

# Process Evaluation of SoCalGas' 2006–2008 Non-Residential Programs *Volume III of III: Data Collection Resources*



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# 1. SCG 3501: Codes and Standards Program (C&S)

**Table 1-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	July	Determine level of understanding about the program.	2	2	List of program managers provided by SCG
Contractors	In-depth interview	October	Satisfaction with program, program effectiveness	5	5	Program Manager
Stakeholders	In-depth interview	October	Satisfaction with program, program effectiveness	3	3	Program Manager

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## 1.1 In-depth Interview Guide: Contractors

1. Can you describe your role with the CASE studies?
2. How do you coordinate with the utilities on the CASE studies?
3. How are the CASE study issues chosen? How is this process working? How can this be improved?
4. Get detailed information on the CASE study process, what goes on during study period, how are results used at the end and who do they report their results to?
5. What data reporting activities do you engage in, and how often? Ask for any reports, presentations, and memos that present findings or recommendations from CASE studies discussed.
6. How did you interact with stakeholders? What stakeholder groups? Are there other people we should talk to that were involved in these CASE studies? Do you feel that there was sufficient stakeholder involvement? (ask for contacts for EACH study they are involved in.)
7. What challenges, if any, do/did you face during the CASE study process (i.e., technical problems or issues with stakeholders)?
8. How do/did you work with the utilities, if at all, to resolve these issues?
9. What could SDG&E and SCG do to better support you through the code revision process? Get specific detail on their interaction with SDG&E/SCG – if they work almost exclusively with SCE or PG&E on joint CASE studies, then note this.
10. Conversely, is there anything that your team might be able to do to better support the utilities?
11. Do you have any other suggestions on how SCG and SDG&E can create a more successful Codes and Standards program?
12. What is the role of the CEC in this process, how do you interact with them?
13. Do you feel that the CEC considers your input carefully? What can be done to improve this? Has the CEC ever overridden your recommendations?
14. Is there anything else you can recommend that might need to be changed in the CASE study process?
15. Are there other people we should talk to that were involved in these CASE studies? (ask for contacts for EACH study they are involved in.)
16. Which CASE studies have led to code revisions so far (or will)?

Be sure to ask them if you can call back if you have additional questions.

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## 1.2 In-depth Interview Guide: Stakeholders

1. How or why did you get involved with this CASE study/code revision process?
2. Can you describe your role with the CASE studies?
3. Who did you coordinate with on the CASE studies? How did you coordinate with them – meetings, reports, phone conversations?
4. What guidance did you provide (and to whom)?
5. How was the advice received and did it affect the final outcome of the CASE studies?
6. What other stakeholders are involved? How do you coordinate with them?
7. What is the role of the CEC in this process, how do you interact with them?
8. What challenges, if any, do/did you face during the CASE study process (i.e., technical problems or issues with other stakeholders)?
9. How were these issues resolved?
10. What could the utilities or the engineers conducting the CASE studies do to better to work with you during code revision process? Get specific detail on their interaction with SDG&E/SCG – if they work almost exclusively with SCE or PG&E on joint CASE studies, then note this.
11. Conversely, do you see any ways that people involved in the industry like you might be able to better support the code revision process?
12. Do you feel that there is sufficient stakeholder involvement in the CASE study/code revision process in general?
13. Is there anything else you can recommend that might need to be changed in the CASE study process?
14. Are there other people we should talk to that were involved? (ask for contacts for EACH study they are involved in.)

Be sure to ask them if you can call back if you have additional questions.





## 2. SCG 3503: Education and Training Program (E&T)

**Table 2-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager and key utility staff	In-depth interview	June - January	General understanding of program.	NA	6	Program Information/Program Manager
Seminar Advisors	In-depth interview	September	Feedback on ERC processes (course/content selection etc.), interaction with/input from other programs' managers	5	3	List of seminar advisors compiled based on program information.
Seminar Instructors	In-depth interview	October	Perceived usefulness of content to target audience, feedback on ERC processes, how other programs are promoted	16	3	List of seminar instructors compiled from attendance lists for subset of Q3 2007 seminars
Program Managers of Non-Residential Resource Acquisition Programs	In-depth interview	September	Determine level of understanding about the ETP, input into events calendar, communication with ETP/ERC staff, perceived role/value in meeting own program's goals	9	4	List of program managers compiled from program information.
Observation of Seminars/Trainings	Onsite Observation	September	Observe education approach, applicability, concepts taught, how other programs are promoted	26	3	ERC event calendar for Q3 2007
Seminar Attendees	On-line Survey	December - January	Reasons for attending seminar, satisfaction with seminar, suggestions for improvement/new ideas, behavioral changes as a result of attending seminar	998	171	Lists of Q3 2006 and Q3 2007 seminar attendees. Randomly selected ~50% from each seminar.

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## 2.1 In-depth Interview Guide: Energy Resource Center “Expert” Advisor

September 18, 2007

### Introduction

For use in person at the ERC, as well as for follow-up interviews.

Name & Title: \_\_\_\_\_

Date: \_\_\_\_\_

Time: \_\_\_\_\_

Phone number: \_\_\_\_\_

### For Advisors/Facilitators

A1. Can you provide a list of the “experts” or “instructors” that are used in each of the classes that you oversee? Where could we get this list?

A2. How do you recruit instructors (i.e., the “experts”)?

### Background

1. What courses do you oversee/teach? (Probe for official name of each course—if lots, probe for course names in this quarter: July through September 2007.)

2a. What is your background as a teacher of this/these course(s)? How long have you been teaching? What is your primary profession?

2b. How many sessions of each of these courses did you teach? (Note time frame, e.g., per month, per year) And about how many people would you estimate that you reach each session (i.e., July through September).

3. For each course that you have taught what was the approximate class size? Was this too many, too few or just right?

### Marketing and Promotion of Courses

4. Are you involved in recruiting participants for your courses? If so, in what way? If not, who does this?

4a. How are participants in the course recruited?

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4b. Explore interactions with Mark Drake's Group (if any). Interactions with other groups on marketing and promotion.

### **Communications with Other Groups**

5a. Do you coordinate with others at the ERC? With whom and in what ways?

5b. Do you coordinate with the IOUs (SoCalGas or SCE)? With whom and in what ways?

5c. Is there anyone else with whom you coordinate?

### **Curriculum**

6. What role do you play in the development of the curriculum? Are you responsible for developing the course content and materials for the courses that you teach? Do you work with anyone else in developing course content and materials? If not, who does?

7a. What are the strong points of the course(s)? What are the weak points of the course(s)?

7b. What would make the course more useful for participants?

8. Do you have copies of the presentations, materials and handouts for your courses? (Probe to see if we can get materials.)

### **Students**

8. For each course you teach who typically attends? [End users, building managers, contractors, engineers, architects, designers, sales people]

9. Are there types of people who should attend your course(s) that are not?

10. (For each course that you teach) approximately what percent of the students have the appropriate background for the course? What percent find the course too challenging? What percent find the course too easy?

11. What do students like best about your course? What do they like least?

### **Outcomes**

12. What do you think is the participants' knowledge level about the course topics BEFORE they attend your courses? (I.e., their "baseline" knowledge.) Do you think most participants learn a lot of new things? Some new things? Does this baseline knowledge vary a lot among the different participants? For different courses you teach?

13. Do you feel that the courses you teach provide the right level of detail for the participants?

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14. For each of the courses you teach what do you want the participants to get out of the course? What do you want them to do with the information you provided? What changes are you trying to induce? (Probe for specific measures: lighting? HVAC? Equipment or behavioral changes? O&M? What exactly?) If we were to call participants six months after the training to understand behavioral changes, what changes should we be asking about? Would six months be the right timing? When would you expect participants to make changes in response to your trainings?

15. How specific is the information provided in the courses? Does it include specific recommendations that the participants can take and implement at their facilities?

16. Do you ever have contact with participants after the course is completed? If so, have you received feedback from participants regarding what changes they implemented?

17. In any of your courses, do you direct participants to any of the utility's energy efficiency programs? If so, which ones? How do you direct them to those programs? (E.g., do you hand out program materials, do you talk about them? How effective do you think is this promotion of those programs?

#### **Recommendations**

18. Do you have any suggestions for getting more participants enrolled in your courses? Do you have suggestions for getting different types of participants to enroll in your course?

19. Are there any other topics or courses that the ERC should offer?

20. Do you have any other recommendations on how to improve the educational opportunities provided by the ERC?

#### **Follow-up for Eval**

21. We will be conducting case studies on companies whose employees have attended ERC courses and have applied what they have learned at the ERC in their own facilities. Could you recommend any companies who would be good examples for a case study?

22. If we conduct a follow-up Internet survey, what should we ask about? What are the benefits/drawbacks of doing this? Do you expect that we would be able to capture behavioral changes from your training through this type of survey effort?

## 2.2 Onsite or Event Data Collection Form: E&T Seminars/Training

<b>UTILITY/PROGRAM:</b>	
<b>Event Title:</b>	
<b>Event Description:</b>	
<b>Location:</b>	
<b>Date and Time:</b>	
<b>Total Participants and/or Approximate Number of People at the Overall Event</b> (for events, also include description of the percentage or number that came into contact with the program, e.g., 1000 people at event, 10% touched)	
<b>Did You Get Lists of Attendees or People Touched by the Event:</b>	<input type="checkbox"/> Yes <input type="checkbox"/> No, but list is available contact <hr/>
<b>Utility or 3P Contact Name(s) and Title/Company:</b>	
<b>Contact Info/Phone:</b>	
<b>Instructor Name and Title/Company, if applicable:</b>	
<b>Instructor Info/Phone</b>	

### I. Description of The Target Market (e.g., who attended, market segment or business type, job titles)

Text here on who attended, market segment or business type, job titles. For larger events, if you have any indication of the percentage of the market segment or business type, include that here.

### II. Description of the Education Approach or How They Educate the Target Market

Text here on how they educate

### III. Observations on the Applicability of this Approach for the Target Market, and the Value of this Approach (refer to actual observations or comments from participants if possible)

Text here on “why this approach” and whether it is a good approach, with supporting observations

**IV. Description of All Materials or Information Used During the Event** (e.g., brochures, booths, presentations, handouts etc.)

List all materials or hard copy information used:

Type of Material	Description of Material Content	Number Handed Out or Used	Was This Material “Taken Away” by Participants?	ODC Received Copy or Picture

**V. Description of the Specific Concepts Taught to the Target Market**

Text here on what energy saving actions they emphasized

**Via. Did they Promote Any Utility or Other 3P Programs (and if so, which ones and to whom)**

**Vib. Did they Promote Any Other Parts of Their Own Program (e.g., outreach event promoting one-on-one counseling or a hotline or website) (and if so, what and to whom)**

**VII. If Event Was At Customer Facility, Describe Actual Energy Saving Actions That Were Implemented at Time of Observation**

**VIII. Observations Made By “Participants”** (include comments made during events and comments you might gather in your interactions after the event)

**IX. Observations Made by Instructors or Implementers** (include comments made during events and comments you might gather in your interactions after the event)

**X. Recommendations for Improvements to Approach** (please indicate whether these are recommendations made specifically by the target market, or recommendations from the evaluator based on observations.)

**XI. Other Comments Specific To This Event**

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## 2.3 In-depth Interview Guide: Energy Resource Center “Expert” Instructor

October 10, 2007

Date/Time: \_\_\_\_\_ Interviewer: \_\_\_\_\_

Interviewee: \_\_\_\_\_ Phone number: \_\_\_\_\_

### Introduction

Hello, my name is \_\_\_\_\_ and I’m calling from Opinion Dynamics, an independent research firm. We were hired by the Southern California Gas Company to conduct an evaluation of their energy efficiency programs, including the Energy Resource Center. I would like to ask you a few questions about the seminar(s) you have recently taught at the ERC. This call should take about 20 minutes, and your responses will be kept confidential.

### Background

1a. According to our records you taught [COURSE] on [DATE]. Is this correct? What other courses do you teach at the ERC? How many sessions of these courses do you teach? In all, approximately how many people attend your seminars each year?

1b. How did you get involved in teaching seminars at the ERC?

1c. Do you think the format and size of the seminars you teach is appropriate? If not, what could be improved?

1d. How well do you think the Energy Resource Center works as a venue for these seminars? Is there anything that could be improved?

### Marketing and Promotion of Courses

2a. Are you involved in recruiting participants for your courses? If so, in what way? How are participants in the course recruited? If not, who does this?

2b. Are you involved with the marketing or promotion of the course? If yes, who do you work with? At the ERC? Other people at the Gas Company? (Probe to see if they work with Mark Drake’s group) If no, who is?

2c. How could the marketing or promotion of the course be improved?

### Interactions with ERC Staff and Other Groups

3a. How do you interact with staff at the ERC? (Probe for course topics, content, etc.)

3b. Do you interact with other SoCalGas staff other than ERC staff? Do you interact with SCE staff or staff of other utilities? With whom and in what ways? Is there anyone else with whom you interact with respect to these seminars?

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## Curriculum

- 4a. What role do you play in the development of the curriculum? Are you responsible for developing the course content and materials for the courses that you teach? Do you work with anyone else in developing course content and materials? If not, who does?
- 4b. What are the strong points of the course(s)? What are the weak points of the course(s)? What do students like best about your course?
- 4c. What would make the course more useful for participants? What do students like least?
- 4d. Does the ERC keep a copy of the presentations, materials and handouts of your courses? If not, do you keep copies? (Electronic or hard copy?) If we needed a copy in the future, could we follow up by e-mail?

## Students

- 5a. For each course you teach who typically attends? [End users, building managers, contractors, engineers, architects, designers, sales people]
- 5b. Are there types of people who should attend your course(s) that are not?

## Outcomes

- 6a. What do you think is the participants' knowledge level about the course topics BEFORE they attend your courses? (I.e., their "baseline" knowledge.) Do you think most participants learn a lot of new things? Some new things? Does this baseline knowledge vary a lot among the different participants? For different courses you teach?
- 6b. Do you feel that the courses you teach provide the right level of detail for the participants?
- 6c. For each of the courses you teach what do you want the participants to get out of the course? What do you want them to do with the information you provided? What changes are you trying to induce? (Probe for specific measures: lighting? HVAC? Equipment or behavioral changes? O&M? What exactly?) If we were to call participants six months after the training to understand behavioral changes, what changes should we be asking about? Would six months be the right timing? When would you expect participants to make changes in response to your trainings?
- 6d. How specific is the information provided in the courses? Does it include specific recommendations that the participants can take and implement at their facilities or in their jobs?
- 6e. Do you ever have contact with participants after the course is completed? If so, have you received feedback from participants regarding what changes they implemented?
- 6f. In any of your courses, do you direct participants to any of the utility's energy efficiency programs? If so, which ones? How do you direct them to those programs? (E.g., do you hand out program materials, do you talk about them?) If not, does anybody else from the ERC promote the Gas Company's energy efficiency programs? How effective do you think is this promotion of those programs?



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**Recommendations**

7a. Do you have any suggestions for getting more participants enrolled in your courses? Do you have suggestions for getting different types of participants to enroll in your course?

7b. Are there any other topics or courses that the ERC should offer?

7c. Do you have any other recommendations on how to improve the educational opportunities provided by the ERC? What could the ERC do better to support you in the seminars you teach?

**Follow-up for Eval**

8a. We will be conducting case studies on companies whose employees have attended ERC courses and have applied what they have learned at the ERC in their own facilities or in their jobs. Could you recommend any companies who would be good examples for a case study?

8b. If we conduct a follow-up Internet survey, what should we ask about? What are the benefits/drawbacks of doing this? Do you expect that we would be able to capture behavioral changes from your training through this type of survey effort?

