additional energy saving improvements you may have made to your home.

[ASK ALL]

Q156. Have you purchased any additional energy saving products and/or made changes to your home, for which you DID receive a rebate from Avista? *[If necessary: For example, you could have purchased a new gas furnace and/or installed a smart thermostat and received a rebate through Avista.]*

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q157 = 1, ELSE SKIP]

Q157. When did that happen? Was it...

[MULTIPLE RESPONSE]

1. Prior to **[measure type]**
2. At the same time as **[measure type]**
3. After **[measure type]**

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF YEAR = 2014]

[IF INCENTIVE = REBATE]

Q158. Since receiving your rebate from Avista for the **[Measure Type]** have you purchased any products or made any changes to your home to save energy for which you DID NOT receive a rebate from Avista?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q159 = 1, ELSE SKIP]

Q159. What changes did you make to save energy in your home? Did you...

[MULTIPLE RESPONSE]

1. Install energy efficient appliances
2. Move into an ENERGYSTAR home [VERIFY: "Is Avista still your gas or electricity utility?"]
3. Install efficient heating or cooling equipment
4. Install efficient windows or additional insulation
5. Seal air leaks

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q160 = 1, ELSE SKIP]

Q160. What kinds of appliances did you buy?

[MULTIPLE RESPONSE]

1. Refrigerator
2. Freezer
3. Dishwasher
4. Clothes washer
5. Water heater
6. Oven
7. Microwave

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q160 = 1, ELSE SKIP] 6

Q161. Was the replacement appliance new or used?

[SINGLE RESPONSE]

1. Brand New
2. Used

[Do not read:]

98. Don't know
99. Refused

[IF Q160 = 1, ELSE SKIP] 5

Q162. Was the replacement appliance an ENERGY STAR or high-efficiency model?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q160 = 1, ELSE SKIP]

Q163. What did you do with your old appliance?

[SINGLE RESPONSE]

- 1. Kept it as a backup
- 2. Recycled it using Avista recycling program
- 3. Sold it
- 4. Given it away for free
- 5. Had it removed by the dealer you got your replacement appliance from
- 6. Took it to a dump or recycling center
- 7. Hired someone else to haul it away

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF Q160 = 3, ELSE SKIP]

Q164. Can you please describe the heating or cooling equipment that you bought?

[MULTIPLE RESPONSE]

- 1. A/C (Air Conditioner) replacement
- 2. Heat pump
- 3. Gas high efficiency boiler
- 4. Gas high efficiency furnace
- 5. Variable speed motor for furnace (air handler fan)
- 6. Electric to gas wall unit conversion
- 7. Gas programmable thermostat with A/C

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF Q160 = 4, ELSE SKIP]

Q165. Did you install insulation, windows, or both?

[MULTIPLE RESPONSE]

- 1. Insulation
- 2. Windows
- 3. Both insulation and windows

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know

99. Refused

[IF Q159 = 1, ELSE SKIP]

Q166. On a scale of 1 to 5, where one means "not at all influential" and 5 means "extremely influential", how much influence did the Avista rebate program have on your decision to... *Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	97 NA	98 DK	99 RF
[IF Q160 = 1, ELSE SKIP] Install energy efficient appliances								
[IF Q160 = 2, ELSE SKIP] Move into an ENERGYSTAR home								
[IF Q160 = 3, ELSE SKIP] Buy or install efficient heating or cooling equipment								
[IF Q160 = 4, ELSE SKIP] Buy or install efficient windows								
[IF Q160 = 4, ELSE SKIP] Buy or install additional insulation								
[IF Q160 = 5, ELSE SKIP] Seal air leaks								
[IF Q160 = 96, ELSE SKIP] <b>[Q62 open ended response]</b>								

## Demographics [ASK ALL]

[ASK ALL]

Q167. Including yourself, how many people currently live in your home year round?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know

99. Refused

[ASK ALL]

Q168. Has the number of people who live in your home year round changed in the last two years?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q169 = 1]

Q169. How has it changed?

[SINGLE RESPONSE]

1. Response Text [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q170. Including yourself, how many of the people currently living in your home year-round are in the following age group?

[MATRIX QUESTION]

[LOGIC] Item	NUMERIC RESPONSE	98 DK	99 RF
1. Less than 18 years old			
2. 18 to 64 years old			
3. 65 years old or older			

[ASK ALL]

Q171. Do you or members of your household own your home or do you rent it?

[SINGLE RESPONSE]

1. Own/ buying
2. Rent/ lease
3. Occupy rent-free

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q172. How many square feet of living space are there in your residence, including bathrooms, foyers and hallways (exclude garages, basements and unheated porches)? Your best estimate is fine.

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q173. I'm going to read a list of options. Please stop me when I reach the range that includes your annual household income from all sources in 2014 before taxes.

[SINGLE RESPONSE]

- 1. Under \$20,000
- 2. \$20,000 to under \$30,000
- 3. \$30,000 to under \$40,000
- 4. \$40,000 to under \$50,000
- 5. \$50,000 to under \$60,000
- 6. \$60,000 to under \$75,000
- 7. \$75,000 to under \$100,000
- 8. \$100,000 to under \$150,000
- 9. \$150,000 to under \$200,000
- 10. Over \$200,000
- 11. Prefer not to say

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q174. About when was your home first built?

[SINGLE RESPONSE]

- 1. 2010 or later
- 2. 2000 to 2009
- 3. 1990 to 1999
- 4. 1980 to 1989
- 5. 1970 to 1979
- 6. 1960 to 1969
- 7. 1950 to 1959
- 8. 1940 to 1949
- 9. 1939 or earlier



[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused

### Conclusion [ASK ALL]

[ASK ALL]

Q175. Now, I'm going to read a few general statements. This time we'll use a scale of 1 to 5 where 1 means *Not at all agree*, and 5 means *Completely agree*, please tell me how much you agree with each statement. [Interviewer: do not read 97-99]

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	98 DK	99 RF
I sometimes worry whether there is enough money to pay my energy bill							
I often worry that the costs of energy for my home will increase							
It is my responsibility to use as little energy as possible to help the environment							
I am very concerned about how energy use affects the environment							
I feel guilty if I use too much energy							
I intend to conserve on electricity consumption in my home							
If my utility bill goes up, I feel like I must do something to reduce it							
Conserving electricity will help reduce global warming							

That is all the questions I have for you. Thanks for your time.

# Avista: Residential Non-Participant Survey

Date of last revision: 6/26/2015

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	~10 minutes
Population Description	Residential Non-Participating Avista Customers
Population Size	227,544
Sampling Strata Definitions	70% Washington, 30% Idaho 60% Rural, 40% Urban
Sample/Completion Goal(s)	67
Contact List Source and Date	Avista
Type of Sampling	Random
Contact Sought	Avista customers who did not receive a rebate from Avista for any home improvements or purchases in the last two years
Fielding Firm	Nexant

**Table 2: Research Objectives and Associated Questions**

RESEARCH OBJECTIVES	RESEARCH TOPICS	ASSOCIATED QUESTIONS
Examine effectiveness of marketing and promotional efforts	Awareness of Avista's energy efficiency programs appropriate to their fuel usage	Q1, Q2
	Source of awareness	Q3
	Interest in Avista's program offerings	Q36
	Identify how respondents would like to receive that information	Q37
Document incidence rates of rebated products in Avista territory	Purchases in the last two years of the types of products for which Avista provides incentives	Q10, Q14, Q15
	Purchases or measures planned for replacement	Q12
Identify barriers and motivations to participation	Motivations to purchase EE products	Q19
	Barriers to program participation	Q20, Q21
Obtain data for net-to-gross analysis	Purchases of efficient equipment (spillover)	Q10, Q12, Q13, Q14, Q15, Q16, Q18
Assess customer interactions with Opower reports	Opower participant satisfaction and use of Home Energy Reports	Q4, Q5, Q6, Q7, Q8, Q9
Investigating uptake of retail markdown measures	Effect of retail Simple Steps, Smart Savings program in Avista territory	Q22, Q23, Q24, Q25, Q26, Q27, Q28, Q29, Q30, Q31, Q32, Q33, Q34, Q35
Demographics	Nonparticipants' demographic profile	Q38, Q40, Q41, Q42, Q43, Q44, Q45, Q46

## Programmer Information

Programming note style conventions in this document:

- > **[PROGRAMMING]** Programming instructions are in bracketed CAPS.
- > *[Interviewer notes]* Onscreen interviewer instructions are in *italics*.
- > **[Piped value]** Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

## Interviewer Information

Interviewer instructions are in *italics*.

# Instrument

---

## Introduction

Hi, my name is \_\_\_ and I'm calling from Nexant on behalf of Avista Utilities. We are conducting a study for Avista to understand energy use perceptions and behaviors. Your opinions are very important to us as they will inform the development of energy efficiency programs and services that Avista offers to their customers.

This is not a sales call and your responses will be kept confidential. I'll only need about 10 minutes of your time. Is now a good time to talk, or is there a better time to reach you?

## Screening

[ASK ALL]

- S1. Are you the person in your household who makes purchase decisions about energy-using products and services such as appliances for your household, including paying your utility bill?
1. Yes
  2. No (*Interviewer: If no find who it is, ask for that person, and potentially arrange call back.*)
  98. Don't know
  99. Refused

[ASK ALL]

- S2. Are you, or is anyone in your household, an employee of an electric or gas utility company?
1. Yes
  2. No
  98. Don't know
  99. Refused

[IF S2 = 1, 98 OR 99 USE THIS TERMINATION SCRIPT]

Thank you for taking the time to talk to us. For this research, Avista is surveying individuals who are not employees of gas or electric utilities. That is all the questions we have at this time.

[IF S2 = 2]

- S3. What is the name of your electric utility?
1. Avista
  2. Other (Specify) \_\_\_\_\_

- 98. Don't know
- 99. Refused

[IF S2 = 2]

S4. What is the name of your natural gas utility, if you use one?

- 1. Avista
- 2. Other (Specify) \_\_\_\_\_
- 98. Don't know
- 99. Refused

[IF S3 ≠ 1 AND S4 ≠ 1, USE THIS TERMINATION]

Thank you for taking the time to talk to us. For this research, Avista is surveying only their gas and electric customers. That is all the questions we have at this time.

[IF S2 = 2]

S5. Have you received any rebates or incentives from Avista Utilities in the past two years for any home improvement projects or purchases?

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

[IF S5 = 1, USE THIS TERMINATION SCRIPT]

Thank you for taking the time to talk to us. For this research, Avista is surveying individuals who have not received a rebate in the last two years. That is all the questions we have at this time.

## Awareness

[ASK ALL]

Q1. Before today, were you familiar with any of the energy-efficiency rebates that Avista offers?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q1 = 1, ELSE SKIP]

Q2. To the best of your knowledge, what rebates does Avista offer? *[Do not read. Probe with "Anything else?" to try to get full spectrum of their awareness of programs]*

[MULTIPLE RESPONSE]

*[Do not read, probe to code]*

1. Recycling of old refrigerators and freezers
2. Incentives for purchasing Energy Star Homes
3. Conversion of electric to gas furnace and/or water heaters
4. Rebates for high efficiency HVAC equipment (furnaces, heat pumps, boilers, thermostat, and variable speed motors)
5. CFL and LED discounts at the store
6. Rebates for upgrading insulation and windows
7. Rebate for high efficiency and tankless water heaters

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q1 = 1, ELSE SKIP]

Q3. How did you hear about Avista's rebates or energy efficiency programs?

[MULTIPLE RESPONSE]

1. A contractor or vendor
2. Word of mouth such as colleague or customer
3. Contact by an Avista representative
4. The Avista website
5. Past experience with Avista programs
6. Newsletters or other print materials from Avista
7. A program sponsored event

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

Opower

[ASK ALL]

Q4. In 2014, did you receive any Home Energy Reports from Avista? These reports provide detailed information on your home's energy usage and compare your home to similar neighbors. *[If needed: This is extra information on energy use that was not previously part of electric bills]*

[SINGLE RESPONSE] *[Do not read:]*

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

[IF Q4 = 1, ELSE SKIP]

Q5. How often did you read the Home Energy Reports (HERs) you received?

[SINGLE RESPONSE]

1. Never
2. Once or twice
3. Occasionally
4. Usually
5. Always

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q5 = 2, 3, 4, or 5, ELSE SKIP]

Q6. Overall, how satisfied are you with the Home Energy Report(s) you have received?

[SINGLE RESPONSE] *[READ]*

1. Not at all satisfied
2. Slightly satisfied
3. Moderately satisfied
4. Very satisfied
5. Completely satisfied

*[Do not read:]*

98. Don't know
99. Refused

[IF Q5 = 2, 3, 4, or 5, ELSE SKIP]

Q7. How useful have the Home Energy Report(s) been to help you better understand your home's energy use?

[SINGLE RESPONSE] *[READ]*

1. Not at all useful
2. Slightly useful
3. Moderately useful
4. Very useful
5. Completely useful

[Do not read:]

98. Don't know
99. Refused

[IF Q5 = 2, 3, 4, or 5, ELSE SKIP]

Q8. What actions to save energy, if any, have you taken in response to the Home Energy Reports?

[MULTIPLE RESPONSE] [Don't read, probe to code]

1. Purchased energy saving products for my home and received an Avista rebate
2. Purchased energy saving products for my home but did not receive an Avista rebate
3. Made energy saving modifications to my home *[example if necessary: installed insulation or windows]*
4. Adjusted how or when I use energy in my home
5. Looked for additional information on how to save energy
6. Nothing

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q5 = 2, 3, 4, or 5, ELSE SKIP]

Q9. Do you have any comments about the Home Energy Reports?

1. [OPEN-ENDED RESPONSE]
2. No

[Do not read:]

98. Don't know
99. Refused

## Purchases & Motivations to Buy Highly Efficient Equipment

Now I'd like to ask about any recent or planned home upgrades or equipment purchases.

[ASK ALL]

Q10. What upgrades, if any, have you done at your home in the past two years? *[Interviewer: Do not read list, probe to code, after first response, probe "anything else?"]*



[MULTIPLE RESPONSE]

1. Replaced Windows
2. Added insulation (ceiling, attic or wall)
3. Replaced/upgraded heating and/or cooling system, HVAC
4. Replaced water heating
5. Replaced/recycled old refrigerator and/or freezer
6. Replaced old lighting with EE lighting
7. Nothing

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q10 = 1-6 OR 96, ELSE SKIP]

Q11. Why did you upgrade? [Do not read. Probe to code as needed,]

[MULTIPLE RESPONSE]

1. Unit/equipment was not working properly or broken
2. Remodeling my home
3. Because it was old

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[ASK ALL]

Q12. What upgrades, if any, are you planning to do in the next two years? [Interviewer: Do not read list, probe to code]

[MULTIPLE RESPONSE]

1. Replace Windows
2. Add insulation (ceiling, attic or wall)
3. Replace/upgrade heating and/or cooling system, HVAC
4. Replace water heating
5. Replace/recycle old refrigerator and/or freezer
6. Replace old lighting with EE lighting
7. Nothing

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

99. Refused

[IF Q10 = 1, OR 3-6 OR 96, ELSE SKIP]

Q13. Thinking about home-related purchases or equipment upgrades you've made in the past two years, were any of them ENERGY STAR certified or otherwise labeled or sold as being highly energy efficient?