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## 2.4 In-depth Interview Guide: Program Managers

### Questions for Resource Acquisition Program Managers Marketing and Outreach Related Research (for Delivery Channel Innovation Program and Education and Training Program)

August 2007

*Due to the fact that Delivery Channel Innovation Program and Education and Training Program interact with most of the other non residential programs, ODC plans to conduct interviews with key resource acquisition Program Managers, including program managers of key programs such as the Express Efficiency Program.*

*We will include an intro when calling that explains who we are, and our efforts to coordinate with the other members of the evaluation team that they recently talked to. We will also explain that we want to ask about two areas: marketing of their program and their interactions with the ERC.*

1. What are the main marketing and outreach activities your program undertakes? [*PROBE FOR: events, contacts through AEs, workshops or seminars, mailings, website*]
  - a. What marketing collateral do you use to promote these activities? [*PROBE for mailers, fliers, websites etc*]
2. Can you describe the process of creating marketing collateral for your program?
  - a. Who does this?
  - b. Who do you work with? [*PROBE for internal and external names of groups and people*]
  - c. What other parts of SoCalGas do you coordinate with?
  - d. In terms of the amount of effort spent, how much of this falls on your program and how much falls on other groups within SoCalGas?
3. In terms of the spending for marketing, how much of that is part of your program's budget?
  - a. How much falls on other programs or funding from SoCalGas?

#### ***Coordination of Programs with the Delivery Channel Innovation Program – “Mark Drake’s Group”***

I want to ask specifically about the interactions between your group and Mark Drake's group (Michelle Cook, Ronnie Paoletto, Lizette Verduzco).

4. How are your marketing activities coordinated with Mark Drake's group?
  - a. Do you interact with anybody in that group on a regular basis, or as needed?
  - b. In general, how often does this interaction take place?
  - c. Is there a specific contact person at your program and/or in Mark's group who is responsible for those interactions?
  - d. Do they occur in person, by e-mail, or by telephone?

- 
5. How are the following responsibilities divided between your program and Mark's group:
    - i. deciding what promotional activities to run and when,
    - ii. developing the content of the materials,
    - iii. physically distributing the materials?
  - b. What role do you play?
  - c. Do you have any suggestions for how this could be coordinated better?
6. [IF NOT ALREADY EXPLORED IN Q3, ASK SPECIFICALLY ABOUT MARK'S GROUP] How is the cost of marketing and outreach for your program divided between your program's budget and the general marketing budget of Mark's group?
- a. [Probe, if necessary:
    - i. Who pays for what?
    - ii. What is the approximate % share that your program pays?]
7. Does your staff attend any outreach events that cover issues relevant to your program?
- a. If so, how many of your staff attend and how often.
  - b. If not, why not?
8. In your opinion, what is the main role of Mark Drake's group in terms of supporting your program?
9. How well do you think that group fulfills this role/these roles?
- a. How useful do you think they are in promoting your program and helping your program meet its goals?
10. What value does Mark Drake's group provide to you and your programs?
- a. How valuable do you think they are?
  - b. How could they be more valuable?
11. Do you have any suggestions on how to improve the value of this group, or other people or groups at SoCalGas, in terms of promoting your program and helping your program meet its goals?

### ***Coordination with the Energy Resource Center***

I also want to ask a few questions about your interactions with the Energy Resource Center (ERC).

12. How does your program interact with the ERC?
  - a. How do you interact with them?
  - b. Do you interact on a regular basis, or as needed?
  - c. In general, how often does this interaction take place?
  - d. Is there a specific contact person at your program and/or at the ERC who is responsible for those interactions?
  - e. Do they occur in person, by e-mail, or by telephone?
13. In your opinion, what is the main role of the ERC in terms of supporting your program?

- 
14. Are there events held at the ERC that are relevant to your program?
    - a. What are they? (*Probe to see what they are aware of and what they interact with*)
    - b. Can you describe the most recent event (or some past event)?
    - c. Did you or your program staff attend this event?
    - d. Did you recommend this event to your customers?
    - e. How did you promote it (*Probe – Through mailings, through AE's, at events*)?
    - f. Do you have any events planned in the future
  
  15. Does your staff attend ERC events that cover issues relevant to your program?
    - a. If so, how many of your staff and how often.
    - b. If not, why not?
  
  16. For events relevant to your program, how are the following responsibilities divided between the ERC and your program:
    - i. deciding which events to offer and when,
    - ii. developing the event content,
    - iii. promoting the event?
    - a. What role do you play?
    - b. Do you have any suggestions for how this could be coordinated better?
  
  17. Other than hosting events relevant to your program, are there any other functions the ERC fulfills that are directly related to your program?
  
  18. How well do you think the ERC fulfills this role/these roles?
    - a. How useful do you think the ERC is in promoting your program and helping your program meet its goals?
  
  19. Overall, what value does the ERC provide to you and your programs?
    - a. How valuable do you think they are?
    - b. How could they be more valuable?
  
  20. Do you have any suggestions on how to improve the value of the ERC related to your program and helping your program meet its goals?

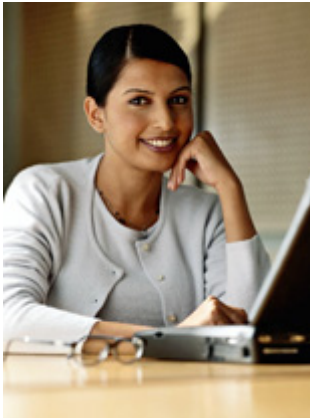
## 2.5 On-line Survey Invitation: E&T Seminar Attendees

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Make sure you receive our emails by adding [webmaster@socalgas.com](mailto:webmaster@socalgas.com) to your address book.



# TELL US YOUR OPINION



Dear Antje Siems,

In the past year, you've attended a course, HVAC vs. the House: The Invisible Conflict, at The Gas Company's Energy Resource Center (ERC). In an effort to improve the quality of future classes offered at the ERC, we'd like your opinion about your experience.

Please take a few minutes to complete this short online survey. Thank you in advance for your time.

Please tell us your opinion by January 10th.



[Take the survey now!](#)

Please note that you do not have to complete the entire survey at once. You can either press the "Quit" button and follow the instructions or close your browser. When you go back to the survey at a later time, the survey will pick up from where you left off.

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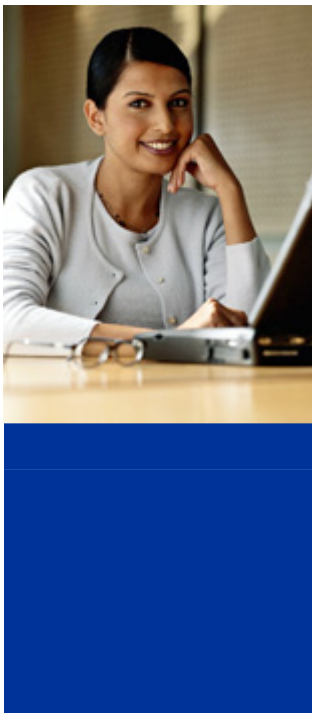
## 2.6 On-line Survey Reminder: E&T Seminar Attendees

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Make sure you receive our emails by adding [webmaster@socalgas.com](mailto:webmaster@socalgas.com) to your address book.



# TELL US YOUR OPINION



Recently, we sent you an email invitation to participate in an online survey regarding seminars offered at The Gas Company's Energy Resource Center (ERC). If you haven't already done so, please take a few minutes of your time to share your opinion about your experience at the ERC. Your feedback will help us improve future classes so that we can better educate customers on how to use energy more efficiently.

Please tell us your opinion!



[Take the survey now!](#)

Please note that you do not have to complete the entire survey at once. You can either press the "Quit" button and follow the instructions or close your browser. When you go back to the survey at a later time, the survey will pick up from where you left off.

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## 2.7 On-line Survey Instrument: E&T Seminar Attendees

### Process Evaluation Survey

#### Introduction

1. According to our records you attended a seminar called [COURSE] on [DATE]. Is this correct?
  1. Yes
  2. No [THANK AND TERMINATE]
  
2. Which of the following best describes your company?
  1. My company provides services or equipment to customers, such as design, engineering or construction (e.g., contractor)
  2. My company handles the operation of buildings we own or manage but do not necessarily occupy (e.g., management company)
  - 3 My company occupies space for which we make equipment and energy related decisions (e.g., manufacturing facility, restaurant)
  4. My company is the Southern California Gas Company [THANK AND TERMINATE]
  5. Other, please specify

[ASK IF Q2=1]

3. What types of energy related services or equipment does your business provide? (Check all that apply)
  1. Construction
  2. Engineering or architectural design
  3. Lighting design assistance, sales, installation
  4. HVAC equipment sales, installation, repair or maintenance
  5. Refrigeration equipment sales, installation, repair or maintenance
  6. Motor equipment sales, installation, repair or maintenance
  7. Pumping/hydraulic equipment sales, installation, repair or maintenance
  8. Other equipment sales, installation, repair or maintenance (Specify)
  9. Facility operations or maintenance
  10. Energy technology research/consulting
  11. Other, please specify

[ASK IF Q2=2,3]

4. Please describe your position at your company with regards to energy decisions (check more than one if applicable)
  1. I set the facility's energy policies
  2. I oversee day-day energy practices at the facility
  3. I do not have any direct influence over energy policies or practices
  4. Other, please specify

5. How did you hear about the ERC and the seminars/workshops they offer? (Check all that apply)

1. A utility representative
2. Information in my utility bill
3. Brochure from utility
4. Utility website
5. Email from utility
6. Professional organization (Specify)
7. Display at trade show
8. Trade magazine
9. A colleague at my company
10. A colleague outside my company
11. A consultant or contractor
12. Other, please specify
13. Don't remember

6. Which of the following statements best describes your motivation for using the ERC's services. (Check all that apply)

1. I wanted to save money on my/my company's energy bills.
2. I wanted to learn about new technologies.
3. I wanted my company to be (or become) a recognized leader in energy efficiency practices.
4. I did not have a specific motivation.
5. Other, please specify

7. What is the best way to inform you of future seminars offered by the ERC? (Check up to 5.)

1. A utility representative
2. Information in my utility bill
3. Brochure from utility
4. Utility website
5. Email from utility
6. Professional organization (Specify)
7. Display at trade show
8. Trade magazine
9. A colleague at my company
10. A colleague outside my company
11. A consultant or contractor
12. Other, please specify

[IF Q2=5, SKIP TO M1]

8. Please read the following statements and rate your agreement with each statement using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree.

[ASK IF Q2=1]

8a. As a result of taking the [COURSE] seminar, I am more aware of energy efficient technologies or practices for my clients.

1      2      3      4      5      6      7      8      9      10      NA



[ASK IF Q2=1]

8b. As a result of taking the [COURSE] seminar, I am more likely to recommend energy efficient equipment or practices to my clients.

1      2      3      4      5      6      7      8      9      10      NA

8c. As a result of taking the [COURSE] seminar, I have installed equipment with a higher efficiency energy rating.

1      2      3      4      5      6      7      8      9      10      NA

8d. As a result of taking the [COURSE] seminar, I have made changes to my practices that save energy.

1      2      3      4      5      6      7      8      9      10      NA

[ASK IF Q2=2,3]

8e. As a result of taking the [COURSE] seminar, I better understand how to improve the energy efficiency at my facility/the facilities I manage.

1      2      3      4      5      6      7      8      9      10      NA

[ASK IF Q2=2,3]

8f. As a result of taking the [COURSE] seminar, I recommend energy efficient technologies or practices to my management more often.

1      2      3      4      5      6      7      8      9      10      NA

[ASK IF Q2=2,3]

8g. As a result of taking the [COURSE] seminar, I am better able to implement energy efficient solutions.

1      2      3      4      5      6      7      8      9      10      NA

8h. As a result of taking the [COURSE] seminar, I have more confidence in the performance of energy efficient technologies or practices.

1      2      3      4      5      6      7      8      9      10      NA

**Changes at Facility Post Course Completion [ASK IF Q2=2,3]**

9. Since taking the [COURSE] seminar at the ERC have you, or your facility, purchased, or installed, any of the following equipment? [1=Yes, 2=No; 3=Don't know]

- a. Heating, ventilation, or air conditioning (HVAC) equipment?
- b. Food service equipment?
- c. Boiler(s)?
- d. Solar equipment?
- e. Compressed air system(s)?
- f. Process heating equipment?
- g. Motor(s) or variable speed drive(s) (VSDs)?
- h. Kitchen ventilation equipment?
- i. Lighting equipment?
- j. Refrigeration equipment?
- k. Other major energy using equipment?

[ASK IF 9a-k= 1]

10. Were these changes made as part of a major renovation/new construction project or were they part of a retrofit project?

1. Retrofit (no construction)
2. Major renovation/New construction
3. Both
4. Don't know

*Heating, ventilation, or air conditioning (HVAC) equipment [ASK IF 9a = 1]*

A1. What types of HVAC equipment did you purchase?  
(OPEN END)

A2. Do you think the HVAC equipment you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

A3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

A4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

A5. Did the course influence you to make these changes **earlier** than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Food service equipment [ASK IF 9b = 1]*

B1. What types of food service equipment did you purchase?  
(OPEN END)

B2. Do you think the food service equipment you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

B3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

B4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

B5. Did the course influence you to make these changes **earlier** than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Boilers [ASK If 9c=1]*

C1. What types of boiler(s) did you purchase?

(OPEN END)

C2. Do you think the boiler(s) you purchased is(are)...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Not applicable
6. Don't know

C3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

C4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

C5. Did the course influence you to make these changes **earlier** than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Solar Equipment [ASK If 9d=1]*

D1. What types of solar equipment did you purchase?

(OPEN END)

D3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

D4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

D5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Compressed Air Systems [ASK If 9e=1]*

E1. What types of compressed air system did you purchase?  
(OPEN END)

E2. Do you think the compressed air system you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Not applicable
6. Don't know

E3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

E4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

E5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Process Heating Equipment [ASK If 9f=1]*

F1. What types of process heating equipment did you purchase?  
(OPEN END)

---

F2. Do you think the process heating equipment you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Not applicable
6. Don't know

F3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

F4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

F5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Motors or Variable Speed Drives (VSDs) [ASK IF 9g = 1]*

G1. What types of motors or VSDs did you purchase?  
(OPEN END)

G2. Do you think the motors you purchased are...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Not applicable
6. Don't know

G3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

G4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

- G5. Did the course influence you to make these changes earlier than you otherwise would have?
1. Yes
  2. No
  3. Not applicable

*Kitchen ventilation equipment [ASK IF 9h = 1]*

H1. What types of kitchen ventilation changes did you make?  
(OPEN END)

H2. Do you think the kitchen ventilation you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

H3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

H4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

H5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Lighting equipment [ASK IF 9i = 1]*

I1. What types of lighting changes did you make?  
(OPEN END)

I2. Do you think the lighting you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

I3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

---

I4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

I5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Refrigeration equipment [ASK IF 9j = 1]*

J1. What types of refrigeration equipment did you purchase?  
(OPEN END)

J2. Do you think the refrigeration equipment you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

J3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

J4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

J5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

*Other major energy using equipment [ASK IF 9k= 1]*

K1. What types of other major energy using equipment did you purchase?  
(OPEN END)

K2. Do you think the major energy using equipment you purchased is...

1. Less than standard efficiency
2. Standard efficiency
3. Energy efficient
4. High efficiency
5. Don't know

K3. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

K4. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

K5. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

**Building Shell and Facility Operations [ASK IF Q2=2,3]**

11. Since taking [COURSE] seminar at the ERC has your facility made any major changes to the building's shell such as insulating walls, replacing a roof or windows?

1. Yes, specify
2. No [SKIP TO Q.12]

11a. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

11b. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

11c. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

13. Since taking the [COURSE] seminar at the ERC has your facility made any other major changes to the energy-using equipment or space at your facility?

1. Yes, specify
2. No [SKIP TO OM1]

13a. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No



---

13b. Would you have made the same changes if you had not taken the course?

1. Yes
2. Maybe
3. No

13c. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

**O&M [ASK IF Q2=2,3]**

OM1. Have you changed how you operate or maintain equipment as a result of the [COURSE] seminar you took at the ERC? Please think about changes in the hours of use, increased maintenance and service of equipment, staff training on operations and maintenance, etc. [1=Yes; 2=No; 3=Don't know; 4=Don't have equipment type]

- a. Cooling equipment
- b. Food service equipment
- c. Boiler(s)
- d. Solar equipment
- e. Compressed air system(s)
- f. Heating equipment
- g. Motor(s)
- h. Kitchen ventilation equipment
- i. Lighting
- j. Refrigeration equipment
- k. Other

[ASK OM2 – OM5 IF OM1=1]

OM2a-k. In what ways have you changed how you operate or maintain your [read-in equipment type from OM1] equipment?  
[OPEN END]

OM3a-k. Did the course provide information that influenced your decision to make these changes?

1. Yes
2. No

OM4a-k. Would you have made these changes without the course?

1. Yes
2. Maybe
3. No

---

OM5a-k. Did the course influence you to make these changes earlier than you otherwise would have?

1. Yes
2. No
3. Not applicable

### **Motivation Follow-Up**

M1. Overall, reflecting back on the [COURSE] seminar, do you think it motivated you to seek out more information about energy efficient practices or products?

1. Yes
2. No [SKIP TO U1]

M1a. If so, what sources did you access to learn more about energy efficiency? (Check all that apply)

1. Took another energy center course
2. Looked at the energy center website
3. Called the energy center
4. Accessed other websites, please specify \_\_\_\_\_
5. Spoke with company representatives about certain products, please specify \_\_\_\_\_
6. Went to a box retailer or store, such as home depot
7. Other, please specify

### **Utility Program**

U1. Since completing the [COURSE] seminar have you participated in any of The Gas Company's energy efficiency programs?

1. Yes
2. No [SKIP TO U3]

U2. What is the name of the program you participated in? If you don't know the name please describe the program.

1. Business Energy Efficiency Program
2. Express Efficiency Rebate Program
3. Value and Energy Stream Mapping Advantage Plus/VeSM
4. Commercial Laundry Program
5. Constant Volume Retrofit Program
6. On-Bill Financing Program
7. Savings by Design
8. Industrial End User
9. Vendor Participation Program
10. Other, specify

U3. Did you receive a rebate or other type of incentive from The Gas Company for installing equipment or obtaining energy efficiency services since completing the [COURSE] seminar?

1. Yes
2. No [SKIP TO S1]
3. Don't know

U4. What equipment or energy efficiency services did you receive the incentive for?  
[OPEN END]

[ASK IF U1=1 OR IF U3=1]

U5. Did you find out about the [program/rebate/program or rebate] through your interactions at the ERC?

1. Yes
2. No

### Satisfaction

S1. Would you recommend this course to your colleagues in your field?

1. Yes, definitely
2. Yes, with some reservations
3. No [SKIP TO S1b]

S1a. Please indicate which of the following reasons would lead you to recommend this course to others.  
(Check all that apply.)

1. The course provided necessary information I am required to know for my job
2. The course was interesting and kept me engaged
3. The trainers were helpful and approachable
4. The course was offered at a convenient location and time
5. The information I learned on the course is not easily available elsewhere
6. Other, please specify

[SKIP IF S1=1]

S1b. Please indicate which of the following reasons would prevent you from recommending this course.  
(check multiple options if applicable)

1. Generally, the course material was not presented well
2. There was not enough detail in the course material
3. The material was too detailed and hard to follow
4. The course time was inconvenient
5. The course location was inconvenient
6. The material can be accessed more easily from other sources
7. Other, please specify

S2a. Would you be interested in attending another course at the ERC in the future?

1. Yes
2. No

[ASK IF S2a=2]

S2b. Why not?

[OPEN END]

S3: Can you think of ways in which the [COURSE] seminar could be improved so that it could help you save more energy?

[OPEN END]

---

## Demographics

DD1. Was this your first course at the ERC?

1. Yes [SKIP TO FF1]
2. No

DD2. Please indicate the number of courses that you have attended at the ERC? (Please count multiple day courses as 1.)

- a. 2-3
- b. 4-5
- c. 6-10
- d. More than 10
- e. Don't remember

## Firmographics [ASK IF Q2=3]

FF1. Does your company lease or own your facility?

- a. Lease
- b. Own
- c. Other, specify

FF2. Would you describe your company as...

- a. A small company
- b. A medium-sized company
- c. A large company
- d. Not applicable

FF3a. What is the approximate square footage of your location?  
[NUMERIC OPEN END]

FF3b. What is the approximate percentage of your square footage that is AIR-CONDITIONED?

- a. 0%
- b. 1-50%
- c. 51-99%
- d. 100%

FF4a. Is your business in one location, or do you have multiple locations?

- a. One location
- b. Multiple locations
- c. Don't know

FF4b. Is your business in its own building, or are you located in a building with multiple businesses?

- a. Own building
- b. Multiple businesses in building
- c. Don't know

---

FF5. Do you have anyone devoted full-time as a building engineer or facility manager?

- a. Yes
- b. No
- c. (Other, specify)
- d. Don't know

FF6. Would you say that your gas costs represent a ... part of your operating costs each month?

- a. Very small
- b. Small
- c. Medium
- d. Large, or
- e. Very large

FF7. On average, how many hours a day is your facility in use?

- a. Less than 8 hours
- b. 8 to 11 hours
- c. 12 to 15 hours
- d. 16 to 23 hours
- e. 24 hours
- f. Don't know

*Thank you for your time.*

## 2.8 Frequency Tables: On-line Survey of Attendees

**Table A: Background Information**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>Q1: According to our records you attended a seminar called (course name) on (date). Is this correct?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	100%	100%	100%
No	--	--	--
<b>QDD1: Was this your first course at the ERC?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	39%	38%	50%
No	61%	62%	50%
<b>QDD2: Please indicate the number of courses that you have attended at the ERC.</b>	<b>(n=105)</b>	<b>(n=100)</b>	<b>(n=5)</b>
2-3	33%	34%	20%
4-5	30%	30%	20%
6-10	16%	15%	40%
More than 10	18%	18%	20%
Don't remember	3%	3%	--
<b>Q2: Which of the following best describes your company?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
My company provides services or equipment to customers, such as design, engineering or construction (e.g., contractor)	47%	48%	20%
My company handles the operation of buildings we own or manage but do not necessarily occupy (e.g., management company)	5%	5%	--
My company handles the operation of buildings we own or manage but do not necessarily occupy (e.g., management company)	4%	4%	10%
My company is the Southern California Gas Company	--	--	--
Government/Regulatory Organization ( <i>Coded</i> )	16%	17%	--
Utility/Power Company ( <i>Coded</i> )	4%	4%	10%
Consultant/Analyst ( <i>Coded</i> )	5%	4%	20%
Repair/Maintenance ( <i>Coded</i> )	2%	2%	--
Educational Entity/Student ( <i>Coded</i> )	4%	4%	--
Other	13%	11%	40%
<b>Q3: What types of energy related services or equipment does your business provide? (Multiple Response; Market Actors)</b>	<b>(n=80)</b>	<b>(n=78)</b>	<b>(n=2)</b>
Engineering or Architectural Design	56%	56%	50%
HVAC Equipment, Sales, Installation, Repair or Maintenance	39%	40%	--
Construction	28%	28%	--
Lighting Design, Assistance, Sales, or Installation	22%	23%	--
Energy Technology Research or Consulting	20%	21%	--
Refrigeration Equipment, Sales, Installation,	15%	15%	--

**Table A: Background Information**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
Other Equipment Sales, Installation, Repair or Maintenance	10%	10%	--
Facility Operations	9%	9%	--
Motor Equipment Sales, Installation, Repair or Maintenance	9%	9%	--
Pumping/Hydraulic Equipment Sales, Installation, Repair or Maintenance	6%	6%	--
Other	9%	8%	50%
<b>Q4: Please describe your position at your company with regard to energy decisions. (Multiple Response; End-Use Customers)</b>	<b>(n=15)</b>	<b>(n=14)</b>	<b>(n=1)</b>
I do not have any direct influence over energy practices or policies	40%	36%	100%
I oversee day-to-day energy practices at the facility	33%	36%	--
I set the facility's energy policy	20%	21%	--
Other	13%	14%	--

**Table B: Seminar Information Channels**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>Q5: How did you hear about the ERC and the seminars/workshops they offer? (Multiple Response)</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Email from Utility	32%	31%	40%
Utility Website	19%	20%	--
Professional Organization	18%	18%	10%
Colleague in my Company	17%	17%	20%
Utility Representative	9%	8%	20%
Utility Brochure	9%	9%	20%
Trade Magazine	7%	7%	--
Trade Show	6%	6%	--
Colleague outside my Company	6%	7%	--
Consultant/Contractor	4%	4%	--
Don't Remember	4%	3%	20%
Other	5%	4%	10%
<b>Q7: What is the best way to inform you of future seminars offered by the ERC? (Multiple Response)</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Email from Utility	87%	86%	100%
Utility Website	26%	26%	20%
Utility Brochure	18%	17%	20%
Professional Organization	15%	15%	10%
Trade Magazine	10%	9%	20%
Trade Show	7%	6%	20%
Utility Representative	7%	7%	--
In my Utility Bill	5%	6%	--
Colleague in my Company	3%	3%	--
Colleague outside my Company	3%	3%	--
Consultant/Contractor	2%	2%	10%
Other	1%	1%	--



**Table C: Reason for Attending Seminar**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>Q6: Which of the following statements best describes your motivation for using the ERC's services? (Multiple Response)</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
I wanted to learn about new technologies	86%	86%	90%
I wanted my company to be (or to become) a recognized leader in energy efficiency practices	45%	46%	30%
I wanted to save money on my/my company's energy bills	18%	19%	10%
I did not have a specific motivation	4%	3%	20%
Other	4%	4%	--

**Table D: General Changes in Energy Efficiency Awareness, Attitudes, and Behaviors**

	Total	Market Actors	End-Use Customers
<b>Q8a: As a result of taking the seminar I am more aware of energy efficient technologies or practices for my clients.</b>		(n=80)	
Agree (8-10)	--	76%	--
Neutral (4-7)	--	19%	--
Disagree (1-3)	--	4%	--
Not Applicable	--	1%	--
Mean Rating	--	8.5	--
<b>Q8b: As a result of taking the seminar I am more likely to recommend energy efficient technologies or practices to my clients.</b>		(n=80)	
Agree (8-10)	--	81%	--
Neutral (4-7)	--	15%	--
Disagree (1-3)	--	2%	--
Not Applicable	--	1%	--
Mean Rating	--	8.8	--
<b>Q8c: As a result of taking the seminar I have installed equipment with a higher efficiency rating.</b>	(n=95)	(n=80)	(n=15)
Agree (8-10)	56%	60%	33%
Neutral (4-7)	22%	19%	40%
Disagree (1-3)	6%	4%	20%
Not Applicable	16%	18%	7%
Mean Rating	8.1	8.4	6.4
<b>Q8d: As a result of taking the seminar I have made changes to my practices that save energy.</b>	(n=95)	(n=80)	(n=15)
Agree (8-10)	65%	70%	40%
Neutral (4-7)	20%	19%	27%
Disagree (1-3)	4%	1%	20%
Not Applicable	11%	10%	13%
Mean Rating	8.3	8.6	6.5
<b>Q8e: As a result of taking the seminar I better understand how to improve the energy efficiency at my facility/the facilities I manage.</b>			(n=15)
Agree (8-10)	--	--	73%
Neutral (4-7)	--	--	7%
Disagree (1-3)	--	--	20%
Not Applicable	--	--	--
Mean Rating	--	--	7.5
<b>Q8f: As a result of taking the seminar I recommend energy efficient technologies or practices to my management more often.</b>			(n=15)
Agree (8-10)	--	--	53%

**Table D: General Changes in Energy Efficiency Awareness, Attitudes, and Behaviors**

	Total	Market Actors	End-Use Customers
Neutral (4-7)	--	--	27%
Disagree (1-3)	--	--	20%
Not Applicable	--	--	-
Mean Rating	--	--	6.6
<b>Q8g: As a result of taking the seminar I am better able to implement energy efficient solutions.</b>			<b>(n=15)</b>
Agree (8-10)	--	--	47%
Neutral (4-7)	--	--	33%
Disagree (1-3)	--	--	20%
Not Applicable	--	--	-
Mean Rating	--	--	6.5
<b>Q8h: As a result of taking the seminar I have more confidence in the performance of energy efficient technologies or practices.</b>			
	<b>(n=95)</b>	<b>(n=80)</b>	<b>(n=15)</b>
Agree (8-10)	74%	79%	47%
Neutral (4-7)	18%	15%	33%
Disagree (1-3)	5%	2%	20%
Not Applicable	3%	4%	--
Mean Rating	8.4	8.7	6.7

**Table E: Changes at Facility After Course Completion**

<b>Q9: Since taking the seminar at the ERC have you, or your facility, purchased, or installed, any of the following equipment?</b>	<b>End-Users (n=15)</b>
<b>a. Heating, ventilation, or air conditioning (HVAC) equipment</b>	
Yes	60%
No	33%
Don't Know	7%
<b>b. Food service equipment</b>	
Yes	27%
No	67%
Don't Know	7%
<b>c. Boiler(s)</b>	
Yes	13%
No	73%
Don't Know	13%
<b>d. Solar equipment</b>	
Yes	--
No	73%
Don't Know	27%
<b>e. Compressed air system(s)</b>	
Yes	13%
No	67%
Don't Know	20%
<b>f. Process heating equipment</b>	
Yes	13%
No	67%
Don't Know	20%
<b>g. Motor(s) or variable speed drive(s) (VSDs)</b>	
Yes	47%
No	33%
Don't Know	20%
<b>h. Kitchen ventilation equipment</b>	
Yes	27%
No	53%
Don't Know	20%
<b>i. Lighting equipment</b>	
Yes	53%
No	33%
Don't Know	13%
<b>j. Refrigeration equipment</b>	
Yes	47%

**Table E: Changes at Facility After Course Completion**

<b>Q9: Since taking the seminar at the ERC have you, or your facility, purchased, or installed, any of the following equipment?</b>	<b>End-Users (n=15)</b>
No	33%
Don't Know	20%
<b>k. Other major energy using equipment</b>	
Yes	20%
No	53%
Don't Know	27%
<b>Q10: Were these changes made as part of a major renovation or retrofit project?</b>	<b>End-Users (n=11)</b>
Retrofit (no new construction)	27%
Major renovation/New Construction	18%
Both	55%
Don't Know	--