[SINGLE RESPONSE]

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

[IF Q13 = 1, ELSE SKIP]

Q14. Which home purchases or upgrades were ENERGY STAR certified or otherwise labeled or sold as being highly energy efficient? *Interviewer: Do not read*

[MULTIPLE RESPONSE]

1. [IF Q10\_1 IS SELECTED] Windows
2. [IF Q10\_2 IS SELECTED] Insulation (ceiling, attic or wall)
3. [IF Q10\_3 IS SELECTED] Heating, cooling, HVAC
4. [IF Q10\_4 IS SELECTED] Water heating
5. [IF Q10\_5 IS SELECTED] Refrigeration and/or freezer recycling
6. [IF Q10\_6 IS SELECTED] Lighting
7. [IF Q10\_96 IS SELECTED] [INSERT OTHER]

*[Do not read:]*

98. Don't know
99. Refused

[IF Q13 = 1, ELSE SKIP]

Q15. Not including manufacturer rebates or incentives, did you receive any financial incentives or rebates from utilities or government agencies for any of the replacements or upgrades that were ENERGY STAR certified or otherwise labeled or sold as being highly energy efficient?

[MULTIPLE RESPONSE]

1. Yes
2. No

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know

99. Refused

[IF Q15 = 1, ELSE SKIP]

Q16. What was the source of the rebate or incentive you received?

[MULTIPLE RESPONSE]

1. Avista
2. Other utility [OPEN-ENDED RESPONSE]
3. Federal incentive
4. State incentive

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q16 = 1, ELSE SKIP]

Q17. Can you please clarify? Earlier you told us you hadn't received any rebates from Avista.

[SINGLE RESPONSE]

1. Confirmed they received Avista rebate [TERMINATE]
2. Confirmed they did not receive Avista rebate

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[IF Q15 = 1, ELSE SKIP]

Q18. For which of the replacements or upgrades did you receive financial incentives or rebates ...? [Interviewer: Do not read]

[MULTIPLE RESPONSE]

1. [IF Q14\_1 IS SELECTED] Windows
2. [IF Q14\_2 IS SELECTED] Insulation (ceiling, attic or wall)
3. [IF Q14\_3 IS SELECTED] Heating, cooling, HVAC
4. [IF Q14\_4 IS SELECTED] Water heating
5. [IF Q14\_5 IS SELECTED] Refrigeration and/or freezer recycling
6. [IF Q14\_6 IS SELECTED] Lighting
7. [IF Q14\_96 IS SELECTED] [INSERT OTHER]

[Do not read:]

98. Don't know
99. Refused

[IF Q10 = 1-6 OR 96, ELSE SKIP]

[REPEAT THIS QUESTION FOR EACH MEASURE IDENTIFIED]

Q19. So you replaced or upgraded [**pipe each selected item from Q10**]. On a scale of 1 to 5, where 1 means 'no influence' and 5 means 'great influence,' how much influence did each of the following have on the selection of that equipment? *Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE]

[RANDOMIZE STATEMENTS]

[LOGIC] Item	1 No Influence	2	3	4	5 Great Influence	97 NA	98 DK	99 RF
Because your contractor, builder, retailer, or other vendor recommended it?								
To increase the comfort of your home?								
To increase the value of your home?								
To save money?								
To save energy?								
Avista advertisements promoting energy efficiency?								
Anything else? [OPEN-ENDED RESPONSE]								

[IF Q13 = 2, ELSE SKIP]

Q20. Thinking of your home purchases or upgrades that you did in the past two years, what are the reasons for not upgrading to an ENERGY STAR certified or otherwise labeled or sold as being highly energy efficient equipment for which you could have received a rebate?

[MULTIPLE RESPONSE]

[Do not read. Probe to code. Select all mentions. Follow initial response with "What else?"]

1. Not interested in energy efficiency, not a priority
2. Lack of up-front capital to purchase higher efficiency equipment
3. Was not aware of Avista or utility rebates
4. Too much time or trouble to apply for rebates
5. Rebates are too low
6. Prefers not to deal with utility
7. Not aware of higher-efficiency options
8. Followed contractor or vendor equipment recommendations

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable – all such decisions are made by a property management firm
- 98. Don't know
- 99. Refused

## Barriers to Participation

[ASK ALL]

Q21. What are some obstacles that you currently face in trying to save energy in your home?  
*[record verbatim response and code response into categories below]*

[MULTIPLE RESPONSE]

*[Do not read. Select all mentions. Follow initial response with "What else?"]*

- 1. Up-front cost of energy efficient equipment or repairs
- 2. Payback period of energy efficient equipment or repairs
- 3. Uncertainty about how much energy and money an improvement can save
- 4. Uncertainty whether an energy-saving improvement can improve comfort in my home
- 5. Uncertainty whether contractor's cost estimate is reasonable
- 6. Lack of time
- 7. Don't know what to do
- 8. Don't know where to get information
- 9. None

*[Do not read:]*

- 97. Not applicable
- 98. Don't know
- 99. Refused

## Retail Markdown Measures

Next, I have some questions for you about your purchase of energy saving replacement light bulbs and showerheads for your home. Avista Utilities provides discounts on many energy efficient light bulbs and water saving showerheads through its Simple Steps Smart Savings program in many retail stores. You may have seen this labeling/sticker when purchasing products.

[ASK ALL]

Q22. In 2015, do you recall purchasing one or more of any of the following for your home:

[MULTIPLE RESPONSE]

1. Twisty shaped CFL bulbs (as necessary: compact fluorescent light) for indoor use. *[If needed: CFLs are often in a twisty shape fluorescent bulbs that fit in regular light bulb sockets that look different than standard incandescent bulbs.]*
2. Specialty CFL bulbs for flood light or spot light applications, candelabras, or exposed outdoor areas. They may be globe-shaped or A-shaped.
3. LED fixtures *[If needed: These are entire units including light and wiring to attach unit directly to electrical supply]*
4. Low-flow showerheads
5. NO

*[Do not read:]*

98. Don't know
99. Refused

[IF Q22 = 1, 2, OR 3 STATE, ELSE SKIP] [IF Q22 HAS MORE THAN ONE SELECTED, ONLY READ ONCE]

Next, we will ask about the different types of bulbs you purchased and how you used them.

[IF Q22 = 1 ASK, ELSE SKIP]

Q23. Approximately how many twisty-shaped CFL bulbs have you purchased so far in 2015?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

*[Do not read:]*

98. Don't know
99. Refused

[IF Q23 > 0, ASK Q24, ELSE SKIP]

Q24. Of the twisty-shaped CFL bulbs you bought in 2015, what type of bulb were you replacing with the twisty CFL?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q24\_2 Of those how many did you install in an area where the lights are on most or some of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q24\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q24\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q24\_5 How many are not yet installed anywhere and are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q22 = 2 ASK Q25, ELSE SKIP]

Q25. How many specialty CFL have you purchased so far in 2015?

1. Response Text [FORCE NUMERIC RESPONSE]

[IF Q25 > 0, ASK Q26, ELSE SKIP]

Q26. Of those specialty CFL bulbs, what type of bulb were you replacing with the specialty CFL?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q26\_2 Of those specialty CFL bulbs, how many did you install in an area where the lights are on most or some of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q26\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q26\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q26\_5 How many are not yet installed anywhere and are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q22 = 4 ASK Q27, ELSE SKIP]

Q27. How many LED fixtures have you purchased so far in 2015? *[If needed: These are entire units including light and wiring to attach unit directly to electrical supply]*

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[IF Q27 > 0, ASK Q28, ELSE SKIP]

Q28. Of the LED fixtures you bought in 2015, what type of bulb were you replacing with the LED?

1. All incandescent
2. All CFL
3. All LED
4. Some combination [OPEN-ENDED RESPONSE]

Q28\_2 Of those fixtures, how many did you install in an area where the lights are on most of the time you are home, like a living room, kitchen, or bedroom?

Response Text [FORCE NUMERIC RESPONSE]

Q28\_3 How many did you install in an area where the lights are on infrequently, like a bathroom, hall, or office?

Response Text [FORCE NUMERIC RESPONSE]

Q28\_4 How many of these bulbs that you installed are still installed?

Response Text [FORCE NUMERIC RESPONSE]

Q28\_5 How many are not yet installed anywhere are being stored for the future?

Response Text [FORCE NUMERIC RESPONSE]

[INCLUDE DON'T KNOW AND REFUSED AS OPTIONS FOR EACH QUESTION AND SUBQUESTION]

[IF Q22 = 4 ASK Q29, ELSE SKIP]

Q29. How many low-flow showerheads have you purchased so far in 2015?

Response Text [FORCE NUMERIC RESPONSE]

[IF Q29 > 0, ASK Q30, ELSE SKIP]

Q30. Of those low-flow showerheads, how many have you installed?

Response Text [FORCE NUMERIC RESPONSE]

Q30\_2 Is/are the showerhead(s) still installed?

1. Yes



- 2. No
  - 3. Other [OPEN-ENDED RESPONSE]
- Q30\_3 How old was/were the showerhead you replaced?  
Response Text [FORCE NUMERIC RESPONSE]

[IF Q22 = 1, 2, 3, OR 4, ELSE SKIP]

Q31. On a scale of 1 to 5, with 1 being “not at all easy” and 5 being “very easy,” how easy is it to find...**[pipe text below for each option selected in Q22]** at the stores where you commonly buy these products? *Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	97 NA	98 DK	99 RF
[IF Q22 = 1 OR 2] ... CFLs								
[IF Q22 = 3] ... LED fixtures								
[IF Q33 = 4] ... Low-flow showerheads								

[IF Q22 = 1, 2, 3, OR 4 ELSE SKIP]

Q32. Do you recall seeing the *Simple Steps, Smart Savings* logo or sticker when you were shopping for the products?

[SINGLE RESPONSE] [*Do not read:*]

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

[IF Q32 = 1, ELSE SKIP]

Q33. Were the products you purchased part of the *Simple Steps, Smart Savings* offering?

[SINGLE RESPONSE] [*Do not read:*]

- 1. Yes
- 2. No
- 3. Both [Percentage or number purchased through *Simple Steps, Smart Savings*]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q34. People sometimes keep spare bulbs on hand to replace burned out bulbs. Do you keep a stock of spare bulbs?

[SINGLE RESPONSE] [*Do not read:*]

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

[IF Q34 = 1, ELSE SKIP]

Q35. Which types of spare bulbs do you keep on hand?

[MULTIPLE RESPONSE]

1. Incandescent
2. CFLs
3. LEDs

[*Do not read:*]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Marketing Channels

[ASK ALL]

Q36. Would you like to get more information from Avista about any of the following:

[MULTIPLE RESPONSE]

1. Energy efficiency programs?
2. Energy savings opportunities?
3. Workshops or events on energy efficiency?
4. None of the above (if no to all 1, 2, and 3)

[*Do not read:*]

98. Don't know
99. Refused

[IF Q36 = 1, 2, OR 3, ELSE SKIP]

Q37. Which of the following are good ways for you to receive energy efficiency information from Avista?

[MULTIPLE RESPONSE]

*[Don't read, probed if needed. Ask: any other ways after first two responses]*

*[Interviewer: We are trying to gather a list of all the possible ways respondents would like information. We are trying to go beyond first mention to get a list of all the ways that would be good for them to receive information.]*

1. Avista website
2. By phone
3. By US mail via bill insert
4. By US mail separate from bill insert
5. By e-mail
6. At a community event
7. At a workshop, seminar, or classroom event
8. At a webinar
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q38. How do you receive your monthly Avista bill?

[SINGLE RESPONSE] *[Don't read, probe to code]*

1. In the mail
2. Paperless billing
3. Both in the mail and electronically
4. Not responsible for paying Avista bill (landlord covers)
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Energy Efficiency Attitudes

[ASK ALL]

Q39. Now, I'm going to read a few general statements. This time we'll use a scale of 1 to 5 where 1 means *Not at all agree*, and 5 means *Completely agree*, please tell me how much you agree with each statement. *[Interviewer: do not read 97-99]*

[MATRIX QUESTION: SCALE]

[LOGIC] Item	1	2	3	4	5	98 DK	99 RF
--------------	---	---	---	---	---	----------	----------

I sometimes worry whether there is enough money to pay my energy bill							
I often worry that the costs of energy for my home will increase							
It is my responsibility to use as little energy as possible to help the environment							
I am very concerned about how energy use affects the environment							
I feel guilty if I use too much energy							
I intend to conserve on electricity consumption in my home							
If my utility bill goes up, I feel like I must do something to reduce it							
Conserving electricity will help reduce global warming							

## Demographics

We are almost done with the survey. We just have a few questions left.

[ASK ALL]

Q40. What is your home's primary source of energy for space heating?

[SINGLE RESPONSE] *[Do not read, probe to code]*

1. Electricity
2. Natural gas
3. Liquid propane gas, LPG
4. Fuel oil, kerosene
5. Solar
6. Wood
98. Don't know
99. Refused

[ASK ALL]

Q41. Including yourself, how many people currently live in your home year round?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q42. Including yourself, how many of the people currently living in your home year-round are in the following age group?

[MATRIX QUESTION]

[LOGIC] Item	NUMERIC RESPONSE	98 DK	99 RF
1. Less than 18 years old			
2. 18 to 64 years old			
3. 65 years old or older			

[ASK ALL]

Q43. Do you or members of your household own your home or do you rent it?

[SINGLE RESPONSE] [Do not read:]

1. Own/ buying
2. Rent/ lease
3. Occupy rent-free
96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q44. How many square feet of living space are there in your residence, including bathrooms, foyers and hallways (exclude garages, basements and unheated porches)? Your best estimate is fine.

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q45. I'm going to read a list of options. Please stop me when I reach the range that includes your annual household income from all sources in 2014 before taxes.