**Table F: Efficiency Level of and Seminar Influence on Facility Changes**

Type of Equipment/Change	Q9: Since Seminar, Purchased/ Installed or Changed (n=15)	QA-K2: Equip. Is Efficient or Highly Efficient	QA-K3: Seminar Influenced Decision	QA-K4: Would Have Made Same Changes?			QA-K5: Made Changes Earlier?		
				Yes	Maybe	No	Yes	No	N/a
<i>Equipment Purchase/Installation</i>									
Heating, ventilation, or air conditioning (HVAC) equipment	9	77%	89%	22%	67%	11%	44%	44%	11%
Food service equipment	4	100%	75%	25%	50%	25%	75%	25%	--
Boiler(s)	2	100%	--	--	100%	--	50%	50%	--
Solar equipment	--	--	--	--	--	--	--	--	--
Compressed air system(s)	2	50%	50%	--	50%	50%	50%	50%	--
Process heating equipment	2	100%	100%	--	50%	50%	100%	--	--
Motor(s) or variable speed drive(s) (VSDs)	7	71%	71%	14%	71%	14%	29%	57%	14%
Kitchen ventilation equipment	4	100%	50%	50%	25%	25%	50%	50%	--
Lighting equipment	8	100%	62%	25%	62%	12%	62%	38%	--
Refrigeration equipment	7	86%	57%	14%	71%	14%	43%	57%	--
Other major energy using equipment	3	67%	33%	67%	33%	--	--	67%	33%
<i>Building Shell and Other Changes (Q11,13)</i>									
Building shell	2		100%	--	--	100%	100%	--	--
Other changes to equipment or space	3		33%	33%	--	67%	33%	67%	--
<i>Operation and Maintenance Changes (QOM1-5)</i>									
Cooling equipment	8		88%	--	88%	12%	62%	25%	12%
Food service equipment	2		100%	--	100%	--	100%	--	--
Boiler(s)	6		67%	--	67%	33%	67%	33%	--
Solar equipment	2		50%	--	100%	--	50%	50%	--
Compressed air system(s)	1		100%	--	100%	--	100%	--	--
Heating equipment	7		86%	--	100%	--	86%	14%	--
Motor(s)	6		50%	17%	50%	33%	50%	33%	17%
Kitchen ventilation equipment	2		50%	--	100%	--	50%	--	50%
Lighting	6		100%	17%	67%	17%	100%	--	--
Refrigeration equipment	3		67%	33%	67%	--	67%	33%	--
Other	1		100%	--	100%	--	100%	--	--

**Table G: Energy Efficiency Interest and Information Sources**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>QM1: Overall, reflecting back on the seminar, do you think it motivated you to seek out more information about energy efficient practices or products?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	93%	93%	90%
No	7%	7%	10%
<b>QM1a: If so, what sources did you access to learn more about energy efficiency? (Multiple Response)</b>	<b>(n=144)</b>	<b>(n=150)</b>	<b>(n=9)</b>
Looked at the energy center website	57%	57%	56%
Took another energy center course	43%	43%	33%
Accessed other websites	23%	23%	22%
Spoke with company representative about certain products	23%	24%	11%
Went to a box retailer, or store like Home Depot	9%	9%	11%
Called the energy center	8%	7%	11%
Other	6%	7%	--

**Table H: Participation in SoCalGas Programs and Rebates**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>QU1: Since completing the seminar have you participated in any of the Gas Company's energy efficiency programs?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	25%	25%	20%
No	75%	75%	80%
<b>QU2: What is the name of the program you participated in? If you don't know the name please describe the program. (Multiple Response)</b>	<b>(n=54)</b>	<b>(n=52)</b>	<b>(n=2)</b>
Savings by Design	50%	48%	100%
Business Energy Efficiency Program	33%	32%	50%
Express Efficiency Rebate Program	19%	18%	50%
Vendor Participation Program	14%	12%	50%
Value and Energy Stream Mapping Advantage Plus/VeSM	5%	5%	-
Industrial End User	5%	5%	-
Constant Volume Retrofit Project	2%	2%	-
On-Bill Financing Program	2%	2%	-
Other	14%	15%	-
<b>QU3: Did you receive a rebate or other type of incentive from the Gas Company for installing equipment or obtaining energy efficiency services since completing the seminar?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	10%	10%	10%
No	73%	73%	70%
Don't Know	18%	17%	20%
<b>QU5: Did you find out about the [program and/or rebate] through your interactions at the ERC?</b>	<b>(n=17)</b>	<b>(n=16)</b>	<b>(n=1)</b>
Yes	76%	75%	100%
No	24%	25%	--



**Table I: Satisfaction with Seminar**

	<b>Total Respondents</b>	<b>ERC Attendees</b>	<b>FSEC Attendees</b>
<b>QS1: Would you recommend this course to your colleagues in your field?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes, definitely	83%	83%	80%
Yes, with some reservations	15%	14%	20%
No	2%	2%	-
<b>QS1a: Please indicate which of the following reasons would lead you to recommend this course to others.</b>	<b>(n=167)</b>	<b>(n=157)</b>	<b>(n=10)</b>
Course was interesting/Engaging	71%	70%	90%
Gave me necessary information for my job	62%	64%	40%
Trainers were helpful/approachable	62%	61%	70%
Course location/time	60%	62%	40%
Provided hard to find information	47%	47%	50%
Other	4%	3%	10%
<b>QS1b: Please indicate which of the following reasons would prevent you from recommending this course to others.</b>	<b>(n=29)</b>	<b>(n=27)</b>	<b>(n=2)</b>
Not enough detail in course material	52%	52%	50%
Material too detailed/hard to follow	10%	11%	-
Material not presented well	10%	7%	50%
Course time	7%	7%	-
Find the material easily elsewhere	7%	7%	-
Course location	7%	4%	50%
Other	24%	22%	50%
<b>QS2a: Would you be interested in attending another course at the ERC in the future?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	98%	98%	100%
No	2%	2%	-
<b>QS3: Can you think of ways in which the seminar could be improved so that it could help you save more energy?</b>	<b>(n=171)</b>	<b>(n=161)</b>	<b>(n=10)</b>
Yes	34%	33%	50%
No	66%	67%	50%

**Table J: Firmographics of Facility Owners**

	<b>Total (n=7)</b>	<b>ERC (n=6)</b>	<b>FSEC (n=1)</b>
<b>QFF1: Does your company lease or own your facility?</b>			
Lease	-	-	-
Own	6	6	-
Other	1	-	1
<b>QFF2: Would you describe your company as...</b>			
A small company	2	2	-
A medium-sized company	3	2	1
A large company	2	2	-
Not Applicable	-	-	-
<b>QFF3a: What is the approximate square footage of your facility?</b>			
Less Than 1,500 sq ft	-	-	-
1,500 – 4,999 sq ft	1	1	-
5,000 – 9,999 sq ft	-	-	-
10,000 – 24,999 sq ft	1	1	-
25,000 – 49,999 sq ft	1	1	-
50,000 – 74,999 sq ft	-	-	-
75,000 – 99,999 sq ft	1	1	-
Over 100,000 sq ft	2	2	-
Don't Know	1	-	1
<b>QFF3b: What is the approximate percentage of your square footage that is air-conditioned?</b>			
0%	1	1	-
1 – 50%	3	2	1
51 – 99%	2	2	-
100%	-	-	-
Don't Know	1	1	-
<b>QFF4a: Is your business in one location, or do you have multiple locations?</b>			
One Location	2	2	-
Multiple Locations	5	4	1
Don't Know	-	-	-
<b>QFF4b: Is your business in its own building, or are you located in a building with multiple businesses?</b>			
Own Building	7	6	1
Multiple Businesses in Building	-	-	-
Don't Know	-	-	-
<b>QFF5: Do you have anyone devoted full-time as a building engineer or facility manager?</b>			
Yes	4	3	1
No	3	3	-
Other	-	-	-
Don't Know	-	-	-
<b>QFF6: Would you say that your gas costs represent a...part of your monthly operating costs?</b>			
Very Small	-	-	-
Small	2	2	-
Medium	1	1	-
Large	1	1	-
Very Large	1	1	-
Don't Know	2	1	1
<b>QFF7: On average, how many hours a day is your facility in use?</b>			
Less Than 8 Hours	-	-	-
8 – 11 Hours	2	2	-

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**Table J: Firmographics of Facility Owners**

	<b>Total (n=7)</b>	<b>ERC (n=6)</b>	<b>FSEC (n=1)</b>
12 – 15 Hours	-	-	-
16 – 23 Hours	2	2	-
24 Hours	3	2	1
Don't Know	-	-	-



### 3. [SCG 3503:] Energy Van

**Table 3-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	July - August	Determine level of understanding about the program.	1	1	List of program managers provided by SCG



## 4. SCG 3504: Energy Efficiency Delivery Channel Innovation Program

**Table 4-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager and key utility staff	In-depth interview	June - January	General understanding of program, program implementation, interaction with other programs and third parties	NA	4	Program Information/Program Manager
Program Managers of Non-Residential Resource Acquisition Programs	In-depth interview	September	Determine level of understanding about the DCI program, level of coordination/communication with DCI staff, perceived role/value in meeting own program's goals	9	4	List of program managers compiled from program information. (We focused on the non-residential programs that are part of this evaluation.)
SCG & SDG&E Customers (RA Program Participants)	CATI Interview	September - January	Recall of energy efficiency information using different marketing channels; usefulness of information; best way of reaching customers		See program-specific surveys	Include as module in participant surveys for other programs: SCG Express Efficiency, SCG PACE, SDGE SBSS, SDGE MEC
SCG General Market Surveys and SCG PACE Non-Participant Survey	CATI Interview	September - January	Recall of energy efficiency information using different marketing channels; usefulness of information; best way of reaching customers			Included as module in non-participant surveys: SCG General, SCG PACE

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## 4.1 In-depth Interview Guide: Program Manager Guide

### Questions for Resource Acquisition Program Managers Marketing and Outreach Related Research (for *Delivery Channel Innovation Program* and *Education and Training Program*)

August 2007

*Due to the fact that Delivery Channel Innovation Program and Education and Training Program interact with most of the other non residential programs, ODC plans to conduct interviews with key resource acquisition Program Managers, including program managers of key programs such as the Express Efficiency Program.*

*We will include an intro when calling that explains who we are, and our efforts to coordinate with the other members of the evaluation team that they recently talked to. We will also explain that we want to ask about two areas: marketing of their program and their interactions with the ERC.*

21. What are the main marketing and outreach activities your program undertakes? [*PROBE FOR: events, contacts through AEs, workshops or seminars, mailings, website*]
  - a. What marketing collateral do you use to promote these activities? [*PROBE for mailers, fliers, websites etc*]
22. Can you describe the process of creating marketing collateral for your program?
  - a. Who does this?
  - b. Who do you work with? [*PROBE for internal and external names of groups and people*]
  - c. What other parts of SoCalGas do you coordinate with?
  - d. In terms of the amount of effort spent, how much of this falls on your program and how much falls on other groups within SoCalGas?
23. In terms of the spending for marketing, how much of that is part of your program's budget?
  - a. How much falls on other programs or funding from SoCalGas?

#### ***Coordination of Programs with the Delivery Channel Innovation Program – “Mark Drake’s Group”***

I want to ask specifically about the interactions between your group and Mark Drake's group (Michelle Cook, Ronnie Paoletto, Lizette Verduzco).

24. How are your marketing activities coordinated with Mark Drake's group?
  - a. Do you interact with anybody in that group on a regular basis, or as needed?
  - b. In general, how often does this interaction take place?
  - c. Is there a specific contact person at your program and/or in Mark's group who is responsible for those interactions?
  - d. Do they occur in person, by e-mail, or by telephone?



- 
25. How are the following responsibilities divided between your program and Mark's group:
- i. deciding what promotional activities to run and when,
  - ii. developing the content of the materials,
  - iii. physically distributing the materials?
- b. What role do you play?
- c. Do you have any suggestions for how this could be coordinated better?
26. [IF NOT ALREADY EXPLORED IN Q3, ASK SPECIFICALLY ABOUT MARK'S GROUP] How is the cost of marketing and outreach for your program divided between your program's budget and the general marketing budget of Mark's group?
- a. [Probe, if necessary:
    - i. Who pays for what?
    - ii. What is the approximate % share that your program pays?]
27. Does your staff attend any outreach events that cover issues relevant to your program?
- a. If so, how many of your staff attend and how often.
  - b. If not, why not?
28. In your opinion, what is the main role of Mark Drake's group in terms of supporting your program?
29. How well do you think that group fulfills this role/these roles?
- a. How useful do you think they are in promoting your program and helping your program meet its goals?
30. What value does Mark Drake's group provide to you and your programs?
- a. How valuable do you think they are?
  - b. How could they be more valuable?
31. Do you have any suggestions on how to improve the value of this group, or other people or groups at SoCalGas, in terms of promoting your program and helping your program meet its goals?

### ***Coordination with the Energy Resource Center***

I also want to ask a few questions about your interactions with the Energy Resource Center (ERC).

32. How does your program interact with the ERC?
- a. How do you interact with them?
  - b. Do you interact on a regular basis, or as needed?
  - c. In general, how often does this interaction take place?
  - d. Is there a specific contact person at your program and/or at the ERC who is responsible for those interactions?
  - e. Do they occur in person, by e-mail, or by telephone?
33. In your opinion, what is the main role of the ERC in terms of supporting your program?

- 
34. Are there events held at the ERC that are relevant to your program?
    - a. What are they? (*Probe to see what they are aware of and what they interact with*)
    - b. Can you describe the most recent event (or some past event)?
    - c. Did you or your program staff attend this event?
    - d. Did you recommend this event to your customers?
    - e. How did you promote it (*Probe – Through mailings, through AE's, at events*)?
    - f. Do you have any events planned in the future
  
  35. Does your staff attend ERC events that cover issues relevant to your program?
    - a. If so, how many of your staff and how often.
    - b. If not, why not?
  
  36. For events relevant to your program, how are the following responsibilities divided between the ERC and your program:
    - i. deciding which events to offer and when,
    - ii. developing the event content,
    - iii. promoting the event?
    - c. What role do you play?
    - d. Do you have any suggestions for how this could be coordinated better?
  
  37. Other than hosting events relevant to your program, are there any other functions the ERC fulfills that are directly related to your program?
  
  38. How well do you think the ERC fulfills this role/these roles?
    - a. How useful do you think the ERC is in promoting your program and helping your program meet its goals?
  
  39. Overall, what value does the ERC provide to you and your programs?
    - a. How valuable do you think they are?
    - b. How could they be more valuable?
  
  40. Do you have any suggestions on how to improve the value of the ERC related to your program and helping your program meet its goals?

## 5. SCG 3506: Emerging Technologies Program

**Table 5-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	August - September	Determine level of understanding about the program. What criteria are used to find technologies and customers used for ET assessments?	2	2	List of program managers provided by SCG
Other EE Programs Managers (Express, SBSS, SPC)	In-depth interview	January	How do other program interact with the ETP, what information do they need?	6	6	List of program managers provided by SCG



## 6. SCG 3507: Express Efficiency Rebate Program

**Table 6-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	June - August	Understand how program is operating, key challenges, successes, areas for research	2	2	Identified from initial meetings
Vendors/contractors/market actors	In-depth interview	November	Contractor satisfaction / suggestions for improvement. Find out marketing strategies employed	22	10	List from Paul provided.
Participants	CATI Interview	December - January	Satisfaction with program, motivating factors. Program awareness	1,954	100	Received list from SoCalGas

## 6.1 CATI Interview Guide: Express Participants

<b>Date</b>	11/26/07
<b>Utility</b>	SoCalGas and SDG&E
<b>Program Name</b>	Express Efficiency Program
<b>Target</b>	100 (SoCalGas), 53 (SDG&E)
<b>Sample Size</b>	2,200 (SoCalGas), 250 (SDG&E)
<b>Quotas (if applicable)</b>	At least 10 food service participants (SDG&E)
<b>Sample File Name</b>	SDGE_EXP_Particip_Sample SCG_EXP_Particip_Sample
<b>Contractor Name</b>	KEMA
<b>Primary Contact (person who should be contacted with any questionnaire questions)</b>	Betty Seto
<b>Phone</b>	510-891-0446
<b>Email</b>	Betty.seto@kema.com

### A. INTRODUCTION

Hello, this is \_\_\_\_\_, calling from Opinion Dynamics, an independent research firm. Can I please speak to [CONTACT NAME]? We are conducting research on behalf of [UTILITY] to help them develop programs to better serve their business customers. We are doing a follow-up study about your organization's participation in the Express Efficiency Program. The Express Efficiency Program is a rebate program to help customers add or retrofit existing equipment with high-efficiency equipment.

Are you the person who handled the application for the Express Efficiency Program? (IF NOT, ASK TO SPEAK WITH THE PERSON WHO DID. IF NEEDED, SUGGEST THE BUSINESS MANAGER/OWNER, FACILITY MANAGER OR BUILDING OPERATOR)

1. Yes (CONTINUE WITH CORRECT CONTACT)

[ADD DISPOSITION CODE FOR CORRECT CONTACT IS NO LONGER AVAILABLE]

[ADD DISPOSITION CODE FOR NO ONE THERE REMEMBERS ANYTHING BEING DONE]

A1. According to our records, your organization installed new [PROJECT\_DESC FROM DATABASE] [in INSTAL\_DT IN DATABASE] through the Express Efficiency Program. Is that correct?

1. Yes
2. No
3. (Don't know/Refused) [THANK AND TERMINATE]

[ASK IF Q.A1=2]

A1a. What did you install?

[OPEN END]

---

## B. PROGRAM AWARENESS

I would like to start with some questions about your program participation.

B1. How did your organization first learn about the Express Efficiency program? (DO NOT READ)  
[ACCEPT MULTIPLES]

- 1 Energy Audit Program
- 2 Respondent approached contractor/ESCO/A&E firm/other 3rd party
- 3 Respondent approached utility concerning another matter and learned about the program
- 4 Informed by [UTILITY] account executive
- 5 Informed by [UTILITY] commercial or industrial service technician
- 6 Informed by contractor/ESCO/A&E firm/other 3rd party
- 7 Utility brochure in mail
- 8 Bill insert
- 9 Word-of-mouth from friend or co-workers
- 10 Television, radio, newspaper ad
- 11 Magazine or trade journal
- 12 Participation in previous years
- 13 Manufacturer information/suggestion
- 14 Community organization such as Chamber of Commerce
- 15 Respondent called their utility to complain about their electric or gas bill
- 16 Energy Resource Center (ERC) or Customer Technology Assessment Center (CTAC )
- 17 Seminar or Training Class sponsored by Utility
- 18 Seminar or Training Class NOT sponsored by Utility
- 19 [UTILITY] website
- 20 (Other, specify)
- 98 (Don't know/Refused)

B2. What motivated your organization to participate in the Express Efficiency program? (DO NOT READ) [ACCEPT MULTIPLES]

1. Acquiring the latest technology
2. Saving money on energy bills
3. To use less energy
4. Obtaining a rebate
5. Replacing old or broken equipment
6. Because the program was sponsored by a utility
7. Helping protect the environment
8. Previous experience with other utility programs
9. Recommended by utility account executive
10. recommended by utility service technician
11. Recommended by contractors
12. Participation in previous years
13. Part of broader facility remodeling/renovation
14. (Other, specify)
98. (Don't know/Refused)

---

### C. ROLE OF CONTRACTORS

Now I have some questions about working with contractors and vendors.

C1. Did your organization work with a vendor or contractor for any of the measures rebated through the 2006-2008 Express Efficiency program?

1. Yes
2. No [SKIP TO SECTION D]
3. (Other, specify.....) [SKIP TO SECTION D]
98. (Don't know/Refused) [SKIP TO SECTION D]

C2. Had your organization worked with this vendor or contractor before participating in the 2006-2008 Express Efficiency program?

1. Yes
2. No
3. (Don't know/Refused)

C3. How unimportant or important was the input from the vendor or contractor in deciding which specific equipment to install?

1. Very unimportant
2. Somewhat unimportant
3. Neither unimportant or important
4. Somewhat important
5. Very important
6. (Don't know/Refused)

C4. How dissatisfied or satisfied was your organization with the vendor or contractor?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF C4 = 1 or 2]

C5. Why do you say this? Anything else? [OPEN END]



---

## D. PARTICIPATION EXPERIENCE

Now I'd like to ask you a few questions about participating in the Express Efficiency program.

D1. Are you aware that the Express Efficiency program allows you to reserve rebate funds before purchasing and installing equipment, to ensure funding availability? (IF NEEDED: CUSTOMERS CAN RESERVE REBATE FUNDS BEFORE EQUIPMENT IS PURCHASED AND/OR INSTALLED).

1. Yes
2. No [SKIP TO D5]
3. (Don't know/Refused) [SKIP TO D5]

D2. Was a reservation made for funds for a rebate on your equipment?

1. Yes
2. No [SKIP TO D5]
3. (Don't know/Refused) [SKIP TO D5]

D3. Who reserved the rebate funds? [ALLOW MULTIPLE]

1. Me/my organization
2. My vendor or contractor
3. (Other, specify)
98. (Don't know/Refused)

D4. How dissatisfied or satisfied was your organization with the process for reserving rebate funds for the program?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF D4 = 1 or 2]

D4a. Why do you say this? Anything else? [OPEN END]

D5. From where did you get the Express Efficiency application for a rebate. Was it from . . . [ALLOW MULTIPLE RESPONSES]

1. A vendor or contractor
2. The [UTILITY]'s website
3. From a representative of [UTILITY] (specify – Account Rep, Service Tech, other)
4. Somewhere else? (specify)
98. (Don't know/Refused)

---

D6. Who submitted the application for a rebate from the Express Efficiency program? [ALLOW MULTIPLE]

1. Me/my organization
2. My vendor or contractor
3. (Other, specify)
98. (Don't know/Refused)

[ASK IF D6 = 1]

D7. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the completed application and necessary documentation?

1. [very difficult]
2. ..
3. ..
4. ..
5. very easy].
6. (Don't know/Refused)

[ASK IF D7 = 1 or 2]

D7a. Why do you say this? Anything else? [OPEN END]

D8. Did [UTILITY] contact you because your application was missing information or documentation?

1. Yes
2. No [SKIP TO E1]
3. (Don't know/Refused) [SKIP TO E1]

D9. Did [UTILITY] send back the application and documentation that you initially submitted for you to add the missing information and resubmit the complete package?

1. Yes
2. No
3. (Don't know/Refused)

D10. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the additional materials as requested?

1. [very difficult]
2. ..
3. ..
4. ..
5. very easy].
6. (Don't know/Refused)

[ASK IF D10 = 1 or 2]

D10a. Why do you say this? Anything else? [OPEN END]

---

## E. SATISFACTION

E1. Was the rebate payment issued to your organization or to a vendor or contractor?

1. My organization
2. vendor, contractor
3. (Other, specify)
98. (Don't know/Refused)

E2. How dissatisfied or satisfied was your organization with the rebate amount?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E2 = 1 or 2]

E2a. Why do you say this? Anything else? [OPEN END]

E3. How dissatisfied or satisfied was your organization with the amount of time it took to get the rebate payment after you submitted the application?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E3 = 1 or 2]

E3a. Why do you say this? Anything else? [OPEN END]

E4. How dissatisfied or satisfied has your organization been with the overall 2006- 2008 Express Efficiency program experience?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E4 = 1 or 2]

E4a. Why do you say this? Anything else? [OPEN END]

---

## EP. PROGRAM EFFECTS

Now I want to ask questions about your organization's satisfaction with the energy efficiency improvements and your decision to go forward with them.

EP1. How dissatisfied or satisfied has your organization been with the equipment they purchased under this program? (READ OPTIONS)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF EP1 = 1 or 2]

EP2. Why do you say this? Anything else? [OPEN END]

EP3. Would your organization consider installing similar energy efficiency improvements in the future in this or other facilities?

1. Yes
2. No
3. (Don't know/Refused)

EP4. Would your organization consider installing similar improvements in the future without assistance from [UTILITY]'s Express Efficiency program?

1. Yes
2. No
3. (Don't know/Refused)

EP5. Before your organization installed these improvements, had your organization installed any similar improvements at this or any other facilities without receiving rebates like those from Express Efficiency?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF EP5 = 2 or 3]

EP6. What type of improvements? [OPEN END]

EP7. Did the ideas for the [MSR\_DESC] project come . . . (READ except for Don't Know, CODE ONE)

1. BEFORE learning about the Express program?
2. About the SAME TIME as learning about the Express program?
3. Or AFTER learning about the Express program?
4. (Don't know/Refused)

---

EP8. How unlikely or likely would your organization have been to implement the efficiency improvements without a rebate from the Express Efficiency program?

1. Very unlikely
2. Somewhat unlikely
3. Neither unlikely nor likely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

EP9. Without the program's assistance, how different might the timing have been for these improvements? Would your organization have undertaken them ... (READ CHOICES)

1. At the same time
2. Earlier
3. Later
4. (Don't know/Refused)

EP10. Besides the Express Efficiency rebate program, are you aware of OTHER programs or resources currently offered by [UTILITY] to promote energy efficiency for businesses like yours?

1. Yes
2. No [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]
3. (Don't know/Refused) [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]

[SKIP IF EP10 = 2 or 3]

EP11. What types of programs are you aware of? [ACCEPT MULTIPLES] (AFTER EACH RESPONSE, PROMPT WITH "Any others?")

1. (Standard Performance Contract program)
2. (Local Business Energy Efficiency program)
3. (Small Business Super Saver)
4. (Energy Savings Bid)
5. (On-Bill Financing)
6. (Energy audits)
7. (Other unspecified rebate programs)
00. (Other, Specify)
98. (Don't know/Refused) [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]

[SKIP IF EP10 = 2 or 3]

EP12. Has your organization participated in any of these other programs?

1. Yes
2. No
3. (Don't know/Refused)

---

[SKIP IF EP12 = 2 or 3]

EP13. Which ones has your organization participated in?

1. (Standard Performance Contract program)
2. (Local Business Energy Efficiency program)
3. (Small Business Super Saver)
4. (Energy Savings Bid)
5. (On-Bill Financing)
6. (Energy audits)
7. (Other unspecified rebate programs)
00. (Other, Specify)
98. (Don't know/Refused)

---

## US. ROLE OF UTILITY STAFF

US1. Have you had any interactions with an account executive from [UTILITY] in the past year?

1. Yes
2. No [[IF UTILITY=SOCALGAS, SKIP TO US4, ELSE SKIP TO DCI SECTION]
3. (Not sure what an account executive is) [IF UTILITY=SOCALGAS, SKIP TO US4, ELSE SKIP TO DCI SECTION]
4. (Don't know/refused) [[IF UTILITY=SOCALGAS, SKIP TO US4, ELSE SKIP TO DCI SECTION]

US2. In general, how many times a year do you interact with an account executive from [UTILITY]?

1. Never
2. 1-2 times a year
3. 3-5 times a year
4. Less than once per month (about once every 2 months or 6 times a year)
5. At least once every month or more often
6. (Other, Specify)
98. (Don't know/Refused)

[SKIP IF US2 = 5 or 98]

US3. Did the account executive mention the [UTILITY] Express Efficiency rebate program to you?

1. Yes
2. No
3. (Don't know/Refused)

[If [UTILITY = SDG&E, SKIP TO DCI SECTION]

[ASK IF, [UTILITY = SOCALGAS]]

US4. Have you had any interactions with a commercial or industrial service technician from The Gas Company in the past year? (IF NEEDED) The Gas Company service technicians assist customers with technical problems related to commercial or industrial equipment.

1. Yes
2. No [SKIP TO DCI SECTION]
3. (Not sure what a service technician is) [SKIP TO DCI SECTION]
4. (Don't know/Refused) [SKIP TO DCI SECTION]

US5. In general, how many times a year do you interact with a service technician from The Gas Company?

1. At least once every month or more often
2. Less than once per month (about once every 2 months or 6 times a year)
3. 3-5 times a year
4. 1-2 times a year
5. Never
6. (Other, Specify)
98. (Don't know/Refused)

---

US6. Has any service technician mentioned the The Gas Company Express Efficiency rebate program to you?

1. Yes
2. No
3. (Don't know/Refused)



---

## Delivery Channel Innovation Questions (DCI)

[ASK ABOUT 4 OF THESE – A, D, G, & H OR B, E, K, & L OR C, F, I, & J]

**DC1. I'm going to ask you about several ways in which you might have seen or heard about information on energy efficiency. Have you ever...** (1=Yes, 2=No, 3=(Don't know/Refused))

[ROTATE – B THRU L]

- A. Visited [The Gas Company's/San Diego Gas and Electric's] website?  
A2.[IF A=1] Did you see anything on the website about energy efficiency opportunities?
- B. Received information from [The Gas Company/San Diego Gas and Electric] through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities?
- C. Received an email from [The Gas Company/San Diego Gas and Electric] utility regarding energy efficiency information?
- D. Attended an event, such as a business forum or trade meeting, where information about energy efficiency was distributed?
- E. Seen advertisements in a newspaper or trade journal regarding energy efficiency?
- F. Heard about energy efficiency opportunities by television or radio specifically for Flex Your Power?
- G. Learned about energy efficiency efforts from a contractor or vendor?
- H. Been contacted in person by [The Gas Company/San Diego Gas and Electric], (such as by an Account Executive or Commercial Service Technician) about energy efficiency opportunities?
- I. Called [The Gas Company/San Diego Gas and Electric] and had someone inform you about energy efficiency opportunities?
- J. Heard about energy efficiency opportunities from your local government or from a non-profit organization in your community?
- K. Attended a training seminar provided by [The Gas Company/San Diego Gas and Electric]
- L. Performed an Internet search for energy efficiency information and/or programs?

[IF YES TO DC1A2=1, or B=1, or C=1]

DC2a. On a scale of 1 to 5 where 1 is not at all useful and 5 is very useful, how useful did you find the information provided by [Southern California Gas/San Diego Gas and Electric] [through email, through the mail, on its website]?

- 1. Not at all useful
- 2. Somewhat un-useful
- 3. Neither useful nor un-useful
- 4. Somewhat useful
- 5. Very useful
- 6. (Don't know/Refused)

[SKIP IF DC2=5,6]

DC3. What would have made this information more useful?

[OPEN END]

---

DC4. Based on all of the things that you can think of, what is the best way to provide you with information about energy efficiency opportunities? [OPEN END, MULTIPLE RESPONSES – ALLOW UP TO 5 RESPONSES]

1. (Gas or electric utility website)
2. (Information from utility received through the mail, such as a bill insert or newsletter)
3. (An email from gas or electric utility)
4. (An event, such as a business forum or trade meeting)
5. (Advertisements in a newspaper or trade journal)
6. (Television or radio advertisements specifically for Flex Your Power)
7. (Other television or radio advertisements)
8. (A contractor)
9. (A representative of the gas or electric utility—didn't mention Account Representative)
10. (Specifically mentioned Account Executive or Account Representative)
11. (A local government or non-profit agency in the community)
00. (Other, specify)
98. (Don't know/Refused)

---

**Education and Training [SoCalGas Participants Only]**

ET1. Have any of your facility's employees attended a training seminar at the Gas Company's Energy Resource Center (ERC)? (The ERC is the Southern California Gas Company's training facility in Downey, California.)

1. Yes
2. No
3. (Don't know)

[IF ET1=1]

ET2. On a scale of 1 to 5 where 1 is not at all influential and 5 is very influential, how influential was the seminar to your decision to participate in this program?

ET3. Apart from participating in the program that we've been discussing, has your facility made any other energy efficiency improvements – such as replacing equipment or changing processes or maintenance practices – as a result of attending a seminar at the Energy Resource Center?