[SINGLE RESPONSE]

- 1. Under \$20,000
- 2. \$20,000 to under \$30,000
- 3. \$30,000 to under \$40,000
- 4. \$40,000 to under \$50,000
- 5. \$50,000 to under \$60,000
- 6. \$60,000 to under \$75,000
- 7. \$75,000 to under \$100,000
- 8. \$100,000 to under \$150,000
- 9. \$150,000 to under \$200,000
- 10. Over \$200,000
- 11. Prefer not to say

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q46. About when was your home first built?

[SINGLE RESPONSE] [Do not read, probe to code]

- 1. 2010 or later
- 2. 2000 to 2009
- 3. 1990 to 1999
- 4. 1980 to 1989
- 5. 1970 to 1979
- 6. 1960 to 1969
- 7. 1950 to 1959
- 8. 1940 to 1949
- 9. 1939 or earlier
- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused



# Avista: Nonresidential Participant Survey

Date of last revision: 4/23/15

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	~20
Population Description	2014 and 2015 program participants 2014 full year 2015 by quarter
Sampling Strata Definitions	By program as determined by impact team
Population Size	1258 participants listed in 2/26/15 list from Avista
Contact List Size	TBD by Nexant
Completion Goal(s)	2014 = 159 and 2015 = ~180 for total of ~338. See details in Table 2.
Contact List Source and Date	Received from Lorrie at Avista on 2/26/15
Type of Sampling	Other: Based on impact sample
Contact Sought	Facilities manager or someone knowledgeable about project
Fielding Firm	Nexant

**Table 2: Completion Goal Specifics**

PROGRAM CATEGORIES	2014 COHORT	EACH 2015 QUARTERLY COHORT	TOTAL SAMPLE
Washington/Idaho Electric			
Prescriptive Lighting	32	9	68
Prescriptive Energy Smart Grocer	20	6	44
Prescriptive Other	12	3	24
Cascade Energy Pilot	0	1	4
Site Specific	40	11	84
Washington Gas			



Prescriptive (Appliance)	5	1 to 2	11
Prescriptive (Shell)	12	3	24
HVAC	12	3	24
Food Service	5	1 to 2	~11
Site Specific	20	5 to 6	~43
<b>TOTAL</b>	<b>159</b>	<b>43-46</b>	<b>~338</b>

**Table 3: Research Objectives**

**RESEARCH OBJECTIVE**

Assess appropriateness of design, participation procedures, internal communication, rebate processing activities (e.g., ease of use, cycle time)

Assess participant satisfaction with programs

Assess barriers to participation, effectiveness of incentives in motivating action

Assess effectiveness of marketing and promotional efforts; status of marketing research activities

Assess opportunities for process improvement and potential programs; status of Avista response to previous evaluation recommendations

Obtain data for net-to-gross analysis

Participant characteristics (Firmographics)

## Analysis Information

The database and response variables in Table 4 will be used to examine variations in responses. This is not an exhaustive list as other variables may be appropriate for analysis as we delve further into the project.

**Table 4: Variables for Comparative Analysis**

VARIABLE & DESCRIPTION ABOUT PARTICIPANT	SOURCE (INSTRUMENT OR DATABASE)
PROGRAM TYPE (larger program)	Saleslogix and Third Party Implementers
MEASURE TYPE (within each program)	
YEAR (installation year)	
ADDRESS	

## Programmer Information

[PROGRAMMING NOTE: ON QUESTIONS WHERE “READ LIST” IS INDICATED, THE CALLER SHOULD READ THE LIST OF RESPONSES TO THE RESPONDENT. HOWEVER, RESPONSE OPTIONS 98 AND 99 SHOULD NEVER BE READ.]

Data Source: Saleslogix and third party implementer data.

**Table 5: Database Inputs**

VARIABLE NAME	VARIABLE DESCRIPTION AND VALUES
<b>PROGRAM TYPE</b> (larger program)	Identifies which program(s) listed in Table 6the participant took part in.
<b>MEASURE TYPE</b> (within each program)	Identifies specific incentive received within the program.
<b>YEAR</b> (installation year)	Identifies year and quarter measure was installed
<b>ADDRESS</b>	Identifies address where measure was installed

Programming note style conventions in this document:

- > [PROGRAMMING] Programming instructions are in bracketed CAPS.
- > [Interviewer notes] Onscreen interviewer instructions are in *italics*.
- > [Piped value] Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

## Interviewer Information

Interviewer instructions are in *italics*.

## Program Descriptions

**Table 6: Program Descriptions**

PROGRAMS WITHIN EACH SAMPLE CATEGORY	
Washington/Idaho Electric	
<b>Prescriptive Lighting</b>	The Lighting program is intended to prompt commercial electric customers to increase the energy-efficiency of their lighting equipment through direct financial incentive.
<b>Prescriptive EnergySmart Grocer</b>	The EnergySmart Grocer program is intended to prompt the customer to increase the energy efficiency of their refrigerated cases and related grocery equipment through direct financial incentives.
<b>Prescriptive Other</b>	Includes Green Motors, Power Management for PCs, Shell, AirGuardian, Standby Generator Engine Block Heater Program, and Fleet Heat. The Green Motors Initiative is to organize, identify, educate, and promote member motor service centers to commit to energy saving shop rewind practices, continuous energy improvement and motor driven system efficiency. The Food Service Equipment program offers incentives for commercial customers who purchase or replace food service equipment with Energy

Star or higher equipment.

The HVAC Program offers direct incentives for installing high efficient natural gas HVAC equipment.

The Power Management for PCs program is designed to encourage implementation of power management software to obtain energy efficiency.

The Commercial Windows and Insulation program (Shell) encourages non residential customers to improve the envelope of their building by adding insulation.

The AirGuardian program is a third party delivered turnkey program for direct install compressed air and facility efficiency.

The Standby Generator Engine Block Heater Program was only offered in 2014.

The Fleet Heat program replaces engine block heaters with ones that will only be utilized when the outside air temperature falls below a set-point.

<b>Cascade Energy Pilot</b>	This program is designed to support and incent industrial energy efficiency improvements through low/no cost operations and maintenance (O&M) optimization.
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<b>Site Specific</b>	The majority of site specific kWh/Therm savings are comprised of appliances, compressed air, HVAC, industrial process, motors, shell measures, some custom lighting projects that don't fit the prescriptive path.
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**Washington Gas**

<b>Prescriptive (Shell)</b>	The Commercial Windows and Insulation program (Shell) encourages non-residential customers to improve the envelope of their building by adding insulation.
-----------------------------	--

<b>HVAC</b>	Includes the Motor Controls HVAC and HVAC programs. The Motor Controls HVAC program is intended to prompt the customer to increase the energy efficiency of their fan or pump applications with variable frequency drives through direct financial incentives. The HVAC Program offers direct incentives for installing high efficient natural gas HVAC equipment.
-------------	--

<b>Food Service</b>	Includes EnergySmart Grocer and Food Service Equipment programs. The EnergySmart Grocer program is intended to prompt the customer to increase the energy efficiency of their refrigerated cases and related grocery equipment through direct financial incentives. The Food Service Equipment program offers incentives for commercial customers who purchase or replace food service equipment with Energy Star or higher equipment.
---------------------	--

<b>Site Specific</b>	The majority of site specific kWh/Therm savings are comprised of appliances, compressed air, HVAC, industrial process, motors, shell measures, some custom lighting projects that don't fit the prescriptive path and natural gas multifamily market transformation
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## Introduction

**TO RESPONDENT:** Hi, my name is [*Caller first name*] from Nexant and I'm calling on behalf of Avista Utilities. We have you listed as having received a rebate from Avista from their [**Program Type**] program for [**Measure**]. I'd like to ask a few questions about your organization's experiences. Are you the right person to talk with?

*[IF RESPONDENT EXPRESSES RESERVATIONS AT THIS POINT, USE THE FOLLOWING SCRIPT TO PERSUADE. IF RESPONDENT DOES NOT EXPRESS RESERVATIONS, SKIP TO SI.]*

We'd like to ask some questions about your opinion of the rebate program. This should only take about 20 minutes, and will help us improve the program and understand how to assist customers in saving money on their energy bills. This is not a sales call: my questions are for research purposes only. All of your answers are confidential, and will not be shared with Avista in any way that identifies you.

**[Ask to all of the above contacts indicating they were not the right person to talk with]**

Could you refer me to someone who could answer a few questions about your organization's experiences with the rebate that your organization received from Avista from the [**Program Type**] program?

**[Intro if lack contact name]**

Hi, my name is \_\_\_ and I'm calling on behalf of Avista Utilities. Your feedback will help us to evaluate their efforts to improve energy efficiency. I would like to speak with someone involved in making decisions about purchasing equipment such as lighting, motors, heating, cooling, refrigeration, appliances, power management, insulation, generators, and water heating equipment. Could you refer me to someone who could answer a few questions about your organization and the equipment you purchase?

I'll only need about 20 minutes. Is now a good time to talk, or can we make an appointment for a later time?

## Screening

[ASK ALL]

S1. Our records show that your company received a rebate for [Measure Type] through the Avista [Program Type] program in [Year]. Is this correct?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know/don't remember
99. Refused

[IF S1 = 1 SKIP TO S3, ELSE ASK S2]

S2. Just to confirm, you did not receive a(n) rebate from Avista for [Measure Type] or a rebate that went directly to your contractor at all? It could have been a check or a line item on your monthly bill or a refund that went directly to your contractor?

[SINGLE RESPONSE]

1. Yes, now I remember
2. No, I received rebate at a different time [RECORD MONTH AND YEAR]
3. No, I received a rebate for something else [RECORD MEASURE]
4. No, I have not received any rebates from Avista

[Do not read:]

98. Don't know/don't remember
99. Refused

[IF S2= 3, 4, 98, OR 99, SAY: "Those are all the questions we have at this time. We appreciate your help." THANK AND TERMINATE]

[IF S1 = 1, ASK S3]

S3. And were you involved in the decision when your company decided to apply for a rebate from Avista energy-efficiency program?

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

[IF S3 ≠ 1, SAY: "Those are all the questions we have at this time. We appreciate your help." THANK AND TERMINATE]

## Respondent

*First I just want to know about you.*

[ASK ALL]

Q1. What is your role at your company?

*[Do not read list. Probe as needed to select single response]*

1. Owner
2. Executive (VP, CFO, COO)
3. Engineer
4. Architect
5. Contractor
6. Technician
7. Sales Manager/Business Development
8. Store Manager
9. General Manager
10. Manager, other – specify: \_\_\_\_\_

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Program and Energy Efficiency Awareness

[ASK ALL]

Q2. Businesses hear about Avista Utilities rebate or other energy efficiency programs through a variety of ways. How have you heard about Avista efficiency programs, including the [program type]?

*[Interviewer: Code responses based on respondent's answer, do not read all responses]*

[ASK ALL]

	1. Yes	2. No	98 DK	99 RF
...a contractor or vendor				
... word of mouth such as colleague or customer				
...contact by an Avista representative				
...the Avista program website				
...past experience with the program				
...newsletters or other print materials from program				
...trade organizations				
...a program sponsored event				
...other, please specify				

[ASK ALL]

Q3. Which of the following are reasons that your organization applied for a rebate from Avista?

YES No 97 NA 98 DK 99 RF

...because your contractor, builder, or other vendor recommended it?

...because it seemed easy to use the program?

...because you knew that any equipment and service Avista would offer a rebate for must be reliable?

...because you had a good experience with another Avista efficiency program?

...to increase the comfort of your organization?

...to save money?

...to save energy?

... for other reasons? *[record response]*

[ASK ALL]

Q4. When considering Avista's efficiency programs, was there anything that raised questions or concerns about participating?

[SINGLE RESPONSE]

1. Yes

2. No

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

99. Refused

[IF Q4 = 1, ELSE SKIP]

Q5. What kinds of questions or concerns did you have? *[Do not read]*

[MULTIPLE RESPONSE]

1. Time involved/ possible delays

2. Incentives not enough

3. Difficulty of participating

4. Hard time getting approvals or getting everyone on board

5. Not sure it would be worth it

6. Confusing

7. Hard to do things a new way

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE]

98. Don't know

99. Refused

[IF Q4 = 1, ELSE SKIP]

Q6. How did you get your questions or concerns addressed?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q7. Who prepared the information needed to apply for the rebate? Was it... [Read]

[SINGLE RESPONSE]

- 1. You
- 2. Someone else in your organization
- 3. Your vendor or contractor
- 4. Your firm assisted by your vendor or contractor
- 5. Someone from Avista (*If needed: such as an account representative*)

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q8. At any time during your application and participation process did you have any contact with an Avista program representative?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 99. Refused

[IF Q8 = 1, ELSE SKIP]

Q9. What was the contact with the Avista representative about?

[MULTIPLE RESPONSE]

- 1. Application
- 2. Implementation
- 3. Rebate
- 4. Contractors

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused



[IF Q8 = 1, ELSE SKIP]

Q10. Please indicate your agreement with the following statement using a scale of 1 to 5, where 1 means "not at all agree," and 5 means "completely agree" "When contacted, program representatives were both courteous and helpful."

[SINGLE RESPONSE]

1. Not at all agree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Completely agree

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

[IF Q10 = 1 OR 2]

Q11. Why do you disagree with the previous statement?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q12. Did you review any information from Avista, such as on the website, printed brochures, or the application itself, on its efficiency programs and how to apply?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q12 = 1 OR 96]

Q13. I have a few questions about the information Avista provides about its efficiency program. For the following questions, please use a 5-point scale, where 1 means "the information was not at all clear" and 5 means "the information was very clear." If you didn't get information on a topic, please let me know. *Interviewer: do not read 97-99*

HOW CLEAR WAS THE INFORMATION...

1 2 3 4 5 97 98 99  
NA DK RF

...about what equipment and energy-saving items qualify for

rebates?

...about how to apply for rebates, including required documentation, through Avista?

...on the energy savings you might expect from the energy efficient items

...[ASK IF PROGRAM TYPE =, PRESCRIPTIVE SHELL OR SITE-SPECIFIC -] ...about the fact that someone from the program may inspect your energy upgrades prior to payment of the rebate

...about how to follow up with program staff if you had any questions or concerns

## Satisfaction

[ASK ALL]

Q14. Using a scale from 1 to 5, where 1 means “not at all agree,” and 5 means “completely agree,” please rate your agreement with the following statements: *Interviewer: do not read 97-99*

	1	2	3	4	5	97 NA	98 DK	99 RF
It was easy to apply for a rebate.								
The variety of Avista's rebated equipment meet my energy upgrade needs								
The time it took to receive the rebate was reasonable.								
The range of incentive-eligible equipment met my energy upgrade needs.								
[IF PROGRAM TYPE = COMMERCIAL LIGHTING] The range of incentive-eligible bulbs and light fixtures met my lighting needs.								
[IF PROGRAM TYPE = COMMERCIAL LIGHTING] My efficient lighting has performed very well.								
[IF PROGRAM TYPE = ENERGYSMART GROCER OR AIRGUARDIAN] The time between scheduling my audit and when it occurred was reasonable.								
[IF PROGRAM TYPE = ENERGYSMART GROCER OR AIRGUARDIAN] We got our audit report in a reasonable amount of time								
[IF PROGRAM TYPE = SITE SPECIFIC] THE THE AMOUNT OF TIME TO RECEIVE AN EVALUATION REPORT WAS REASONABLE								
[ASK ALL] Our efficient equipment has performed very well.								
[ASK ALL EXCEPT PROGRAM TYPE = ENERGY SMART GROCER OR (AIR GUARDIAN AND NO EQUIPMENT INSTALLED)] The energy savings from our project met or exceeded our expectations.								