1. Yes
2. No
3. (Don't know)

ET4. What changes have you made as a result of attending the seminar at the Energy Resources Center?  
(OPEN END)

---

## F. FIRMOGRAPHICS

Okay, last of all, I have some questions about your facility and your organization.

F1. Does your organization lease or own your facility?

1. Lease
2. Own
3. (Other, specify)
4. (Don't know)

F2. Would you describe your business as... (Probe as necessary for number of people or square footage and record best guess)

1. A small business
2. A medium-sized business
3. A large business
4. (Don't know/refused)

F3a. What is the approximate TOTAL square footage of your facility at this location (IF NEEDED, [SITE\_ADDR1])?

1. Less than 1,500 sq ft
2. 1,500 – 4,999 sq ft
3. 5,000 – 9,999 sq ft
4. 10,000 – 24,999 sq ft
5. 25,000 – 49,999 sq ft
6. 50,000 – 74,999 sq ft
7. 75,000 – 99,999 sq ft
8. Over 100,000 sq ft
9. (Don't know/Refused)

F3b. What is the approximate percentage of your square footage that is AIR-CONDITIONED?

1. 0%
2. 1-50%
3. 51-99%
4. 100%
5. (Don't know/Refused)

F4a. Is your business in one location, or do you have multiple locations?

1. One location
2. Multiple locations
3. (Don't know/refused)

F4b. Is your business in its own building, or are you located in a building with multiple businesses?

1. Own building
2. Multiple businesses in building
3. (Don't know/refused)

---

F5. Do you have anyone devoted full-time as a building engineer or facility manager?

1. Yes
2. No
3. (Other, specify)
4. (Don't know/Refused)

F6. Would you say that your [IF SoCalGas: gas/IF SDG&E: gas and electric] costs represent a . . .  
(READ LIST)

1. Very small
2. Small
3. Medium
4. Large, or
5. Very large part of your operating costs each month?
6. (Don't know/refused)

F7. On average, how many hours a day is your facility in use?

1. Less than 8 hours
2. 8 to 11 hours
3. 12 to 15 hours
4. 16 to 23 hours
5. 24 hours
6. (Don't know/refused)

F8. Is there a language other than English spoken at your organization?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF F8 = 2 or 99]

F9. What languages other than English are spoken at your organization?

1. Spanish
2. Chinese
3. Korean
4. Vietnamese
5. Japanese
6. Hindi
00. (Other, Specify)
7. (Don't know/Refused)

Your responses will remain confidential, but may I get/confirm your name and title in case I need to call you back? (RECORD NAME AND TITLE, REFUSED=WOULD NOT GIVE NAME AND/OR TITLE)

Great. These are all the questions I have for you today. Thanks very much for your time.

## 6.2 In-depth Interview Guide: Express Vendors

(SCG = steam trap vendors mostly)  
Target completes = 10 (SCG sample of 22)

Hello, this is \_\_\_\_\_ from [KEMA] and I am calling on behalf of SoCalGas, I am calling to talk to you about the Express Efficiency program. We are contacting participating contractors and vendors to evaluate their experience in this rebate program and solicit feedback for improving the program going forward. Are you the person from [company name] who is most familiar with the Express program?

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone number: \_\_\_\_\_

My questions should only take about 10 minutes.

### A. FIRM PARTICIPATION

I'd like to start with some questions about your involvement and participation with the Express Efficiency program.

A1. How did your company first hear about the opportunity to participate as a vendor in the Express Efficiency program with SoCalGas? [DO NOT READ] [CODE MULTIPLE]

- 1 Word of mouth from colleague in my industry
- 2 Contacted by program manager
- 3 Trade association meeting
- 4 Other [*Specify....*]
- 99 Don't know/Can't say

A2. Has your company signed a vendor participation form with the SoCalGas Express Efficiency program? [DO NOT READ] [CODE SINGLE]

- 1 Yes
- 2 No
- 99 Don't know/Can't say

---

A3. Approximately how long has your company been participating in the Express program? [READ, IF NECESSARY] [CODE SINGLE]

- 1 Less than six months ago
- 2 Six months to one year ago
- 3 More than 1 year ago
- 99 [Don't know/Can't say]

A4. How do you inform your customers about the Express program? [DO NOT READ] [CODE MULTIPLE]

- 1 Brochures provided by SoCalGas
- 2 Refer them to the SoCalGas website
- 3 Talk to them about it, no handouts
- 4 Only mention it in passing, no materials handed out
- 5 Don't usually mention it
- 6 Other [*Specify...*]
- 99 Don't know/Can't say

A5. What percent of your customers receive rebates from the Express Efficiency program? [DO NOT READ][BRACKET, IF NECESSARY]

- 1 [PERCENT]
- 2 List other programs vendor participates in (if mentioned):
- 99 Don't know/Can't say

A6. On a scale of 1 to 5, with 1 being not beneficial at all and 5 being very beneficial, how beneficial has it been to your company to participate as a vendor in the Express Efficiency program?

- 1 Not beneficial at all
- 2 ...
- 3 ...
- 4 ...
- 5 Very beneficial
- 99 Don't know/refused

---

## B. AWARENESS

B1. On a scale of 1 to 5, with 1 being not easy at all and 5 being extremely easy, how easy is it for your company to stay up-to-date of changes in the Express program?

- 1 Not easy at all
- 2 ...
- 3 ...
- 4 ...
- 5 Extremely easy
- 99 Don't know/refused

B2. How does your company usually *find out* about changes in the Express program? [DO NOT READ]

- 1 Word of mouth from someone in my company [Please specify: e.g. boss?]
- 2 Word of mouth from someone outside my company
- 3 Vendor meeting with trade association
- 4 Vendor meeting with SoCalGas
- 5 Mailing from SoCalGas
- 6 SoCalGas Website
- 7 Email from SoCalGas
- 8 Phone call from SoCalGas program staff
- 9 Other [Specify...]
- 99 Don't know/refused

B3. What would be the best way to inform your company about changes in the Express program? [DO NOT READ] [CODE MULTIPLE]

- 1 Mailing
- 2 Website
- 3 Email
- 4 Phone call from program
- 5 Vendor meeting
- 6 Other [Specify...]
- 99 Don't know/refused



**C. THIRD PARTY COMPETITION**

C1. Does your company participate in energy efficiency programs other than Express Efficiency?

- 1 Yes CONTINUE TO QUESTION C2.
- 2 No SKIP TO QUESTION C4.
- 99 Don't know/refused

If yes to above,

C2. What other programs in the SoCalGas territory does your company participate in? [CODE MULTIPLE IN BELOW TABLE]

C3. Which program does your company work with the most?  
 Second most? Third most?  
 [CODE 1 = most, 2 = second most, 3 = third most, etc]

	LIST PROGRAMS MENTIONED (Question C2.)	WORK WITH THE MOST [Code percent, or list] (Question C3.)
ANS1	Express Efficiency	
ANS2		
ANS3		
ANS4		
99	Refused/Don't know	

C4. What are the relative advantages of participating in Express Efficiency compared with other programs?

OPEN  
END

99 Refused/Don't know

---

C5. What are the relative disadvantages of participating in Express Efficiency compared with other programs?

OPEN  
END

99

Refused/Don't know

---

**D. APPLICATION PROCESS**

Now we have a few questions about the application process for the Express Efficiency program.

D1. On a scale of 1 to 5, with 1 being not at all satisfied and 5 being extremely satisfied, how satisfied has your company been with the rebate application process and paperwork for the Express program?

- 1 Not at all satisfied
- 2 ...
- 3 ...
- 4 ...
- 5 Extremely satisfied
- 99 Refused/Don't know

D2. What suggestions do you have for improving the application process, including paperwork for the Express program?

OPEN  
END

- 99 Refused/Don't know

D3. Does your company typically make a reservation for funds from the Express program for jobs you plan to do in the months ahead?

- 1 Yes
- 2 No
- 99 Don't know/refused

D4. On a scale of 1 to 5, with 1 being not at all satisfied and 5 being extremely satisfied, how satisfied has your company been with the reservation process for the Express program?

- 1 Not at all satisfied
- 2 ...
- 3 ...
- 4 ...
- 5 Extremely satisfied
- 10 Have not used the reservation process
- 99 Refused/Don't know

---

D5. What suggestions do you have for improving the reservation process for the Express program?

OPEN  
END

99 Refused/Don't know

D6. How does your company determine if a customer is eligible for a rebate through the Express Efficiency program?

OPEN  
END

99 Refused/Don't know

D7. On a scale of 1 to 5, with 1 being not easy at all and 5 being extremely easy, how easy is it to determine whether a customer is eligible for the Express Efficiency program?

- 1 Not easy at all
- 2 ...
- 3 ...
- 4 ...
- 5 Extremely easy
- 99 Refused/Don't know

D8. What suggestions do you have for improving the system for determining if a customer is eligible for the Express Efficiency program?

OPEN  
END

99 Refused/Don't know

---

**E. IMPROVEMENTS**

E1. Are there any products or technologies currently not covered under Express Efficiency that you think should be included?

OPEN  
END

99 Refused/Don't know

E2. Are there any other suggestions for improving the Express Efficiency program? [IF NEEDED: How can we increase vendor participation in the Express Efficiency program?]

OPEN  
END

99 Refused/Don't know

---

## F. FIRMOGRAPHICS

I just have some final questions about your firm.

F1. How many full-time employees does your company employ at your location?

OPEN  
END

99 Refused/Don't know

F2. Which of the following best describes your firm? [READ][ACCEPT MULTIPLE]

- 1 Contractor
- 2 Vendor
- 3 Energy services company (ESCO)
- 10 Other [Specify...]
- 99 Refused/Don't know

F3. What types of technologies does your firm work with? [READ] [ACCEPT MULTIPLE]

- 1 Boilers
- 2 Steam traps
- 3 HVAC
- 4 Water heater
- 5 Insulation
- 6 Greenhouse gas heat curtain/film
- 10 Other [Specify...]
- 99 Refused/Don't know

Well, that's all the questions I have for you today. Thanks very much for your time!

### 6.3 Frequency Tables for Express Participants

#### B. PROGRAM AWARENESS

B1. How did your organization first learn about the Express Efficiency program? (DO NOT READ) [ACCEPT MULTIPLES]

	SoCalGas
TOTAL ANSWERING	101
Energy Audit Program	3%
Respondent approached contractor/ESCO/A&E firm/other 3rd party	21%
Respondent approached utility concerning another matter and learned about the program	2%
Informed by [UTILITY] account executive	29%
Informed by [UTILITY] commercial or industrial service technician	6%
Informed by contractor/ESCO/A&E firm/other 3rd party	2%
Utility brochure in mail	7%
Bill insert	3%
Word-of-mouth from friend or co-workers	11%
Television, radio, newspaper ad	1%
Magazine or trade journal	
Participation in previous years	1%
Manufacturer information/suggestion	1%
Community organization such as Chamber of Commerce	1%
Respondent called their utility to complain about their electric or gas bill	1%
Energy Resource Center (ERC) or Customer Technology Assessment Center (CTAC )	
Seminar or Training Class sponsored by Utility	
Seminar or Training Class NOT sponsored by Utility	1%
[UTILITY] website	3%
(Other, specify)	10%
(Don't know/Refused)	

B2. What motivated your organization to participate in the Express Efficiency program? (DO NOT READ) [ACCEPT MULTIPLES]

	SoCalGas
TOTAL ANSWERING	101
Acquiring the latest technology	-
Saving money on energy bills	51%
To use less energy	36%
Obtaining a rebate	35%
Replacing old or broken equipment	20%
Because the program was sponsored by a utility	1%
Helping protect the environment	3%
Previous experience with other utility programs	-
Recommended by utility account executive	-
Recommended by utility service technician	1%
Participation in previous years	-
Part of broader facility remodeling/renovation	-
Other, specify)	1%
(Don't know/Refused)	1%



### C. ROLE OF CONTRACTORS

C1. Did your organization work with a vendor or contractor for any of the measures rebated through the 2006-2008 Express Efficiency program?

	SoCalGas
TOTAL ANSWERING	101
Yes	64%
No	33%
Other	-
Don't know/Refused	3%

C2. Had your organization worked with this vendor or contractor before participating in the 2006-2008 Express Efficiency program?

	SoCalGas
TOTAL ANSWERING	66
Yes	42%
No	56%
Don't know/Refused	2%

C3. How unimportant or important was the input from the vendor or contractor in deciding which specific equipment to install?

	SoCalGas
TOTAL ANSWERING	66
Very unimportant	2%
Somewhat unimportant	3%
(neither important or unimportant)	5%
Somewhat important	32%
Very important	58%
Don't know/Refused	2%

C4. How dissatisfied or satisfied was your organization with the vendor or contractor?

	SoCalGas
TOTAL ANSWERING	65
Very dissatisfied	2%
Somewhat dissatisfied	2%
neither satisfied nor dissatisfied	2%
Somewhat satisfied	28%
Very satisfied	68%
Don't know/Refused	-

**D. PARTICIPATION EXPERIENCE**

D1. Are you aware that the Express Efficiency program allows you to reserve rebate funds before purchasing and installing equipment, to ensure funding availability? (IF NEEDED: CUSTOMERS CAN RESERVE REBATE FUNDS BEFORE EQUIPMENT IS PURCHASED AND/OR INSTALLED).

	SoCalGas
TOTAL ANSWERING	101
Yes	35%
No	63%
Don't know/Refused	2%

D2. Was a reservation made for funds for a rebate on your equipment?

	SoCalGas
TOTAL ANSWERING	35
Yes	46%
No	40%
Don't know/Refused	14%

D3. Who reserved the rebate funds? [ALLOW MULTIPLE]

	SoCalGas
TOTAL ANSWERING	16
Me/my organization	63%
My vendor/contractor	19%
Other	19%

D4. How dissatisfied or satisfied was your organization with the process for reserving rebate funds for the program?

	SoCalGas
TOTAL ANSWERING	16
Very dissatisfied	-
Somewhat dissatisfied	-
Neither satisfied nor dissatisfied	-
Somewhat satisfied	38%
Very satisfied	63%
Don't know/Refused	-

D5. From where did you get the Express Efficiency application for a rebate. Was it from . . . [ALLOW MULTIPLE RESPONSES]

	SoCalGas
TOTAL ANSWERING	101
A vendor or contractor	43%
The utility's website	22%
From a representative	28%
Somewhere else	5%
Don't know/refused	3%

D6. Who submitted the application for a rebate from the Express Efficiency program? [ALLOW MULTIPLE]

	SoCalGas
TOTAL ANSWERING	101
Me/My organization	47%
My vendor or contractor	43%
Other, Specify	12%
Don't know/Refused	2%

[ASK IF D6 = 1]

D7. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the completed application and necessary documentation?

	SoCalGas
TOTAL ANSWERING	48
Very difficult	2%
Somewhat difficult	2%
(neither easy or difficult	17%
Somewhat easy	31%
Very easy	44%
Don't know/Refused	4%
MEAN	4.17

D8. Did [UTILITY] contact you because your application was missing information or documentation?

	SoCalGas
TOTAL ANSWERING	101
Yes	14%
No	84%
Don't know/Refused	2%

D9. Did [UTILITY] send back the application and documentation that you initially submitted for you to add the missing information and resubmit the complete package?

	SoCalGas
TOTAL ANSWERING	14
Yes	50%
No	50%
Don't know/Refused	-

D10. Using a five-point scale, with 1 meaning “very difficult” and 5 meaning “very easy”, how difficult or easy was it to submit the additional materials as requested?

	SoCalGas
TOTAL ANSWERING	14
Very difficult	-
Somewhat difficult	-
(neither easy or difficult	14%
Somewhat easy	14%
Very easy	71%
Don't know/Refused	-
MEAN	4.57

## E. SATISFACTION

E1. Was the rebate payment issued to your organization or to a vendor or contractor?

	SoCalGas
TOTAL ANSWERING	101
Me/My organization	48%
Vendor or contractor	35%
Other, Specify	3%
Don't know/Refused	5%

E2. How dissatisfied or satisfied was your organization with the rebate amount?

	SoCalGas
TOTAL ANSWERING	101
Very dissatisfied	-
Somewhat dissatisfied	2%
neither satisfied nor dissatisfied	1%
Somewhat satisfied	22%
Very satisfied	51%
Don't know/Refused	24%

E3. How dissatisfied or satisfied was your organization with the amount of time it took to get the rebate payment after you submitted the application?

	SoCalGas
TOTAL ANSWERING	101
Very dissatisfied	-
Somewhat dissatisfied	1%
neither satisfied nor dissatisfied	3%
Somewhat satisfied	28%
Very satisfied	39%
Don't know/Refused	30%

E4.How dissatisfied or satisfied has your organization been with the overall 2006- 2008 Express Efficiency program experience?

	SoCalGas
TOTAL ANSWERING	101
Very dissatisfied	-
Somewhat dissatisfied	-
neither satisfied nor dissatisfied	2%
Somewhat satisfied	25%
Very satisfied	67%
Don't know/Refused	6%

**EP. PROGRAM EFFECTS**

EP1. How dissatisfied or satisfied has your organization been with the equipment they purchased under this program? (READ OPTIONS)

	SoCalGas
TOTAL ANSWERING	101
Very dissatisfied	-
Somewhat dissatisfied	1%
neither satisfied nor dissatisfied	4%
Somewhat satisfied	23%
Very satisfied	70%
Don't know/Refused	2%

EP3. Would your organization consider installing similar energy efficiency improvements in the future in this or other facilities?

	SoCalGas
TOTAL ANSWERING	101
Yes	89%
No	6%
Don't know/Refused	5%

EP4. Would your organization consider installing similar improvements in the future without assistance from [UTILITY]'s Express Efficiency program?

	SoCalGas
TOTAL ANSWERING	101
Yes	50%
No	32%
Don't know/Refused	19%

EP5. Before your organization installed these improvements, had your organization installed any similar improvements at this or any other facilities without receiving rebates like those from Express Efficiency?

	SoCalGas
TOTAL ANSWERING	101
Yes	30%
No	58%
Don't know/Refused	12%

EP7. Did the ideas for the [MSR\_DESC] project come . . . (READ except for Don't Know, CODE ONE)

	SoCalGas
TOTAL ANSWERING	101
BEFORE learning about the Express program?	25%
About the SAME TIME as learning about the Express program?	41%
Or AFTER learning about the Express program?	27%
(Don't know/Refused)	8%

EP8. How unlikely or likely would your organization have been to implement the efficiency improvements without a rebate from the Express Efficiency program? (DO NOT READ)

	SoCalGas
TOTAL ANSWERING	101
Very unlikely	13%
Somewhat unlikely	16%
neither likely nor unlikely	7%
Somewhat likely	38%
Very likely	25%
Don't know/Refused	2%

EP9. Without the program's assistance, how different might the timing have been for these improvements? Would your organization have undertaken them ... (READ CHOICES)

	SoCalGas
TOTAL ANSWERING	101
At the same time	23%
Earlier	13%
Later	51%
Don't know/Refused	13%

EP10. Besides the Express Efficiency rebate program, are you aware of OTHER programs or resources currently offered by [UTILITY] to promote energy efficiency for businesses like yours?

	SoCalGas
TOTAL ANSWERING	101
Yes	21%
No	78%
Don't know/Refused	1%



[SKIP IF EP10 = 2 or 3]

EP11. What types of programs are you aware of? [ACCEPT MULTIPLES] (AFTER EACH RESPONSE, PROMPT WITH “Any others?”)

	SoCalGas
TOTAL ANSWERING	22
(Standard Performance Contract program)	14%
(Local Business Energy Efficiency program)	14%
(Small Business Super Saver)	9%
(Energy Savings Bid)	18%
(On-Bill Financing)	9%
(Energy audits)	18%
(Other unspecified rebate programs)	18%
(Other, Specify)	14%
(Don't know/Refused)	18%

[SKIP IF EP10 = 2 or 3]

EP12. Has your organization participated in any of these other programs?

	SoCalGas
TOTAL ANSWERING	18
Yes	39%
No	61%
Don't know/Refused	-

[SKIP IF EP12 = 2 or 3]

EP13. Which ones has your organization participated in?

	SoCalGas
TOTAL ANSWERING	101
(Standard Performance Contract program)	-
(Local Business Energy Efficiency program)	29%
(Small Business Super Saver)	-
(Energy Savings Bid)	-
(On-Bill Financing)	-
(Energy audits)	14%
(Other unspecified rebate programs)	43%
(Other, Specify)	29%
(Don't know/Refused)	-

**US. ROLE OF UTILITY STAFF**

US1. Have you had any interactions with an account executive from [UTILITY] in the past year?

	SoCalGas
TOTAL ANSWERING	101
Yes	23%
No	74%
(Not sure what an account executive is)	2%
Don't know/Refused	1%

US2. In general, how many times a year do you interact with an account executive from [UTILITY]?

	SoCalGas
TOTAL ANSWERING	23
Never	-
1-2 times a year	39%
3-5 times a year	39%
Less than once per month (about once every 2 months or 6 times a year)	-
At least once every month or more often	13%
(Other, Specify)	4%
(Don't know/Refused)	4%

US3. Did the account executive mention the [UTILITY] Express Efficiency rebate program to you?

	SoCalGas
TOTAL ANSWERING	19
Yes	84%
No	
Don't know/Refused	

US4. Have you had any interactions with a commercial or industrial service technician from SoCalGas in the past year? (IF NEEDED) SoCalGas service technicians assist customers with technical problems related to commercial or industrial equipment.

	SoCalGas
TOTAL ANSWERING	101
Yes	14%
No	83%
(Not sure what an service technician is)	3%
Don't know/Refused	-

US5. In general, how many times a year do you interact with a service technician from SoCalGas?

	SoCalGas
TOTAL ANSWERING	14
At least once every month or more often	7%
Less than once per month (about once every 2 months or 6 times a year)	7%
3-5 times a year	21%
1-2 times a year	64%
Never	-
(Other, Specify)	-
(Don't know/Refused)	-

US6. Has any service technician mentioned the SoCalGas Express Efficiency rebate program to you? .

	SoCalGas
TOTAL ANSWERING	14
Yes	57%
No	36%
Don't know/Refused	7%

### Delivery Channel Innovation Questions (DCI)

DC1. I'm going to ask you about several ways in which you might have seen or heard about information on energy efficiency. Have you ever... (1=Yes, 2=No, 3=DK) [READ AND ROTATE – B-J]

M. Visited [Southern California Gas's/San Diego Gas and Electric's] website?

	SoCalGas
TOTAL ANSWERING	42
Yes	12%
No	88%
Don't know/Refused	-

A2.[IF A=1] Did you see anything on the website about energy efficiency opportunities?

	SoCalGas
TOTAL ANSWERING	5
Yes	40%
No	20%
Don't know/Refused	40%

N. Received information from [Southern California Gas/San Diego Gas and Electric] through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities?

	SoCalGas
TOTAL ANSWERING	31
Yes	32%
No	68%
Don't know/Refused	-

O. Received an email from [Southern California Gas/San Diego Gas and Electric] utility regarding energy efficiency information?

	SoCalGas
TOTAL ANSWERING	36
Yes	11%
No	89%
Don't know/Refused	-

P. Attended an event, such as a business forum or trade meeting, where information about energy efficiency was distributed?

	SoCalGas
TOTAL ANSWERING	42
Yes	26%
No	74%
Don't know/Refused	-

Q. Seen advertisements in a newspaper or trade journal regarding energy efficiency?

	SoCalGas
TOTAL ANSWERING	31
Yes	39%
No	61%
Don't know/Refused	-

R. Heard about energy efficiency opportunities by television or radio specifically for Flex Your Power?

	SoCalGas
TOTAL ANSWERING	36
Yes	44%
No	56%
Don't know/Refused	-

S. Learned about energy efficiency efforts from a contractor?

	SoCalGas
TOTAL ANSWERING	42
Yes	31%
No	69%
Don't know/Refused	-

T. Been contacted by [Southern California Gas/San Diego Gas and Electric], (such as by an Account Executive or Commercial Service Technician) about energy efficiency opportunities?

	SoCalGas
TOTAL ANSWERING	42
Yes	14%
No	86%
Don't know/Refused	-

U. Called [Southern California Gas/San Diego Gas and Electric] and had someone inform you about energy efficiency opportunities?

	SoCalGas
TOTAL ANSWERING	36
Yes	11%
No	89%
Don't know/Refused	-

V. Heard about energy efficiency opportunities from your local government or from a non-profit agency in your community?

	SoCalGas
TOTAL ANSWERING	36
Yes	22%
No	78%
Don't know/Refused	--

[IF YES TO DC1A=1, or B=1, or C=1]

DC2a. On a scale of 1 to 5 where 1 is not at all useful and 5 is very useful, how useful did you find the information provided by [Southern California Gas/San Diego Gas and Electric]?

	SoCalGas
TOTAL ANSWERING	2
Not at all useful	-
Somewhat un-useful	-
Neither useful nor un-useful	50%
Somewhat useful	50%
Very useful	-
Don't know/Refused	-
MEAN	3.50

DC4. Based on all of the things that you can think of, what is the best way to provide you with information about energy efficiency opportunities? [OPEN END, MULTIPLE RESPONSES – ALLOW UP TO 5 RESPONSES]

	SoCalGas
TOTAL ANSWERING	101
(Gas or electric utility website)	11%
(Information from utility received through the mail, such as a bill insert or newsletter)	74%
(An email from gas or electric utility)	12%
(An event, such as a business forum or trade meeting)	2%
(Advertisements in a newspaper or trade journal)	3%
(Television or radio advertisements specifically for Flex Your Power)	-
(Other television or radio advertisements)	1%
(A contractor)	9%
A representative of the gas or electric utility—didn't mention Account Representative)	4%
Specifically mentioned Account Executive or Account Representative	-
A local government or non-profit agency in the community	-
Other, specify	2%
Don't know/Refused	2%

### Education and Training [SoCalGas Participants Only]

ET1. Have any of your facility's employees attended a training seminar at the Gas Company's Energy Resource Center (ERC)? (The ERC is the Southern California Gas Company's training facility in Downey, California.)

	SoCalGas
TOTAL ANSWERING	101
Yes	13%
No	86%
Don't know/Refused	1%

[IF ET1=1]

ET2. On a scale of 1 to 5 where 1 is not at all influential and 5 is very influential, how influential was the seminar to your decision to participate in this program?

	SoCalGas
TOTAL ANSWERING	13
Not at all influential	38%
Somewhat non- influential	-
Neither influential nor non- influential	-
Somewhat influential	15%
Very influential	31%
Don't know/Refused	15%
MEAN	3.00

ET3. Apart from participating in the program that we've been discussing, has your facility made any other energy efficiency improvements – such as replacing equipment or changing processes or maintenance practices – as a result of attending a seminar at the Energy Resource Center?

	SoCalGas
TOTAL ANSWERING	101
Yes	9%
No	87%
Don't know/Refused	4%

## F. FIRMOGRAPHICS

F1. Does your organization lease or own your facility?

	SoCalGas
TOTAL ANSWERING	101
Lease	57%
Own	42%
Other, specify	1%

F2. Would you describe your business as... (Probe as necessary for number of people or square footage and record best guess)

	SoCalGas
TOTAL ANSWERING	101
A small business	62%
A medium-sized business	25%
A large business	13%
Don't know	-

F3a. What is the approximate TOTAL square footage of your facility at this location (IF NEEDED, [SITE\_ADDR1])?

	SoCalGas
TOTAL ANSWERING	101
less than 1,500 sq ft	22%
1,500 – 4,999 sq ft	32%
5,000 – 9,999 sq ft	3%
10,000 – 24,999 sq ft	12%
25,000 – 49,999 sq ft	4%
50,000 – 74,999 sq ft	3%
75,000 – 99,999 sq ft	1%
Over 100,000 sq ft	12%
(Don't know/Refused)	12%

F3b. What is the approximate percentage of your square footage that is AIR-CONDITIONED?

	SoCalGas
TOTAL ANSWERING	101
0%	52%
1-50%	25%
51-99%	8%
100%	12%
Don't know/Refused	3%



F4a. Is your business in one location, or do you have multiple locations?

	SoCalGas
TOTAL ANSWERING	101
One location	70%
Multiple locations	29%
Don't know/refused	1%

F4b. Is your business in its own building, or are you located in a building with multiple businesses?

	SoCalGas
TOTAL ANSWERING	101
Own building	56%
Multiple businesses in building	42%
Don't know/refused	2%

F5. Do you have anyone devoted full-time as a building engineer or facility manager?

	SoCalGas
TOTAL ANSWERING	101
Yes	25%
No	75%
Other, specify	-
Don't know/Refused	-

F6. Would you say that your [IF SoCalGas: gas/IF SDG&E: gas and electric] costs represent a . . . (READ LIST)

	SoCalGas
TOTAL ANSWERING	101
Very small	4%
Small	30%
Medium	25%
Large, or	24%
Very large part of your operating costs each month?	14%
Don't know/refused	4%

F7. On average, how many hours a day is your facility in use?

	SoCalGas
TOTAL ANSWERING	101
Less than 8 hours	13%
8 to 11 hours	35%
12 to 15 hours	32%
16 to 23 hours	9%
24 hours	12%
Don't know/refused	-

F8. Is there a language other than English spoken at your organization?

	SoCalGas
TOTAL ANSWERING	101
Yes	60%
No	40%
Don't know/Refused	-

[SKIP IF F8 = 2 or 99]

F9. What languages other than English are spoken at your organization?

	SoCalGas
TOTAL ANSWERING	61
Spanish	74%
Korean	15%
Chinese	5%
Vietnamese	2%
Japanese	3%
Hindi	2%
Other, Specify	10%
Don't know/Refused	-

## 7. SCG 3513: Business Energy Efficiency Program (BEEP)

**Table 7-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	June - August	Understand how program is operating, key challenges, successes, areas for research	2	2	Identified from initial meetings
Participants	In-depth interview	December - January	Satisfaction with program, motivating factors. Program awareness	153	25	Received list from Hector, as well as from Lisa-Ann de Hoop

## 7.1 In-depth Interview Guide: BEEP Participants

Target completes: 30 total (17 for EER, 10 for CPI/PER, 3 for Grant)

<b>Date</b>	
<b>Customer Name</b>	
<b>Contact Name</b>	
<b>Contact Phone</b>	
<b>Program Element(s)</b> (EER, CPI, PER and/or Grant)	
<b>Measure description</b> [MSR_DESC] [EQUIP_TYPE] [EQUIP_DESC]	
<b>KEMA Interviewer</b>	

### A. INTRODUCTION

Hello, this is \_\_\_\_\_, calling from KEMA. May I please speak with [Contact Name]?

On behalf of The Gas Company, we are calling to do a follow-up study about your organization's participation in the Local Business Energy Efficiency, or BEEP, program. According to my records, your company installed new [EQUIP\_DESC].

Are you familiar with your organization's application to the BEEP program?

(If not, ask to speak with the person who is, or the person most knowledgeable about their participation. If needed, suggest the building manager owner, facility manager or building operator.)