[IF Q14\_4<4, ELSE SKIP]

Q15. What about the range of incentive-eligible equipment failed to meet your needs?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF PROGRAM TYPE = PRESCRIPTIVE SHELL OR SITE-SPECIFIC]

Q16. Did an Avista or other program representative come and inspect the work done through the program after it was completed?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[IF Q16 = 1]

Q17. Using a scale from 1 to 5, where 1 means "Not at all agree" and 5 means "Completely agree," please rate your agreement with this statement: "The program representative was courteous"

[SINGLE RESPONSE]

1. Not at all agree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Completely agree

[Do not read:]

98. Don't know
99. Refused

[IF Q16 = 1]

Q18. Using a scale from 1 to 5, where 1 means "Not at all agree" and 5 means "Completely agree," please rate your agreement with this statement: "The program representative was efficient." [IF NEEDED: The inspector made efficient use of time.]

[SINGLE RESPONSE]

1. Not at all agree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Completely agree

[Do not read:]

98. Don't know

99. Refused

## Audit Experience

[IF PROGRAM TYPE = ENERGYSMART GROCER OR AIRGUARDIAN]

Q19. I understand that someone representing Avista did a walk-through of your facility to identify savings opportunities. Do you know about that walk-through?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q19 =1]

Q20. Using a scale from 1 to 5, where 1 means "not at all agree" and 5 means "completely agree," please rate your agreement with this statement: "The person who performed the walk-through helped you to understand both your opportunities to improve energy efficiency and how to pursue them."

[SINGLE RESPONSE]

1. Not at all agree
2. Disagree
3. Neither agree nor disagree
4. Agree
5. Completely agree

[Do not read:]

98. Don't know
99. Refused

[IF Q20 = 1 OR 2]

Q21. Why do you say that?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[IF PROGRAM TYPE = ENERGYSMART GROCER OR AIRGUARDIAN]

Q22. Has your organization started implementing any of the equipment or upgrades identified in the facility walk-through?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q22= 1]

Q23. Did you implement all or some of the recommendations?

[SINGLE RESPONSE]

- 1. All
- 2. Some
- 3. None (Allow Respondent to change their mind)

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[IF Q23 = SOME (2) OR NONE (3)]

Q24. Do you plan to implement any of the recommendations in the next year?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 99. Refused

[IF PROGRAM TYPE = ENERGYSMART GROCER OR AIRGUARDIAN]

Q25. What might get in the way of installing recommended equipment or upgrades? *[Do not read]*

[MULTIPLE RESPONSE]

- 1. Cost
- 2. Time
- 3. Not sure what to do
- 4. Not sure who can do the work

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

## Freeridership

I'd like to ask a few questions about what you most likely would have done had you not received a rebate from Avista Utilities for the **[Measure Type]**.

[ASK IF PROGRAM TYPE ≠ ENERGY SMART GROCER OR AIR GUARDIAN]

Q26. Which of the following alternatives is most likely had you not received an incentive for [Measure Type]?: *[Read all, then seek response]*

[SINGLE RESPONSE]

1. Would not have installed the system, or postponed installation more than 1 year
2. Would have reduced the amount of energy efficient equipment or installed smaller system or installed less energy efficient equipment
3. Would have installed exactly the same equipment or system

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE] *[Try to appropriately fit response into one of the options (1-8) above; else collect detailed, verbatim response if no fit is possible]*
98. Don't know
99. Refused

[ASK ALL]

Q27. In the absence of the Avista incentive, would your firm have made funds available to cover the entire cost of ◊?

[SINGLE RESPONSE]

1. Yes
2. No

*[Do not read:]*

98. Don't know
99. Refused

[ASK ALL]

Q28. Now I would like to ask about the influence that the program played in your decision to purchase the energy efficient [Measure Type]. I'm going to read a list of things that may have influenced your decision to buy the [Measure Type]. For each one, please indicate how much of an influence it played in your decision, where '1' means it was "not at all influential" and "5" means it was "extremely influential." Let me know if an item doesn't apply to you. *[Interviewer: do not read 97-99]*

ON THAT SCALE OF 1 TO 5, HOW INFLUENTIAL WAS...	1	2	3	4	5	97 NA	98 DK	99 RF
---	---	---	---	---	---	----------	----------	----------

[IF INCENTIVE = REBATE]...the rebate you received

...the installation contractor

...the Avista program representative

...an Avista funded technical study

[ASK IF PROGRAM TYPE = ENERGY SMART GROCER OR AIR GUARDIAN] ...The free energy audit

Q29. Have you ever possessed the Building Operator Certification, or BOC? *[If needed: This is a certification program that requires about eight days of instruction over several weeks or months, with a final examination and required work project to achieve certification.]*

[SINGLE RESPONSE]

1. Yes
2. No

*[Do not read:]*

98. Don't know
99. Refused

[ASK IF Q29 = YES]

Q30. How influential was the knowledge you gained through BOC training in your decision to purchase the energy efficient **[Measure Type]**. Again, '1' means it was "not at all influential" and "5" means it was "extremely influential."

[PROGRAMMER – INSERT 1-5 SCALE WITH 98 (DK) AND 99 (RF)]

[ASK IF PROGRAM TYPE = ENERGY SMART GROCER OR AIR GUARDIAN]

Q31. Which of the following three alternatives is most likely had you not received an audit through the **[Program Type]** program?: *[Read all three, then seek response]*

[SINGLE RESPONSE]

1. One, put off receiving the audit for at least one year.
2. Two, received a low cost audit or walk through assessment from a contractor.
3. Three, purchased the same type of audit services provided by the program.

*[Do not read:]*

96. Other, please specify: [OPEN-ENDED RESPONSE] *[Try to appropriately fit response into one of the options (1-3) above; else collect detailed, verbatim response if no fit is possible]*
98. Don't know
99. Refused

## Spillover

[IF YEAR = 2014]

[IF PROGRAM TYPE ≠ ENERGY SMART GROCER OR AIR GUARDIAN]

Q32. Since receiving a rebate for your **[Measure Type]** from Avista have you purchased and installed any energy efficiency items without a rebate from Avista? *[Prompt including other efficient lighting options like CFL fixtures, appliances, insulation, efficient windows motors, or any other efficiency items]*

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q32 = 1]

Q33. What efficiency measurers did you install without a rebate? [Record responses separately and follow with "How Many" where appropriate. "Anything else such as efficient lighting other than CFLs, high efficiency appliances, windows, or electronics, insulation or other efficiency items?"] Do not read 97-99

ITEM	SPECIFY ITEM	[IF NOT INSULATION ASK] AND HOW MANY DID YOU INSTALL ##	97 NA	98 DK	99 RF
		[IF INSULATION ASK] AND HOW MANY SQ FT OF INSULATION DID YOU INSTALL]			
Lighting – how many lamps and was the wattage difference between old and new lights?	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Chiller for refrigeration	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Chiller for HVAC system – can you give me any details?	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
VFD for motors/fans	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Compressed air	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Insulation	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Windows	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Boiler	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			
Other	[OPEN-ENDED RESPONSE]	[FORCE NUMERIC RESPONSE]			

[IF Q32 = 1, ELSE SKIP]

Q34. If we need to better understand the equipment you installed, could we have someone call you, or someone who would be familiar with this equipment installation, for more details?

[SINGLE RESPONSE]

- 1. Yes
- 2. No



[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q32 = 1, ELSE SKIP]

Q35. How would you rate the influence of Avista's [Program Type] program on your decision to install efficiency items without a rebate? Please use a five-point scale, where 1 means "Not at all influential," and 5 means "Extremely influential."

[SINGLE RESPONSE]

- 1. Not at all influential
- 2.
- 3.
- 4.
- 5. Extremely influential

[Do not read:]

- 98. Don't know
- 99. Refused

## Retail Markdown Measures

Thank you again for helping us with our research. Next, I have some questions for you about your purchase of energy saving replacement light bulbs you may have purchased at a retailer such as Home Depot or Costco. I am NOT talking about lighting products you acquired through lighting distributors such as Platt Electric or North Coast Electric. Avista Utilities provides discounts on many energy efficiency light bulbs sold at retailers through their Simple Steps Smart Savings. You may have seen this when purchasing.

[ASK ALL]

Q36. In [YEAR], do you recall purchasing one or more of any of the following for your business from a retailer:

[MULTIPLE RESPONSE]

- 1. Twisty shaped CFL bulbs (as necessary: compact fluorescent light) for indoor use. *[If needed: CFLs are often in a twisty shape fluorescent bulbs that fit in regular light bulb sockets that look different than standard incandescent bulbs.]*
- 2. Specialty CFL bulbs for flood light or spot light applications, candelabras, or exposed outdoor areas. They may be globe-shaped or A-shaped.
- 3. LED bulbs
- 4. LED fixtures
- 5. None of the above

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q36 = 1 ASK Q37 AND Q38, ELSE SKIP]

Q37. How many twisty-shaped CFL bulbs did you purchase in [YEAR]?

[SINGLE RESPONSE]

- 1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

Q38. And can you tell me what were the wattages or lumens of those twisty-shaped CFL bulbs you purchased in 2014? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for CFLs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 23-watt CFL is equivalent to a 100-watt incandescent and a 13-watt CFL is equivalent to a 60-watt incandescent.

[IF Q36 = 2 ASK Q39 AND Q40 ELSE SKIP]

Q39. How many specialty CFL bulbs did you purchase in [YEAR]?

Response Text [FORCE NUMERIC RESPONSE]

Q40. And can you tell me what were the wattages or lumens of those specialty CFL bulbs you purchased in 2014? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for CFLs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 23-watt CFL is equivalent to a 100-watt incandescent and a 13-watt CFL is equivalent to a 60-watt incandescent.

[IF Q36 = 3 ASK Q41 AND Q42 ELSE SKIP]

Q41. How many LED bulbs did you purchase in July 2015

Q42. And can you tell me what were the wattages or lumens of those LED bulbs you purchased since July 2015? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for LEDs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 16-watt LED is equivalent to a 100-watt incandescent and an 8-watt LED is equivalent to a 60-watt incandescent.

[IF Q36 = 4 ASK Q43 AND Q44 ELSE SKIP]

Q43. How many LED fixtures did you purchase in [YEAR]?

Q44. And can you tell me what were the wattages or lumens of those LED fixtures you purchased in [YEAR]? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for LEDs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 16-watt LED is equivalent to a 100-watt incandescent and an 8-watt LED is equivalent to a 60-watt incandescent.

[IF Q36 = 1, 2, 3, OR 4, ELSE SKIP]

Q45. Do you recall seeing the *Simple Steps, Smart Savings* logo or sticker when you were shopping for any of those products?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[IF Q45 = 1, ELSE SKIP]

Q46. Were the products you purchased part of the *Simple Steps, Smart Savings* offering?

[SINGLE RESPONSE]

1. Yes
2. No
3. Both [Which ones purchased through *Simple Steps, Smart Savings*]

[Do not read:]

98. Don't know
99. Refused

[IF Q36 = 1, 2, 3, OR 4, ELSE SKIP]

Q47. Did you use a commercial or corporate account at the store when you purchased products?

[SINGLE RESPONSE]

1. Yes
2. No
3. Both [Which ones purchased with commercial or corporate account]

[Do not read:]

98. Don't know
99. Refused

## Conclusion

[ASK ALL]

Q48. Would you like to get more information from Avista about... *Interviewer: prompt with responses for each, do not read 97-99*

ITEM	1=Yes	2=No	98 DK	99 RF
Energy efficiency programs?				
Energy savings opportunities?				
Workshops or events on energy efficiency?				

[ASK ALL]

Q49. Which of the following are good ways for you to get energy efficiency information from Avista Utilities? [READ]

[MULTIPLE RESPONSE]

1. Avista website
2. By phone
3. By US mail via bill insert
4. By US mail separate from bill insert
5. By email
6. A community events
7. At trainings, workshops or seminars
8. At a webinar
9. Though trade groups

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Firmographics

*I'd like to finish with just a few questions about your company.*

[ASK ALL]

Q50. Which of the following, if any, does your company have in place at [Address]?

[MULTIPLE RESPONSE]

1. A person or persons responsible for monitoring or managing energy use
2. Defined energy savings goals
3. A specific policy requiring that energy efficiency be considered when purchasing equipment
4. Carbon reduction goals

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable, none of the above
98. Don't know
99. Refused

[ASK ALL]

Q51. Including yourself, how many employees work at your location?

[SINGLE RESPONSE]

1. 1
2. 2-4
3. 5-9
4. 10-19
5. 20-99
6. 100-499
7. 500+

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q52. What is the principal industry of your organization? *[Do not read list. Probe as needed to clarify which response to select.]*

[SINGLE RESPONSE]

1. Agriculture, Forestry, Fishing and Hunting (11)
2. Mining, Quarrying, and Oil and Gas Extraction (21)
3. Utilities (22)
4. Construction (23)
5. Manufacturing (31)
6. Wholesale Trade (42)
7. Retail Trade (44)
8. Transportation and Warehousing (48)
9. Information (51)
10. Finance and Insurance (52)
11. Real Estate and Rental and Leasing (53)
12. Professional, Scientific, and Technical Services (54)
13. Management of Companies and Enterprises (55)
14. Administrative and Support and Waste Management and Remediation Services (56)
15. Educational Services (61)
16. Health Care and Social Assistance (62)
17. Arts, Entertainment, and Recreation (71)
18. Accommodation and Food Services (72)
19. Other Services (except Public Administration) (81)
20. Public Administration (92)

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q53. Including the [Address] property, how many different buildings/locations does your organization own or lease?

[SINGLE RESPONSE]

1. 1
2. 2-4
3. 5-9
4. 10-99
5. 100-499
6. 500+

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q54. Does the organization you work for own or lease the property located at [Address]?

[SINGLE RESPONSE]

1. Own
2. Lease

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Site-Visit Recruitment

Thank you, this survey will help Avista deliver cost-effective services to their customers. We're also offering an opportunity to have a field inspector visit your facility to ensure the measures you installed are operating properly and providing you with maximum energy efficiency. The visit will take about 15 minutes and requires NO advanced preparation on your part.

Avista relies on these on-site visits to calculate how much energy is being saved and to measure the success of programs such as these. Your participation would be very much appreciated, so that Avista can continue to offer money saving programs to customers such as yourself.

If you choose to participate, you may or may not be randomly selected to receive an on-site visit.

[ASK ALL]

Q55. May we consider you for random selection for an on-site visit?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q47 = 1, ELSE SKIP]

Q56. What is the best number to call to schedule the appointment?

- 1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q49 = 1, ELSE SKIP]

Q57. And is that a cell or landline number?

[SINGLE RESPONSE]

- 1. Cell
- 2. Landline

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q47 = 1, ELSE SKIP]

Q58. And who should we ask to speak with to schedule the appointment?

- 1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q47 = 1, ELSE SKIP]

Q59. When is the best time to call back?

- 1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q47 = 1, ELSE SKIP]

Thank you. Not everyone who volunteers will be called. If your facility is selected, you will be contacted within the next 30 days to schedule an appointment for the visit.

That is all the questions I have for you. Thanks for your time.

# Avista: Non-Residential Non-Participant Survey

Date of last revision: 6/23/15

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	About 15 minutes
Population Description	Non-Residential Non-Participating Avista Commercial Customers
Sampling Strata Definitions	None
Population Size	> 10,000
Contact List Size	TBD
Completion Goal(s)	67
Contact List Source and Date	TBD
Type of Sampling	Random
Contact Sought	Facility manager or someone knowledgeable about building upgrades
Fielding Firm	Nexant

**Table 2: Research Objectives and Associated Questions**

RESEARCH OBJECTIVES	RESEARCH TOPICS	ASSOCIATED QUESTIONS
Examine effectiveness of marketing and promotional efforts	Awareness of Avista's energy efficiency programs appropriate to their fuel usage	Q2, Q3
	Source of awareness	Q4
	Interest in Avista's program offerings	Q43
	Identify how they would like to receive that information	Q44
Document incidence rates of rebated products in Avista	Purchases in the last two years of the types of products for which Avista provides incentives	Q5, Q6, Q7, Q8, Q9



territory		
Identify barriers to participation, effectiveness of incentives in motivating action	Motivations to purchase EE products	Q10, Q11, Q13, Q14, Q17, Q18, Q39, Q40, Q41, Q42
	Barriers to program participation	Q12, Q15, Q16, Q19
Opportunities for potential programs	Measures being replaced or planned for replacement	Q5, Q6, Q7, Q8, Q9, Q13, Q14
Obtain data for net-to-gross analysis	Purchases of efficient equipment (spillover)	Q5, Q6, Q7, Q8, Q9,
Investigating uptake of retail markdown measures	Effect of Simple Steps program in Avista territory	Q29, Q30, Q31, Q32, Q33, Q34, Q35, Q36, Q37, Q38
Firmographic/Characteristics	Characterize nonparticipants	Q1, Q45, Q46, Q47, Q48, Q49

## Analysis Information

The database and response variables in Table 3 will be used to examine variations in responses.

**Table 3: Variables for Comparative Analysis**

VARIABLE & DESCRIPTION	SOURCE (INSTRUMENT OR DATABASE)
PM or analyst to fill out prior to client review	eg: Instrument; Database

## Programmer Information

Data Source:

**Table 4: Database Inputs**

VARIABLE NAME	VARIABLE DESCRIPTION AND VALUES
STATE	If the customer is located in Washington or Idaho

Programming note style conventions in this document:











- > [PROGRAMMING] Programming instructions are in bracketed CAPS.
- > [Interviewer notes] Onscreen interviewer instructions are in *italics*.
- > [Piped value] Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

## Interviewer Information

Interviewer instructions are in *italics*.

## Program Descriptions

PROGRAM REBATES	INCENTIVE	ADDITIONAL INFORMATION
 <i>Commercial Clothes Washer Rebates</i>	\$100	Rebates are available for the purchase and installation of Energy Star commercial clothes washers. <i>Learn more.</i>
 <i>Food Service Equipment Rebates</i>	\$25-\$3,200/unit	Rebates are available for a variety of electric and natural gas equipment. <i>Learn more.</i>
 <i>Interior Lighting Conversions Rebate</i>	\$5-\$145/unit	Rebates are available for changing out old, inefficient interior lights with more efficient lighting options. <i>Learn more.</i>
 <i>Exterior Lighting Conversions Rebate</i>	\$55-260/unit	Rebates are available for changing out old, inefficient exterior lights with more efficient lighting options. <i>Learn more.</i>
 <i>Exterior Lighting Program - Sign Lighting Retrofit of T12s to LED</i>	\$17/each	Rebates are available for the replacement of less efficient lighting equipment with more efficient lighting options. <i>Learn more.</i>
 <i>Commercial Natural Gas HVAC Rebates</i>	\$4-\$10/input kBtu	Rebates are available to replace natural gas furnaces, boilers or unit heaters with an energy efficient model. <i>Learn more.</i>
 <i>Power Management for PC Networks Rebates</i>	\$5/each	Rebates are available for energy saving software solutions that meet eligibility guidelines. <i>Learn more.</i>
 <i>Customer Retro-Commissioning Rebates</i>	\$0.10/SQft	Rebates are available for the cost of a qualifying retro-commissioning study. <i>Learn more.</i>
 <i>Commercial HVAC Variable Frequency Drive Retrofit Rebates</i>	\$130/each	Rebates are available for the replacement of single speed motors with a variable frequency drive. <i>Learn more.</i>
 <i>Commercial Insulation Rebates</i>	\$0.20-\$0.35/SQft insulation	Rebates are available for adding insulation to make your business more energy efficient. <i>Learn more.</i>
<i>Energy Smart Program for Grocers</i>		This program is designed to help grocery stores, supermarkets, convenience stores and other customers with commercial refrigeration save money by reducing their energy use. <i>Learn more.</i>
<i>Multifamily Development Rebates</i>		Incentives are available to multifamily developers who install natural gas space and water heating measures rather than electric. <i>Learn more.</i>
<i>Green Motors Initiative</i>		The green motors initiative ensures quality rewinding that results in the motor maintaining its original efficiency, which is commonly called a "green rewind." Incentives are now available for green rewinds. <i>Learn more.</i>

## Instrument

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### Introduction

Hi, my name is \_\_\_ and I'm calling on behalf of Avista Utilities. Avista is evaluating its energy efficiency programs. I would like to speak with someone involved in making decisions about purchasing equipment such as lighting, heating and cooling equipment, and other energy using equipment. Could you refer me to someone who could answer a few questions about your organization and the equipment you purchase? Your feedback will help Avista evaluate its programs that provide incentives to improve energy efficiency.

I'll only need about 15 minutes. Is now a good time to talk, or can we make an appointment for a later time?

### Screening

S1. To the best of your knowledge, has your company or organization received a cash rebate or incentive from Avista for installing energy-efficient equipment in the last two years?

1. Yes
2. No

*[Do not read:]*

98. Don't know
99. Refused

[IF S1 = 1, THANK AND TERMINATE]

[IF S1 = 98 OR 99, RESPONDENT STILL QUALIFIES FOR SURVEY]

S2. When it comes to purchasing energy-using equipment for your facilities/sites, do you ...?

*[Read List:]*

1. Make those decisions
2. Provide input to others who make those decisions
3. Have no involvement with those decisions *[Interviewer: ask for referral, then thank and terminate]*

*[Do not read:]*

98. Don't know
99. Refused

### Awareness

[ASK ALL]

Q1. What services do you receive from Avista: electric, gas, or both?

[MULTIPLE RESPONSE]

1. Electric
2. Gas

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q2. Before today, were you familiar with Avista's cash incentives to reduce the cost of installing energy efficient equipment?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q2 = 1]

Q3. What offerings are you aware of? *[Probe with "Anything else?" to try to get full spectrum of their awareness of programs]*

[MULTIPLE RESPONSE]

*[Do not read, code response]*

1. [DISPLAY IF Q1 = 1] EnergySmart Grocer
2. Food Service Equipment
3. [DISPLAY IF Q1 = 1] Green Motors
4. Motor Controls HVAC
5. HVAC Program
6. Appliances
7. [DISPLAY IF Q1 = 1] Prescriptive Lighting
8. [DISPLAY IF Q1 = 1] Power Management for PCs
9. Prescriptive Shell
10. AirGuardian
11. [DISPLAY IF Q1 = 1] Standby Generator Engine Block Heater program
12. [DISPLAY IF Q1 = 1] Fleet Heat
13. Site Specific non-residential

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q2 = 1, ELSE SKIP]

- Q4. Businesses hear about Avista Utilities' rebate or other energy efficiency programs through a variety of ways. What ways have you heard about Avista efficiency programs?

*Interviewer: Do not read but probe to code. After each response ask, "What else?" until respondent has no other sources*

[MULTIPLE RESPONSE]

1. A contractor or vendor
2. Word of mouth such as colleague or customer
3. Contact by an Avista representative
4. The Avista website
5. Past experience with the program
6. Newsletters or other print materials from program
7. Trade organizations
8. A program sponsored event

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Past Upgrades Using Energy-using Equipment

Now I'd like to ask about recent equipment purchases your company conducted.

[ASK ALL]

- Q5. What equipment or building features, if any, has your business or organization replaced or upgraded in the past two years? *[Interviewer: Do not read list, probe to code]*

[MULTIPLE BINARY RESPONSE; HOWEVER, OPTIONS 98, AND 99 CANNOT BE SELECTED IF ANY OTHER RESPONSES ARE SELECTED]

1. Windows
2. Insulation (ceiling, attic or wall)
3. Heating, cooling, HVAC
4. Water heating
5. Motors or motor controls
6. Cooking (ovens)
7. Refrigeration or freezing
8. Lighting or lighting controls
9. Data center or IT equipment

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q5 = 1-9 OR 96]

Q6. Thinking about equipment replacements or upgrades that your company performed, did the efficiency rating for any of them exceed current codes and standards?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q6 = 1]

Q7. Which equipment replacements or upgrades exceeded energy efficiency codes and standards? *Interviewer: Do not read*

[MULTIPLE RESPONSE]

1. [IF Q5\_1 IS SELECTED] Window
2. [IF Q5\_2 IS SELECTED] Insulation
3. [IF Q5\_3 IS SELECTED] HVAC
4. [IF Q5\_4 IS SELECTED] Water Heating
5. [IF Q5\_5 IS SELECTED] Motors or motor controls
6. [IF Q5\_6 IS SELECTED] Cooking
7. [IF Q5\_7 IS SELECTED] Refrigeration or freezing
8. [IF Q5\_8 IS SELECTED] Lighting or lighting control
9. [IF Q5\_9 IS SELECTED] Data center or IT equipment
10. [IF Q5\_96 IS SELECTED] [INSERT Q5\_96 OTHER]

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q6 = 1]

Q8. Not including manufacturer rebates or incentives, did you receive any financial incentives or rebates from utilities or government agencies for any of the replacements or upgrades that were ENERGY STAR certified or otherwise labeled or sold as being highly energy efficient?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q8 = 1]

Q9. For which of the replacements or upgrades did you receive financial incentives ...?  
*Interviewer: Do not read*

[MULTIPLE RESPONSE]

1. [IF Q7\_1 IS SELECTED] Window
2. [IF Q7\_2 IS SELECTED] Insulation
3. [IF Q7\_3 IS SELECTED] HVAC
4. [IF Q7\_4 IS SELECTED] Water Heating
5. [IF Q7\_5 IS SELECTED] Motors or motor controls
6. [IF Q7\_6 IS SELECTED] Cooking
7. [IF Q7\_7 IS SELECTED] Refrigeration or freezing
8. [IF Q7\_8 IS SELECTED] Lighting or lighting control
9. [IF Q7\_9 IS SELECTED] Data center or IT equipment
10. [IF Q7\_96 IS SELECTED] [INSERT Q5\_96 OTHER]

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q6 = 1]

[REPEAT THIS QUESTION FOR EACH MEASURE IDENTIFIED]

Q10. So you replaced or upgraded [INSERT EACH SELECTED ITEMS FROM Q7] with equipment that exceeded energy efficiency codes and standards. On a scale of 1 to 5, where 1 means 'no influence' and 5 means 'great influence,' how much influence did each of the following have on the selection of that equipment? *Interviewer: do not read 97-99*

1. Increasing comfort
2. Reducing operations & maintenance costs
3. Increasing productivity
4. Achieving a "green" image for your company
5. Any energy-efficiency-related messaging you may have seen from Avista

[Do not read:]

97. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q6 = 1]

[REPEAT THIS QUESTION FOR EACH MEASURE IDENTIFIED IN Q7]

Q11. On a scale of 1 to 5, where 1 means 'no influence' and 5 means 'great influence, how influential was a contractor or vendor on your decision to purchase an energy efficient [piped response from Q7]?

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Completely influential

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK IF Q6 =2]

Q12. You indicated some past equipment replacements included standard efficiency equipment. What are the reasons for not using above-code equipment in those cases?

[OPEN END RESPONSE]

*[RECORD VERBATIM AND CODE TO SELECT ALL MENTIONS. FOLLOW INITIAL RESPONSE WITH "WHAT ELSE? IF NEEDED, PROBE TO CODE RESPONSE.]*

- 1. Energy efficiency is not a priority
- 2. Lack of money / incentives too low
- 3. Not aware of incentives
- 4. Not aware of higher-efficiency options
- 5. Applying for incentives / dealing with utility too much trouble
- 6. Followed contractor or vendor equipment recommendations
- 7. Other - specify: \_\_\_\_\_
- 97. Not applicable – all such decisions are made by a property or energy management firm
- 98. Don't know
- 99. Refused

## Planned Upgrades Using Energy Using Equipment

Now I'd like to ask about your plans for replacing energy using equipment.

[ASK ALL]

Q13. What equipment or building features, if any, does your business or organization plan to replace or upgrade in the next two years?

*[Interviewer: If respondent refers to rooftop unit, chiller, fans, ventilation, DCV, or economizer, code as #3-Heating, cooling, HVAC. If respondent refers to variable frequency drive (VFD) or variable speed drive (VSD), or electronically commutated motor (ECM), code as #6-Motors or motor controls]*

[MULTIPLE RESPONSE]

- 1. Windows
- 2. Insulation (ceiling, attic or wall)
- 3. Heating, cooling, HVAC
- 4. Boiler
- 5. Water heating
- 6. Motors or motor controls
- 7. Cooking (ovens)
- 8. Refrigeration or freezing



9. Lighting or lighting controls
10. Data center or IT equipment
11. Building automation system (BAS)

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK IF Q13 = 1-9 OR 96 IS SELECTED]

Q14. Are you considering replacing existing equipment with systems that exceed standard efficiency?

[SINGLE RESPONSE]

1. Yes [include comment box]
2. No [include comment box]

[Do not read:]

98. Don't know [include comment box]
99. Refused

[ASK IF Q14 = 1]

Q15. On a scale where 1 equals not at all likely and 5 equals very likely, how likely is it that your organization will apply for cash incentives from Avista for any of those energy efficient equipment upgrades?

[SINGLE RESPONSE]

1. 1-No at all likely
2. 2
3. 3
4. 4
5. 5-Very likely

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q15= 1, 2, 3,]

Q16. Why would you not apply for incentives?

[OPEN END RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q14 = 1]

Q17. And on a scale of 1 to 5, where 1 means 'no influence' and 5 means 'great influence,' how much influence does each of the following generally have on a decision to use equipment that exceeds standard efficiency in planned replacements?

[RANDOMIZE STATEMENTS; MATRIX QUESTION WITH 1-5 SCALE, FROM 1 = 'NO INFLUENCE' TO 5 = 'GREAT INFLUENCE' AND 98 = DON'T KNOW, 99 = REFUSED]

[ASK EACH ITEM AND REPEAT SCALE IF NEEDED. IF THEY INDICATE THAT SOME OF THESE ITEMS WERE MORE OF AN INFLUENCE FOR SOME EQUIPMENT THAN FOR OTHERS, SAY: "ON AVERAGE, HOW MUCH OF AN INFLUENCE WAS IT?"]

1. Increasing comfort
2. Reducing Operations & Maintenance costs
3. Increasing productivity
4. Achieving a "green" image for your company
5. Any energy-efficiency-related messaging you may have seen from Avista

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q13 = 1]

[REPEAT THIS QUESTION FOR EACH MEASURE IDENTIFIED IN Q13]

Q18. Regarding your [piped response from Q13] upgrade, how influential was a contractor or vendor on your decision to plan an energy efficient option?

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Completely influential

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q6 =2]

Q19. You indicated some planned equipment replacements will include standard efficiency equipment. What are the reasons for not using equipment that exceeds standard efficiency in those cases?

[OPEN END RESPONSE]

[RECORD VERBATIM AND CODE TO SELECT ALL MENTIONS. FOLLOW INITIAL RESPONSE WITH "WHAT ELSE? IF NEEDED, PROBE TO CODE RESPONSE.]

1. Energy efficiency is not a priority
2. Lack of money / incentives too low
3. Not aware of incentives
4. Not aware of higher-efficiency options
5. Applying for incentives / dealing with utility too much trouble
6. Followed contractor or vendor equipment recommendations

- 7. Other - specify: \_\_\_\_\_
- 97. Not applicable – all such decisions are made by a property or energy management firm
- 98. Don't know
- 99. Refused

## Motors

We have a few questions about the heating and cooling equipment in your space.

[ASK ALL]

Q20. What kind of HVAC system heats and cools your space? *[Read choices]*

[SINGLE RESPONSE]

- 1. Roof top unit supplies heating and cooling to building
- 2. Unitary unit such as boiler for heating (and chiller for cooling)
- 3. Equipment is distributed throughout building (e.g. mini splits or ductless heat pumps)

*[Do not read:]*

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused

[ASK IF Q20 = 1 OR 2 OR 96]

Q21. Does your heating and cooling equipment use a variable frequency drive (VFD) *[If needed: A VFD adjusts motor speed to suit the demands needed at a given time as opposed to a motor that runs at the same speed despite demands]*?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

*[Do not read:]*

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused

[ASK IF Q20 = 1 OR 2 OR 96]

Q22. What is the horsepower of the motor that drives your heating and cooling equipment? *[If needed: Typically motors are in the range of 5-50 HP and rarely exceed 100]*

- 1. [OPEN-ENDED RESPONSE]

*[Do not read:]*

- 98. Don't know
- 99. Refused

[ASK IF Q20 = 1 OR 2 OR 96]

Q23. Has your facility considered upgrading the efficiency of your heating and cooling system?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

[ASK IF Q23 = 1]

Q24. What types of upgrades have you considered?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q21 =2]

Q25. Have you spoken with a utility representative or contractor about the benefits of VFDs?

[SINGLE RESPONSE]

1. Utility representative only
2. Contractor only
3. Both utility representative and contractor
4. Neither

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

[ASK IF Q25 = 1 OR 3]

Q26. What have you heard about VFDs from a utility representative?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

Q27. [ASK IF Q25 = 2 OR 3]What have you heard about VFDs from a contractor?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q21 =2]

Q28. How likely is it you would consider adding VFD to your HVAC system if a contractor recommended it? Would you say... [Read first three options. If respondent indicates it would depend, probe appropriately and record in "Other"]

[SINGLE RESPONSE]

1. Not at all likely
2. Somewhat likely
3. Very likely

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

## Retail Markdown Measures

Thank you again for helping us with our research. Next, I have some questions for you about your purchase of energy saving replacement light bulbs you may have purchased at a retailer such as Home Depot or Costco. I am NOT talking about lighting products you acquired through lighting distributors such as Platt Electric or North Coast Electric. Avista Utilities provides discounts on many energy efficiency light bulbs sold at retailers through their Simple Steps Smart Savings. You may have seen this when purchasing.

[ASK ALL]

Q29. In 2015, do you recall purchasing one or more of any of the following for your business:

[MULTIPLE RESPONSE]

1. Twisty shaped CFL bulbs (as necessary: compact fluorescent light) for indoor use. [If needed: CFLs are often in a twisty shape fluorescent bulbs that fit in regular light bulb sockets that look different than standard incandescent bulbs.]
2. Specialty CFL bulbs for flood light or spot light applications, candelabras, or exposed outdoor areas. They may be globe-shaped or A-shaped.
3. LED fixtures [If needed: These are entire units including light and wiring to attach unit directly to electrical supply]
4. None of the above

[Do not read:]

98. Don't know
99. Refused

[IF Q29 = 1 ASK Q30 AND Q31, ELSE SKIP]

Q30. How many twisty-shaped CFL bulbs did you purchase in 2015?

[SINGLE RESPONSE]

1. Response Text [FORCE NUMERIC RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

Q31. And can you tell me what were the wattages or lumens of those twisty-shaped CFL bulbs you purchased in 2015? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for CFLs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 23-watt CFL is equivalent to a 100-watt incandescent and a 13-watt CFL is equivalent to a 60-watt incandescent.

[IF Q29 = 2 ASK Q32 AND Q33 ELSE SKIP]

Q32. How many specialty CFL bulbs did you purchase in 2015?

Response Text [FORCE NUMERIC RESPONSE]

Q33. And can you tell me what were the wattages or lumens of those specialty CFL bulbs you purchased in 2015? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for CFLs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 23-watt CFL is equivalent to a 100-watt incandescent and a 13-watt CFL is equivalent to a 60-watt incandescent.

[IF Q29 = 3 ASK Q34 AND Q35 ELSE SKIP]

Q34. How many LED fixtures did you purchase in 2015?

Q35. And can you tell me what were the wattages or lumens of those LED fixtures you purchased in 2015? \_\_\_\_\_

[IF NEEDED, READ:]

The packages for LEDs usually state both the actual wattage and the wattage of an incandescent bulb with equivalent brightness. For example, a 16-watt LED is equivalent to a 100-watt incandescent and an 8-watt LED is equivalent to a 60-watt incandescent.

[IF Q29 = 1, 2, 3, , ELSE SKIP]

Q36. Do you recall seeing the *Simple Steps, Smart Savings* logo or sticker when you were shopping for the products?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[IF Q36 = 1, ELSE SKIP]

Q37. Were the products you purchased part of the *Simple Steps, Smart Savings* offering?

[SINGLE RESPONSE]

1. Yes
2. No
3. Both [Which ones purchased through *Simple Steps, Smart Savings*]

[Do not read:]

98. Don't know
99. Refused

[IF Q29 = 1, 2, OR 3, ELSE SKIP]

Q38. Did you use a commercial or corporate account at the store when you purchased products?

[SINGLE RESPONSE]

1. Yes
2. No
3. Both [Which ones purchased with commercial or corporate account]

[Do not read:]

98. Don't know
99. Refused

## Company Culture

[ASK ALL]

Q39. I am going to read a list of energy-related policies and practices that some companies have. For each one, please tell me if your company has that policy or practice in place. Do you have...

[READ LIST. SELECT ALL THAT APPLY. FOR EACH ONE THAT IS IN PLACE, ASK:]

HOW LONG HAS THAT BEEN IN PLACE AT YOUR COMPANY?

1. Less than one year
2. One to less than two years
3. Two to less three years
4. Three to less than to four years
5. Four to less than five years
6. Five years or more

POLICY OR PRACTICE	IN PLACE?	HOW LONG?
Does your company have a person or persons responsible for managing energy usage?	Y/N	
Defined energy savings goals?	Y/N	

A requirement to consider energy efficiency when purchasing equipment?	Y/N
Carbon reduction goals?	Y/N
Other – please describe: _____	Y/N
None of the above	Y/N

[ASK IF Q39 ANY 1-5 = YES AND Q2 =1]

Q40. On a scale of 1 to 5 where 1 equals not at all influential and 5 equals very influential, how influential was your awareness of Avista’s energy efficiency program on your decision to ....?

1. 1-Not at all influential
2. 2
3. 3
4. 4
5. 5-Very influential

[Do not read:]

97. Not applicable
98. Don't know
99. Refused

#	LOGIC	PROGRAM INFLUENCE	PROGRAM INFLUENCE
1	[ASK IF Q39_1= YES]	Have a person or persons responsible for managing energy usage	Scale
2	[ASK IF Q39_2= YES]	Adopt defined energy savings goals	Scale
3	[ASK IF Q39_3= YES]	Adopt a requirement to consider energy efficiency when purchasing equipment	Scale
4	[ASK IF Q39_4= YES]	Adopt carbon reduction goals	Scale
5	[ASK IF Q39_5= YES]	Adopt the other practices or policies you just described	Scale

## BOC Certification

[ASK ALL]

Q41. Have you ever possessed the Building Operator Certification, or BOC? This is a certification program that requires about eight days of instruction over several weeks or months, with a final examination and required work project to achieve certification?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know



99. Refused

[ASK IF Q41 = 1 AND Q6=1]

Q42. How influential was the knowledge you gained through BOC training in your decision to purchase energy efficient equipment. Again, '1' means it was "not at all influential" and "5" means it was "extremely influential."

[SINGLE RESPONSE]

1. Not at all influential
2. 2
3. 3
4. 4
5. Extremely influential

[Do not read:]

98. Don't know
99. Refused

## Marketing Channels

[ASK ALL]

Q43. Would you like to get more information from Avista about any of the following:

[MULTIPLE RESPONSE]

1. Energy efficiency programs?
2. Energy savings opportunities?
3. Workshops or events on energy efficiency?
4. None of the above (if no to all 1, 2, and 3)

[Do not read:]

98. Don't know
99. Refused

[IF Q43 = 1, 2, OR 3, ELSE SKIP]

Q44. What are good ways for you to get energy efficiency information from Avista?

[MULTIPLE RESPONSE]

*[Interviewer: Don't read, probe if needed. After first two responses, ask: "Any other ways?" We are trying to gather a list of all the possible ways respondents would like information. We are trying to go beyond first mention to get a list of all the ways that would be good for them to receive information.]*

1. Avista website
2. By phone
3. By US mail via bill insert
4. By US mail separate from bill insert

5. By e-mail
6. At a community event
7. At a workshop, seminar, or classroom event
8. At a webinar

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

## Firmographics

*I'd like to finish with just a few questions about your company.*

[ASK ALL]

Q45. Including yourself, how many employees work at your location?

[SINGLE RESPONSE]

1. 1
2. 2-4
3. 5-9
4. 10-19
5. 20-99
6. 100-499
7. 500+

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q46. What is the principal industry of your organization? *[Do not read list. Probe as needed to clarify which response to select.]*

[SINGLE RESPONSE]

1. Agriculture, Forestry, Fishing and Hunting (11)
2. Mining, Quarrying, and Oil and Gas Extraction (21)
3. Utilities (22)
4. Construction (23)
5. Manufacturing (31)
6. Wholesale Trade (42)
7. Retail Trade (44)
8. Transportation and Warehousing (48)
9. Information (51)
10. Finance and Insurance (52)
11. Real Estate and Rental and Leasing (53)
12. Professional, Scientific, and Technical Services (54)

13. Management of Companies and Enterprises (55)
14. Administrative and Support and Waste Management and Remediation Services (56)
15. Educational Services (61)
16. Health Care and Social Assistance (62)
17. Arts, Entertainment, and Recreation (71)
18. Accommodation and Food Services (72)
19. Other Services (except Public Administration) (81)
20. Public Administration (92)

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q47. Including the [Location] property, how many different buildings/locations does your organization own or lease in Avista territory?

[SINGLE RESPONSE]

1. 1
2. 2-4
3. 5-9
4. 10-99
5. 100-499
6. 500+

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q48. Does the organization you work for own or lease the property at your location ?

[SINGLE RESPONSE]

1. Own
2. Lease

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q49. What is the approximate square footage of the property at your location? *If needed: "Your best estimate is fine."*

[SINGLE RESPONSE]

1. Response Text

[Do not read:]

- 98. Don't know
- 99. Refused

Thank you for your participation in this survey and in Avista's program. Avista appreciates your responses and will use this feedback to improve its program effectiveness.

## C.8 Small Business Program Survey Instruments

### C.8.1 Small Business Program Installation Contractors Interview Guide

# Small Business Program Installation Contractors Interview Guide

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	In-depth interview
Estimated Time to Complete	30 minutes
Population Description	SBW Installation Contractors
Sampling Strata Definitions	None
Population Size	Unknown
Contact List Size	TBD
Completion Goal(s)	2
Contact List Source and Date	TBD
Type of Sampling	Census
Contact Sought	People doing installations for SB program
Fielding Firm	RIA

**Table 2: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Background and qualifications	Work outside of the program	Q1, Q2
	Training and instructions about program	Q3 – Q6
Customer interactions	What installers tell customers about other savings opportunities	Q7 – Q9
	Perception of customer needs and interests	Q10 – Q18
Reporting	Feedback on data collection	Q19 – Q25
Barriers	Missing subsectors in program	Q12, Q16, Q27, Q30, Q31
	Program impediments	Q26 – Q29

## Interviewer Information

Interviewer instructions are in *italics*.

## Program Description

The Small Business program is a third-party-administered, direct installation/audit program that provides customer energy efficiency opportunities by (1) directly installing appropriate energy-saving measures at each target site, (2) conducting a brief onsite audit to identify customer opportunities and interest in existing Avista programs, and (3) providing materials and contact information so that customers are able to follow up with additional energy efficiency measures under existing programs. Direct-install measures include: faucet aerators, showerheads, pre-rinse spray valves, screw-in LED's, smart strips, CoolerMisers, and VendingMisers. The SB program is only available to customers who receive electric service under Rate Schedule 11 in Washington and Idaho; and natural gas service under Rate Schedule 101 in Washington. Schedule 11 customers typically use less than 250,000 kWh per year. The smaller size and the relatively large number of schedule 11/101 customers makes them a notoriously difficult to reach and underserved market segment. SBW Consulting, Inc., based in Bellevue, WA, will be operating the program from June 2015-May 2017.

Table 3 lists the estimated participation for each measure offered under the SB program, broken down by year. A total of 8,000 customers are expected to participate in the program, with 25% of the participation occurring in 2015.

**Table 3. Estimated SB Participation by Measure**

MEASURE/ITEM	ESTIMATED PARTICIPATION			
	2015	2016	2017	Total
Faucet Aerator	4,000	8,000	4,000	16,000
Shower Head	250	500	250	1,000
Spray Valve	75	150	75	300
CoolerMiser	75	150	75	300
VendingMiser	25	50	25	100
Tier 1 smart power string	1,000	2,000	1,000	4,000
Screw-in LED lamp (A-line 75W)	250	500	250	1,000
Screw-in LED lamp (A-line 100W)	250	500	250	1,000
Screw-in LED lamp (BR30)	125	250	125	500
Screw-in LED lamp (BR40)	125	250	125	500
Screw-in LED lamp (PAR30)	125	250	125	500
Screw-in LED lamp (Par38)	125	250	125	500
Audit (Basic)	2,000	4,000	2,000	8,000
Audit (HVAC)	500	1,000	500	2,000
Audit (Lighting)	500	1,000	500	2,000

# Instrument

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## Installer Background

- Q1. Please tell me your role in regards to the Small Business (SB) program? What do you do for the program? [Response](#)
- Q2. Do you work full-time on Avista's SB program or are you doing other types of work too? What other types of work do you do? [Response](#)
- Q3. How long have you been involved with the SB program? I understand that SB has only been around since mid-year 2015 but I am wondering if you were involved in program design and planning. If so, how were you involved? [Response](#)
- Q4. What types of training and experience did you receive for doing this type of work? Have you worked for a program similar to this one in other utility areas? Whereabouts? [Response](#)
- [ASK IF NOT ADDRESSED IN Q4]
- Q5. What types of training or skills did you receive from SBW before doing this work? [Response](#)
- Q6. Is there training or skills you think are essential to doing this type of work? What are those skills and what makes them essential? [Response](#)

## Customer Interactions

- Q7. Please briefly provide an overview of how the program works from identifying prospective customers through completing the project? [Response](#)
- Q8. What is the primary way customers learn about the program? Is it through your interactions with them? Do they ever call Avista/SB and ask for the service? If so, how often? [Response](#)
- Q9. Do you provide marketing materials or other references to SB customers about other Avista programs available to them? What do you tell customers about other programs? How receptive to participating in other programs do customers appear? [Response](#)
- Q10. Which SB measures appear to be most popular among customers? Why are these the most popular? [Response](#)
- Q11. Are there measures that you think should be installed that are not currently part of the program? What are those measures and why should they be included in the program? [Response](#)

[ASK IF INSTALLERS ALSO CONDUCT SALES CALLS]

- Q12. Of the potential customers, what percentage of potential customers turn down the SB services (i.e. don't want any measures)? Why do they reject the SB services? Are there commonalities to these customers such as they are similar types of businesses or size of businesses? What are those commonalities? [Response](#)
- Q13. Are there any specific customer types that appear more receptive to the SB program and if so, what commonalities, if any do they share (same business type, location, etc.)? [Response](#)
- Q14. Are there certain measures customers reject? If so, what are those measures and why do they reject them? Are there certain barriers that exist to installing some measures? What are those barriers? [Response](#)
- Q15. What feedback, if any have you heard from participating customers about the program? Is there anything they particularly liked about the program? Something they think should be changed? [Response](#)
- Q16. Based on your audits of SB customer facilities, what is your overall assessment of the ability to save energy in these facilities? Where are the opportunities (HVAC, shell improvements, lighting etc.)? [Response](#)
- Q17. How are customers interested in saving energy, if at all? Do customers express interest in saving energy outside of the SB program? What do they ask about? [Response](#)
- Q18. Do SB customers receive an estimate of how much energy and money they will save by installing each measure? If so, how is the estimate provided? What follow-up is done with the customers, if any, to verify that they are saving the estimated amount of energy? [Response](#)

## Data Collection and Reporting

- Q19. How do you track potential customers, existing customers, and record installed measures? Are there improvements that could be made to this process? What are those improvements? [Response](#)
- Q20. Has the data Avista provided about customers been accurate in terms of targeting potential customers? If not, what has been inaccurate? [Response](#)
- Q21. Do you rely exclusively on data from Avista when targeting potential customers or do you also "target" customers on your own? For example, if you see a small business that is not on your list from Avista, would you approach them for SB service? Why? [Response](#)
- Q22. Do you track if customers own or rent their property? Have you noticed any trends in participation or services received related to ownership? [For example, are property owners more likely to participate than tenants?] [Response](#)
- Q23. What interactions do you have with SBW management about this program? How often do you meet with them and how do you meet (in-person, calls, etc.)? [Response](#)



- Q24. How are the interactions between you and SBW management? Is there anything that could be improved in terms of your communication with SBW management? How could communication be improved? [Response](#)
- Q25. What interactions, if any, do you have with Avista staff re the SB program? How often do you meet with them and how do you meet (in-person, calls, etc)? Are the interactions between you and Avista sufficient to make the program run smoothly? Is there anything that could be improved in terms of your communication with Avista? How could communication be improved? [Response](#)

## Success and Challenges

- Q26. Have there been any surprises in implementing the SB program? If so, what were they? [For example: Reaching businesses you did not expect to reach, installing different measures than anticipated, more/less interest in the program than anticipated?] [Response](#)
- Q27. What has been the biggest challenge in implementing the program so far? [Response](#)
- Q28. What has been done to overcome the challenge? [Response](#)
- Q29. What has been the biggest success in implementing the program so far? [Response](#)

## Future Opportunities

- Q30. What changes to the program, if any, are planned in the coming year? [Response](#)
- Q31. What changes should be made, if any? Why? [Response](#)

Thank you again for your time today, before I let you go...is there anything else you'd like to tell me about your experiences with SB, anything else I should have asked about? [Response](#)

## Small Business Participant Survey:

### Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	Phone survey
Estimated Time to Complete	About 10 minutes
Population Description	2015 Small Business participants
Sampling Strata Definitions	Measure type
Population Size	1,181
Contact List Size	200
Completion Goal(s)	41
Contact List Source and Date	Avista, January 4, 2016
Type of Sampling	Stratified random
Contact Sought	Representative
Fielding Firm	

**Table 2: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	ASSOCIATED QUESTIONS
Their experience with the implementer (professionalism, courtesy, explanation of program process the direct-install equipment, and other savings opportunities and Avista programs, timeliness and convenience of scheduling (if relevant)).	Q2, Q8, Q15, Q16, Q25 - Q28
Reasons for refusing any free DI measures (if applicable)	Q13, Q14, Q17, Q18
Plans to undertake any additional upgrades not covered by SMB, or upgrades they have already undertaken for which they did not receive an incentive (to estimate spillover)	Q9 - Q12, Q19 - Q22,
Barriers to taking advantage of Avista incentives for additional measures not covered by SMB	Q23, Q24
Business and respondent characteristics (own or lease building, business owner or employee, type and size of business)	Program data and Q1 Q29 - Q31
Their intentions related to participating in the program and the program influence regarding the implemented measures (to estimate freeridership)	Q3 - Q7

Programming note style conventions in this document:

- ) [PROGRAMMING] Programming instructions are in bracketed CAPS.

- > [*Interviewer notes*] Onscreen interviewer instructions are in *italics*.
- > [**Piped value**] Database inputs are in **bold**.

For each multiple response question, create separate binary variables for each response option.

# Instrument

---

## Script

Hello, My name is \_\_\_\_\_ and I am calling on behalf of Avista Utilities about the recent free energy audit and items Avista provided your business through their Small Business (SB) program. The audit included a review of energy using equipment in your facility and identified ways you could save energy and money. The person who provided the audit may have installed energy saving equipment such as energy efficient lighting, water saving measures such as faucet aerators or energy saving devices attached to office equipment and vending machines. Do you recall receiving any of these items or services?

*[If not]* Can I please speak to a manager or someone else at your facility that may have been around when the energy audit and energy saving measures were installed?

*[If someone cannot be identified, terminate call]*

*[If someone can be identified start script over with new respondent]*

*[If respondent recalls receiving equipment, proceed with script below?]*

As part of Avista's interest in improving its programs, I would like to speak with you about your experience with the program including the people that provided the energy audit and the performance of the installed items. Do you have about 10 minutes to go through some questions with me now?

*[If they don't have time, schedule a time]*

*[If they do have time, proceed to survey.]*

In order to go through the call as quickly as possible, would it be alright if I recorded our conversation. The recording is confidential. It helps me make sure I capture everything you tell me as accurately as possible.

## Introduction

[ASK ALL]

Q1. To start with, please tell me your role at the business that received services and items through the SB program?

[SINGLE RESPONSE]

1. Owner/President
2. Executive staff (VP, Directors)
3. Manager

*[Do not read:]*

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 97. Not applicable
- 98. Don't know
- 99. Refused

[ASK ALL]

Q2. How did you first hear of the opportunity to participate in Avista's Small Business program? Did you first hear about it from...

[SINGLE RESPONSE]

- 1. A contractor
- 2. An Avista representative in person (including an SBW person)
- 3. Phone call from Avista representative
- 4. Direct mail from Avista
- 5. Friend or colleague

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q3. What made you decide to participate in the Small Business program? [DO NOT READ. PROBE TO CODE IF NECESSARY. SELECT ALL THAT APPLY.]

[MULTIPLE RESPONSE]

- 1. Saving money on energy bills
- 2. Conserving energy/protecting the environment
- 3. Getting free equipment
- 4. Replacing broken equipment
- 5. Acquiring the latest equipment
- 6. Seeking improved lighting
- 7. Participation was easy

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q4. Prior to participating in the Small Business program, had you considered installing...

[MULTIPLE RESPONSE]

- 1. Water saving measures such as faucet aerators or rinse valves
- 2. Lighting such as LED bulbs
- 3. Plug load energy saving devices such as smart power strips and misers of vending machines

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK IF Q4 = 1]

Q5. On a scale of one to five where 1 is not at all likely and five is very likely, how likely were you to install water saving measures without the program in the next year?

[MULTIPLE RESPONSE]

- 1. 1 - Not at all likely
- 2. 2
- 3. 3
- 4. 4
- 5. 5 - Very likely

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK IF Q4 = 2]

Q6. On a scale of one to five where 1 is not at all likely and five is very likely, how likely would you have been to install energy efficient lighting without the program in the next year?

[MULTIPLE RESPONSE]

- 1. Not at all likely
- 2. 2
- 3. 3
- 4. 4
- 5. Very likely

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK IF Q4 = 3]

Q7. On a scale of one to five where 1 is not at all likely and five is very likely, how likely would you have been to install energy saving plug load devices without the program in the next year?

[MULTIPLE RESPONSE]

- 1. Not at all likely
- 2. 2
- 3. 3
- 4. 4
- 5. Very likely

[Do not read:]

- 98. Don't know

99. Refused

[ASK ALL]

Q8. Now I'd like to discuss how you decided which equipment to replace. When the installer/assessor visited your business, what types of upgrades or changes did you discuss with them? [Probe if necessary: Did you discuss anything else with them?] [DO NOT READ, PROBE TO CODE IF NECESSARY, SELECT ALL THAT APPLY.]

[MULTIPLE RESPONSE]

1. Number of lights/fixtures to be replaced
2. Type of lights/fixtures to be replaced
3. Energy savings resulting from installed equipment
4. Prioritizing energy saving projects
5. Cost of equipment
6. Quality of lights/fixtures

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
97. Not applicable
98. Don't know
99. Refused

[ASK ALL]

Q9. Did the installer/assessor recommend or suggest any other upgrades or equipment change-outs at your site beyond what could be completed within their visit?

[SINGLE RESPONSE]

1. Yes
2. No

[Do not read:]

98. Don't know
99. Refused

[ASK IF Q9 = 1]

Q10. What other opportunities were identified by the installer/assessor?

1. [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

[ASK ALL]

Q11. Did you have any items or energy saving pieces of equipment that you thought should have been included when the installer/assessor made upgrades to your facility?

[SINGLE RESPONSE]

1. Yes

- 2. No
- [Do not read:]
- 98. Don't know
- 99. Refused

[ASK IF Q11 =1]

Q12. What other items should be included?

- 1. [OPEN-ENDED RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q13. Of the items recommended by the installer/assessor, which items did you reject?

[ASK IF Q13 INDICATES ITEM WAS REJECTED]

Q14. Why did you reject those items?

ITEM	Q13 - REJECTED		Q14 - WHY DID YOU REJECT?
	Yes	No	
a. Water saving measures (aerators, showerheads, and rinse valves)			
b. Lights			
c. Plug load savings (misers and smart power strips)			

## 1.1.Satisfaction

[ASK ALL]

Q15. I'm now going to list several aspects of the Small Business program. On a scale of one to five where one equals not at all satisfied, and five equals very satisfied, please tell me how satisfied you are with each of the following aspects of the program. *Interviewer: do not read 97-99*

[MATRIX QUESTION: SCALE]

ITEM	1 NOT AT ALL SATISFIED	2	3	4	5 VERY SATISFIED	97 No OPINION	98 DK	99 RF
a. The performance of the new equipment that was installed*								
b. The energy savings your business has experienced since the equipment was installed								
c. The ease of the paperwork or application								



d. Your interaction with program contacts								
e. Clarity of information provided by your assessor								
f. The quality of the installation work*								
g. The scheduling of the installation of measures								
h. Your overall experience with the program [ANCHOR LAST]								

[ASK IF ANY Q15<4]

Q16. You noted you were not fully satisfied with some aspects of the Small Business program. Why were you not satisfied?

- [OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know
99. Refused

## 1.2. Future Upgrades

[ASK ALL]

Q17. Of all the possible places where you could have replaced equipment with program supplied equipment, what percent of all [INSERT EACH POSSIBLE MEASURE NAME HERE] did you replace in your facility with program equipment?

[ASK IF Q17 <100%]

Q18. Why did you not replace all possible equipment with program equipment?

ITEM	Q17 - PERCENT	Q18 - WHY?
[ASK IF RECEIVED] Water saving measures (aerators, showerheads, and rinse valves)		
[ASK IF RECEIVED] Lights		
[ASK IF RECEIVED] Plug load savings (misers and smart power strips)		

[ASK ALL]

Q19. Since you received the SB program upgrades or within the next year, are you planning to make any upgrades to energy using equipment in your building [or the space you occupy in your building] without the use of financial incentives?

[SINGLE RESPONSE]

- Yes

- 2. No
- [Do not read:]
- 98. Don't know
  - 99. Refused

[ASK IF Q19 = 1]

Q20. What upgrades are you planning to make? [Probe for specific changes to lighting, HVAC, building shell changes, appliances, kitchen equipment, plug loads]

[ASK IF Q19 = 1]]

Q21. Why are you making these upgrades?

ITEM	Q20- PLAN AN UPGRADE				Q21- WHY ARE YOU MAKING THESE CHANGES?
	Yes	No	DK	Refused	
Lighting change					
HVAC change					
Building shell change					
Plug load changes					
Appliances					
Other					

[ASK IF Q19 =1]

Q22. On a scale of one to five where one equals not at all influential and five equals very influential, what influence, if any, did your participation in the SB program [if needed: the program that provided the free items you received] have on these upgrades you are planning?

- 1. 1 -Not at all influential
- 2. 2
- 3. 3
- 4. 4
- 5. 5 - Very influential

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q23. Would you consider contacting your utility prior to making any building upgrades in the future?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK IF Q23= 2]

Q24. Why would you not contact your utility?

[SINGLE RESPONSE]

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK ALL]

Q25. Prior to the installation of items through the Small Business program, were you aware of efficiency programs or incentives available through Avista?

[SINGLE RESPONSE]

- 1. Yes
- 2. No

[Do not read:]

- 98. Don't know
- 99. Refused

[ASK IF Q25 =1]

Q26. How did you learn about these other programs?

[DO NOT READ MULTIPLE RESPONSE]

- 1. Brochure
- 2. Print ads (newspaper, magazines, trade journal)
- 3. Contractor or distributor
- 4. Engineer or architect
- 5. Avista representative
- 6. Web search

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q27. When selecting equipment such as lighting or appliances, what are the most important factors you consider?

[DO NOT READ, MULTIPLE RESPONSE]

- 1. Cost of equipment
- 2. Available financing

- 3. Energy efficiency
- 4. Available incentives
- 5. Performance of equipment

[Do not read:]

- 96. Other, please specify: [OPEN-ENDED RESPONSE]
- 98. Don't know
- 99. Refused

[ASK ALL]

Q28. On a scale of one to five where one equals not at all important and five equals very important, how important are the following financial and product considerations when you are making upgrades?

[DO NOT READ, MULTIPLE RESPONSE]

ITEM	1 NOT AT ALL IMPORTANT	2	3	4	5 VERY IMPORTANT	97 No OPINION
The initial cost of the equipment						
The payback period						
Lifetime rate of return						
The equipment's effect on greenhouse gases						
A recommendation by a vendor or contractor you trust						
Purchasing a familiar brand						
Having an EStar or other environmental label						
A robust warranty						

### 1.3. Firmographics

[ASK ALL]

Q29. Which of the following pieces of equipment do you have in your facility?

[READ, MULTIPLE RESPONSE]

1. Heating equipment
2. Cooling equipment
3. Gas water heating
4. Electric water heating
5. An energy management system
6. Computer and office equipment
7. Refrigerator
8. Freezer
9. Ventilation fans
10. Air compressor
11. Cooking equipment

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q30. Which of the following best characterizes your business?

[READ, MULTIPLE RESPONSE]

1. Retail
2. Personal services (spa, salon, gym)
3. Food service (restaurants)
4. General office
5. Small grocery
6. Religious institution
7. Medical or dental
8. Veterinarian
9. Laundry
10. Property management

[Do not read:]

96. Other, please specify: [OPEN-ENDED RESPONSE]
98. Don't know
99. Refused

[ASK ALL]

Q31. Does your business use specialized energy using equipment that Avista should be aware of when designing energy efficiency programs?

[READ, MULTIPLE RESPONSE]

1. Yes. What equipment? \_\_\_\_\_
  2. No
- [Do not read:]
98. Don't know
  99. Refused

## 1.4. Recruit for Impact Evaluation

Thank you, this survey will help Avista deliver cost-effective services to their customers. We're also offering an opportunity to have a field inspector visit your facility to ensure the measures installed are operating properly and providing you with maximum energy efficiency. The visit will take about 30 minutes and requires NO advanced preparation on your part.

Avista relies on these on-site visits to calculate how much energy is being saved and to measure the success of programs such as this one. Your participation would be very much appreciated, so that Avista can continue to offer money saving programs to customers such as yourself.

If you choose to participate, you may or may not be randomly selected to receive an on-site visit.

- [ASK ALL]
- Q32. May we consider you for random selection for an on-site visit?
- [SINGLE RESPONSE]
- Yes  
No
- [Do not read:]
98. Don't know
  99. Refused

- [IF Q32 = 1, ELSE SKIP]
- Q33. What is the best number to call to schedule the appointment?
- [OPEN-ENDED RESPONSE]
- [Do not read:]
98. Don't know
  99. Refused

- [IF Q32 = 1, ELSE SKIP]
- Q34. And is that a cell or landline number?
- [SINGLE RESPONSE]
- Cell  
Landline
- [Do not read:]
98. Don't know

99. Refused

[IF Q32 = 1, ELSE SKIP]

Q35. And who should we ask to speak with to schedule the appointment?

[OPEN-ENDED RESPONSE]

[Do not read:]

98. Don't know

99. Refused

[IF Q32 = 1, ELSE SKIP]

Thank you. Not everyone who volunteers will be called. If your facility is selected, you will be contacted within the next 2 weeks to schedule an appointment for the visit.

That is all the questions I have for you. Thanks for your time.

\*\*\*\*\*END SURVEY\*\*\*\*\*

# Small Business Program Manager Interview Guide

## Instrument Information

**Table 1: Overview of Data Collection Activity**

DESCRIPTOR	THIS INSTRUMENT
Instrument Type	In-depth interview
Estimated Time to Complete	30-60 minutes
Population Description	Greta Zink, SB Program Manager at Avista and SBW Implementer Representative
Sampling Strata Definitions	None
Population Size	2
Contact List Size	2
Completion Goal(s)	2
Contact List Source and Date	Avista, Date TBD, RiA has Greta's contact info and SBW contact info
Type of Sampling	Census
Contact Sought	Management of SB Program
Fielding Firm	RiA

**Table 2: Research Objectives and Associated Questions**

RESEARCH OBJECTIVE	RESEARCH ISSUE	ASSOCIATED QUESTIONS
Assess program delivery	Understand communication between Avista and SBW	Q26 – Q29
	Understand implementation of program	Q10, Q15 – Q20, Q34 – Q32
	Understand marketing and outreach efforts	Q11, Q13
	Gather possible future opportunities for program	Q22, Q33
Assess market response to program	Understand barriers to customer participating in program	Q19, Q22
	Understand success of program from customer perspective	Q32
Understand program design and theory	Understand how program is intended to work	Q1, Q3, Q9, Q14
	Understand rationale for program existence	Q2, Q7 – Q8



## Interviewer Information

Interviewer instructions are in *italics*.

## Program Description

The Small Business program is a third-party-administered, direct installation/audit program that provides customer energy efficiency opportunities by (1) directly installing appropriate energy-saving measures at each target site, (2) conducting a brief onsite audit to identify customer opportunities and interest in existing Avista programs, and (3) providing materials and contact information so that customers are able to follow up with additional energy efficiency measures under existing programs. Direct-install measures include: faucet aerators, showerheads, pre-rinse spray valves, screw-in LED's, smart strips, CoolerMisers, and VendingMisers. The SB program is only available to customers who receive electric service under Rate Schedule 11 in Washington and Idaho; and natural gas service under Rate Schedule 101 in Washington. Schedule 11 customers typically use less than 250,000 kWh per year. The smaller size and the relatively large number of schedule 11/101 customers makes them a notoriously difficult to reach and underserved market segment. SBW Consulting, Inc., based in Bellevue, WA, will be operating the program from June 2015-May 2017.

Table 3 lists the estimated participation for each measure offered under the SB program, broken down by year. A total of 8,000 customers are expected to participate in the program, with 25% of the participation occurring in 2015.

**Table 3. Estimated SB Participation by Measure**

MEASURE/ITEM	ESTIMATED PARTICIPATION			
	2015	2016	2017	Total
Faucet Aerator	4,000	8,000	4,000	16,000
Shower Head	250	500	250	1,000
Spray Valve	75	150	75	300
CoolerMiser	75	150	75	300
VendingMiser	25	50	25	100
Tier 1 smart power string	1,000	2,000	1,000	4,000
Screw-in LED lamp (A-line 75W)	250	500	250	1,000
Screw-in LED lamp (A-line 100W)	250	500	250	1,000
Screw-in LED lamp (BR30)	125	250	125	500
Screw-in LED lamp (BR40)	125	250	125	500
Screw-in LED lamp (PAR30)	125	250	125	500
Screw-in LED lamp (Par38)	125	250	125	500
Audit (Basic)	2,000	4,000	2,000	8,000
Audit (HVAC)	500	1,000	500	2,000

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Audit (Lighting)	500	1,000	500	2,000
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# Instrument

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## Introduction and Background

[ASK ALL Q1-Q6]

- Q1. Please tell me your role in regards to the Small Business (SB) program? [Response](#)
- Q2. How long have you been involved with the SB program? I understand that SB has only been around since mid-year 2015 but I am wondering if you were involved in program design and planning. If so, how were you involved? [Response](#)
- Q3. Please briefly provide an overview of how the program works from identifying prospective customers through completing the project and attributing savings? [Response](#)
- Q4. I understand you are targeting customers based on clusters of like customers and geographically. Is that correct? Can you explain how you cluster or target these customers? How do you determine the clusters? [Response](#)

Probes, as needed:

- How useful was the “Data Analytics” that Avista provided to help you identify customers? How exactly did you use it?
  - How many “clusters” did you identify?
- Q5. [If not addressed above] What information do you provide customers on the installed equipment? [Response](#)
- Q6. [If not addressed above] How do you determine what equipment to provide a customer? [Response](#)

## Program Goals and Plans

[ASK ALL Q7-Q10]

- Q7. Why did Avista choose to start the SB program? [Response](#)
- Q8. Who was involved in the creation of the program? [Response](#)
- Q9. Is the SB program meeting its intended goals so far? If not, why not and what can be done to improve participation? If exceeding goals, why? [Response](#)
- Q10. How are installers paid for their services? Are they paid by the measure installed, a flat fee, some other way? [Response](#)

## Marketing and Implementation

[ASK ALL Q11-Q25]

- Q11. Do you do any program marketing and promotion other than through the door-to-door contacts? If so, what? [Response](#)
- Q12. Have any customers reported having heard about the program before the SBW installer showed up at their door? If so, how did they learn about the program? [Response](#)
- Q13. Do SBW installers provide marketing materials or other references to SB customers about other Avista programs available to them? [Response](#)
- Q14. Has the SB program led to the installation of prescriptive or Site Specific measures or led to other program involvement among customers? How are you tracking the connection of participants across programs? [Response](#)
- Q15. Which measures appear to be most popular among customers so far? Why are these the most popular? [Response](#)
- Q16. Are there measures that you think should be installed that are not currently part of the program? What are those measures and why should they be included in the program? [Response](#)
- Q17. What percentage of potential customers turn down the SB services? Why do they reject the SB services? [Response](#)
- Q18. What information do you track about the customers you offer the SB services to – both those who accept the services and those who reject them? [Response](#)
- Probes:
- Do you track every customer you offer the service to? If so, how?
  - Do you track location, business type, size, demographics? If so, are you finding anything interesting about who does or does not accept services?
- Q19. Are there certain measures customers reject? If so, what are those measures and why do they reject them? Are there certain barriers that exist to installing some measures? What are those barriers? Do these barriers differ by business type, location, or demographics? [Response](#)
- Q20. Is there any cap on the number of measures a customer can receive? If there is a cap, what is that cap and how was that cap determined? [Response](#)
- Q21. What have you noticed, if anything, in terms of the variation in the number of measures installed by business type or location? [Response](#)
- Q22. What feedback, if any have you heard from customers about the program? Is there anything they particularly liked about the program? Something they think should be changed? [Response](#)
- Q23. What quality control and quality assurance measures in place? How are you involved, if at all, in quality control and assurance? [Response](#)
- Q24. What information do you track about the customers? [Response](#)
- Q25. Do you track if the customer owns or leases the property? [Response](#)

## Communication and Coordination

[ASK ALL Q26-Q27]

- Q26. How has the communication between SB implementers and Avista staff gone since program inception? How often do you meet and interact? [Response](#)
- Q27. Are there ways to improve communication between SBW and Avista? How so? [Response](#)

[Q28-Q29 FOR AVISTA STAFF ONLY]

- Q28. How often do you receive updates on the progress of SBW's work? Is this timeframe sufficient? Why? [Response](#)
- Q29. What tasks or services, if any, would you like SBW to do now that they are not currently doing? Why do you want these tasks or services done? [Response](#)

## Success and Challenges

[ASK ALL Q30-Q32]

- Q30. Have there been any surprises in implementing the SB program? [For example: Reaching businesses you did not expect to reach, installing different measures than anticipated, more/less interest in the program than anticipated?] [Response](#)
- Q31. What has been the biggest challenge in implementing the program so far? What has been done to overcome the challenge? [Response](#)
- Q32. What has been the biggest success in implementing the program so far? What has been done to promote this success? [Response](#)

## Future Opportunities

[ASK ALL Q33-Q34]

- Q33. What changes to the program, if any, are planned in the coming year? Why are you planning to make these changes? [Response](#)
- Q34. Are there changes you would like to make to the program? What are they and why do you want to make those changes? [Response](#)

Thank you again for your time today, before I let you go...is there anything else you'd like to tell me about your experiences with SB, anything else I should have asked about?