(With correct contact:) Name: \_\_\_\_\_ Title: \_\_\_\_\_ My questions will cover your company's participation and satisfaction with the BEEP program and will take about 15 minutes. Is this a good time to talk or can I schedule a time to call back in the next few days?

---

## B. PROGRAM AWARENESS

I would like to start with some questions about your program participation.

B1. How did your organization first learn about the BEEP program? (DO NOT READ) [ACCEPT MULTIPLES]

- 1 Energy Audit Program
- 2 Respondent approached contractor/ESCO/A&E firm/other 3rd party
- 3 Respondent approached utility concerning another matter and learned about the program
- 4 Informed by SoCalGas account executive
- 5 Informed by SoCalGas commercial or industrial service technician
- 6 Informed by contractor/ESCO/A&E firm/other 3rd party
- 7 Utility brochure in mail
- 8 Bill insert
- 9 Word-of-mouth from friend or co-workers
- 10 Television, radio, newspaper ad
- 11 Magazine or trade journal
- 12 Participation in previous years
- 13 Manufacturer information/suggestion
- 14 Community organization such as Chamber of Commerce
- 15 Respondent called their utility to complain about their electric or gas bill
- 16 Energy Resource Center (ERC) or Customer Technology Assessment Center (CTAC )
- 17 Seminar or Training Class sponsored by Utility
- 18 Seminar or Training Class NOT sponsored by Utility
- 19 SoCalGas website
- 00 (Other, specify)
- 98 (Don't know/Refused)

B2. What motivated your organization to participate in the BEEP program? (DO NOT READ) [ACCEPT MULTIPLES]

1. Acquiring the latest technology
2. Saving money on energy bills
3. To use less energy
4. Obtaining a rebate
5. Replacing old or broken equipment
6. Because the program was sponsored by a utility
7. Helping protect the environment
8. Previous experience with other utility programs
9. Recommended by utility account executive
10. recommended by utility service technician
11. Recommended by contractors
12. Participation in previous years
13. Part of broader facility remodeling/renovation
14. (Other, specify)
99. (Don't know/Refused)

---

## C. ROLE OF CONTRACTORS

Now I have some questions about working with contractors and vendors.

C1. Did your organization work with a vendor or contractor for any of the measures rebated through the 2006-2008 BEEP program?

1. Yes
2. No [SKIP TO SECTION D]
3. (Other, specify.....) [SKIP TO SECTION D]
98. (Don't know/Refused) [SKIP TO SECTION D]

C2. Had your organization worked with this vendor or contractor before participating in the 2006-2008 BEEP program?

1. Yes
2. No
3. (Don't know/Refused)

C3. How unimportant or important was the input from the vendor or contractor in deciding which specific equipment to install? Was it.....(READ)

1. Very unimportant
2. Somewhat unimportant
3. Neither unimportant or important
4. Somewhat important
5. Very important
6. (Don't know/Refused)

C4. How dissatisfied or satisfied was your organization with the vendor or contractor? Were you... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF C4 = 1 or 2]

C4a. Why do you say this? Anything else? [OPEN END]

---

## D. PARTICIPATION EXPERIENCE

Now I'd like to ask you a few questions about participating in the BEEP program.

EER PARTICIPANTS ONLY (ALL OTHERS SKIP TO D5)

[ASK D1 through D4a only if participated in EER element]

D1. Are you aware that the BEEP program allows you to reserve rebate funds before purchasing and installing equipment, to ensure funding availability?

1. Yes
2. No [SKIP TO D5]
3. (Don't know/Refused) [SKIP TO D5]

D2. Was a reservation made for funds for a rebate on your equipment?

1. Yes
2. No [SKIP TO D5]
3. (Don't know/Refused) [SKIP TO D5]

D3. Who reserved the rebate funds? [ALLOW MULTIPLE]

1. Me/my organization
2. My vendor or contractor
3. (Other, specify)
98. (Don't know/Refused)

D4. How dissatisfied or satisfied was your organization with the process for reserving rebate funds for the program? Were you... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF D4 = 1 or 2]

D4a. Why do you say this? Anything else? [OPEN END]

D5. From where did you get the BEEP application for a rebate. Was it from . . . [ALLOW MULTIPLE RESPONSES]

1. A vendor or contractor
2. The Gas Company's website
3. From a representative of The Gas Company (specify – Account Rep, Service Tech, other)
4. Somewhere else? (specify)
99. (Don't know/Refused)

---

D6. Who submitted the application for a rebate from the BEEP program? [DO NOT READ] [ALLOW MULTIPLE]

1. Me/my organization
2. My vendor or contractor [SKIP TO D8]
3. (Other, specify)
99. (Don't know/Refused)

[ASK IF D6 = 1]

D7. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the completed application and necessary documentation? (DO NOT READ)

1. [very difficult]
2. ..
3. ..
4. ..
5. [very easy].
6. (Don't know/Refused)

[ASK IF D7 = 1 or 2]

D7a. Why do you say this? Anything else? [OPEN END]

D8. Did The Gas Company contact you because your application was missing information or documentation?

1. Yes
2. No [SKIP TO E1]
3. (Don't know/Refused) [SKIP TO E1]

D9. Did The Gas Company send back the application and documentation that you initially submitted for you to add the missing information and resubmit the complete package?

1. Yes
2. No
3. (Don't know/Refused)

D10. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the additional materials as requested? (DO NOT READ)

1. [very difficult]
2. ..
3. ..
4. ..
5. [very easy].
6. (Don't know/Refused)

[ASK IF D10 = 1 or 2]

D10a. Why do you say this? Anything else? [OPEN END]

GRANT PARTICIPANTS ONLY (OTHERWISE, SKIP TO SECTION E)

[ASK D11 and D11a only if participated in Grant element only]



---

D11. Using a five-point scale, with 1 meaning “very difficult” and 5 meaning “very easy,” how difficult or easy have you found the measurement and verification (M&V) process? (DO NOT READ)

1. [very difficult]
2. ..
3. ..
4. ..
5. [very easy].
6. (Don't know/Refused)

[ASK IF D11 = 1 or 2]

D11a. Why do you say this? Anything else? [OPEN END]

---

## E. SATISFACTION

[ASK ONLY IF THEY USED A VENDOR/CONTRACTOR TO COMPLETE PROJECT APP]

E1. Was the rebate payment issued to your organization or to a vendor or contractor? (DO NOT READ)  
(CODE SINGLE)

1. My organization
2. vendor, contractor
3. (Other, specify)
99. (Don't know/Refused)

E2. How dissatisfied or satisfied was your organization with the rebate amount? Were you ... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E2 = 1 or 2]

E2a. Why do you say this? Anything else? [OPEN END]

E3. How dissatisfied or satisfied was your organization with the amount of time it took to get the rebate payment after you submitted the application? Were you ... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E3 = 1 or 2]

E3a. Why do you say this? Anything else? [OPEN END]

E4. How dissatisfied or satisfied has your organization been with the overall 2006- 2008 BEEP program experience? Were you... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF E4 = 1 or 2]

E4a. Why do you say this? Anything else? [OPEN END]

---

## EP. PROGRAM EFFECTS

Now I want to ask questions about your organization's satisfaction with the energy efficiency improvements and your decision to go forward with them.

EP1. How dissatisfied or satisfied has your organization been with the equipment they purchased under this program? Were you... (READ)

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither dissatisfied nor satisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

[ASK IF EP1 = 1 or 2]

EP1a. Why do you say this? Anything else? [OPEN END]

EP3. Would your organization consider installing similar energy efficiency improvements in the future in this or other facilities?

1. Yes
2. No
3. (Don't know/Refused)

EP4. Would your organization consider installing similar improvements IN THE FUTURE without assistance from The Gas Company's BEEP program?

1. Yes
2. No
3. (Don't know/Refused)

EP5. Before your organization installed these improvements, had your organization installed any similar improvements at this or any other facilities without receiving rebates like those from BEEP?

1. Yes
2. No (SKIP TO EP7)
3. (Don't know/Refused) (SKIP TO EP7)

[SKIP IF EP5 = 2 or 3]

EP6. What type of improvements? [OPEN END]

EP7. Did the ideas for the [EQUIP\_DESC] project come . . . (READ except for Don't Know, CODE ONE)

1. BEFORE learning about the BEEP program?
2. About the SAME TIME as learning about the BEEP program?
3. Or AFTER learning about the BEEP program?
4. (Don't know/Refused)

---

EP8. For this project, how unlikely or likely would your organization HAVE BEEN to implement the efficiency improvements without a rebate from the BEEP program? Would you say... (READ)

1. Very unlikely
2. Somewhat unlikely
3. Neither unlikely nor likely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

EP9. Without the program's assistance, how different might the timing have been for these improvements? Would your organization have undertaken them ... (READ CHOICES)

1. At the same time
2. Earlier
3. Later
4. (Don't know/Refused)

EP10. Besides the BEEP program, are you aware of OTHER programs or resources currently offered by The Gas Company to promote energy efficiency for businesses like yours?

1. Yes
2. No [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]
3. (Don't know/Refused) [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]

[SKIP IF EP10 = 2 or 3]

EP11. What types of programs are you aware of? (DO NOT READ) [ACCEPT MULTIPLES] (AFTER EACH RESPONSE, PROMPT WITH "Any others?")

1. (Express Efficiency)
2. (Savings by Design)
3. (On-Bill Financing)
4. (Energy audits)
00. (Other, Specify)
98. (Don't know/Refused) [SKIP TO NEXT SECTION, ROLE OF UTILITY STAFF]

EP12. Has your organization participated in any of these other programs?

1. Yes
2. No
3. (Don't know/Refused)

EP13. Which ones has your organization participated in?

1. (Express Efficiency)
2. (Savings by Design)
3. (On-Bill Financing)
4. (Energy audits)
00. (Other, Specify)
98. (Don't know/Refused)

---

## US. ROLE OF UTILITY STAFF

US1. Have you had any interactions with an account executive from The Gas Company in the past year?

1. Yes
2. No [SKIP TO US4]
3. (Not sure what an account executive is) [SKIP TO US4]
4. (Don't know/refused) [SKIP TO US4]

US2. In general, how many times a year do you interact with an account executive from The Gas Company? (DO NOT READ)

1. Never
2. 1-2 times a year
3. 3-5 times a year
4. Less than once per month (about once every 2 months or 6 times a year)
5. At least once every month or more often
6. (Other, Specify)
98. (Don't know/Refused)

[SKIP IF US2 = 1 or 98]

US3. Did the account executive mention The Gas Company BEEP program to you?

1. Yes
2. No
3. (Don't know/Refused)

US4. Have you had any interactions with a commercial or industrial service technician from The Gas Company in the past year? (IF NEEDED) The Gas Company service technicians assist customers with technical problems related to commercial or industrial equipment.

1. Yes
2. No [THANK AND END INTERVIEW]
3. (Not sure what a service technician is) [THANK AND END INTERVIEW]
4. (Don't know/Refused) [THANK AND END INTERVIEW]

US5. In general, how many times a year do you interact with a service technician from The Gas Company? (DO NOT READ)

1. At least once every month or more often
2. Less than once per month (about once every 2 months or 6 times a year)
3. 3-5 times a year
4. 1-2 times a year
5. Never
6. (Other, Specify)
98. (Don't know/Refused)

US6. Has any service technician mentioned The Gas Company BEEP program to you? .

1. Yes
2. No
3. (Don't know/Refused)

---

Your responses will remain confidential, but may I get/confirm your name and title in case I need to call you back?

Great. These are all the questions I have for you today. Thanks very much for your time.

## 7.2 Frequency Tables: BEEP Participant Interviews

Completed interviews: 25 total. (13 for EER, 7 for CPI/PER, 2 for Grant)

### B. PROGRAM AWARENESS

B1. How did your organization first learn about the BEEP program? (DO NOT READ) [ACCEPT MULTIPLES]

	Number of Responses	Percent
Energy Audit Program	0	0%
Respondent approached contractor/ESCO/A&E firm/other 3rd party	1	4%
Respondent approached utility concerning another matter and learned about the program	0	0%
Informed by SoCalGas account executive	13	52%
Informed by SoCalGas commercial or industrial service technician	1	4%
Informed by contractor/ESCO/A&E firm/other 3rd party	4	16%
Utility brochure in mail	1	4%
Bill insert	0	0%
Word-of-mouth from friend or co-workers	3	12%
Television, radio, newspaper ad	0	0%
Magazine or trade journal	0	0%
Participation in previous years	1	4%
Manufacturer information/suggestion	1	4%
Community organization such as Chamber of Commerce	0	0%
Respondent called their utility to complain about their electric or gas bill	0	0%
Energy Resource Center (ERC) or Customer Technology Assessment Center (CTAC)	0	0%
Seminar or Training Class sponsored by Utility	0	0%
Seminar or Training Class NOT sponsored by Utility	0	0%
SoCalGas website	0	0%
(Other, specify)	0	0%
(Don't know/Refused)	0	0%
TOTAL	25	100%

B2. What motivated your organization to participate in the BEEP program? (DO NOT READ)  
[ACCEPT MULTIPLES]

	Number of Responses	Percent
Acquiring the latest technology	0	0%
Saving money on energy bills	20	80%
To use less energy	11	44%
Obtaining a rebate	7	28%
Replacing old or broken equipment	12	48%
Because the program was sponsored by a utility	1	4%
Helping protect the environment	0	0%
Previous experience with other utility programs	0	0%
Recommended by utility account executive	1	4%
Recommended by utility service technician	0	0%
Participation in previous years	0	0%
Part of broader facility remodeling/renovation	0	0%
Other, specify)	2	8%
(Don't know/Refused	0	0%
TOTAL	52	100%



### C. ROLE OF CONTRACTORS

C1. Did your organization work with a vendor or contractor for any of the measures rebated through the 2006-2008 BEEP program?

PER	Number Responses	Percent
Yes	6	60%
No	4	40%
Other	0	0%
Don't know/Refused	0	0%
TOTAL	10	100%

EER	Number Responses	Percent
Yes	10	77%
No	3	23%
Other	0	0%
Don't know/Refused	0	0
TOTAL	13	100%

GRANT	Number Responses	Percent
Yes	2	%100
No	0	0%
Other	0	0%
Don't know/Refused	0	0%
TOTAL	2	100%

C2. Had your organization worked with this vendor or contractor before participating in the 2006-2008 BEEP program?

	Number Responses	Percent
Yes	15	83%
No	3	17%
Don't know/Refused	0	0%
TOTAL	18	100%

C3. How unimportant or important was the input from the vendor or contractor in deciding which specific equipment to install? Was it.....(READ)

<b>Average Satisfaction out of 18: 3.4</b>	Number of Responses	Percent
Very unimportant	4	22%
Somewhat unimportant	0	0%
(neither important or unimportant	4	22%
Somewhat important	5	28%
Very important	5	28%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>18</b>	

C4. How dissatisfied or satisfied was your organization with the vendor or contractor? Were you... (READ)

<b>Average Satisfaction out of 18: 4.7</b>	Number of Responses	Percent
Very dissatisfied	0	0%
Somewhat dissatisfied	0	0%
(neither satisfied t or dissatisfied	1	6%
Somewhat satisfied	3	17%
Very satisfied	14	78%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>18</b>	

#### D. PARTICIPATION EXPERIENCE

EER PARTICIPANTS ONLY (ALL OTHERS SKIP TO D5)

[ASK D1 through D4a only if participated in EER element]

D1. Are you aware that the BEEP program allows you to reserve rebate funds before purchasing and installing equipment, to ensure funding availability?

	Number of Responses	Percent
Yes	7	50%
No	7	50%
Don't know/Refused	0	0%
TOTAL	14	100%

D2. Was a reservation made for funds for a rebate on your equipment?

	Number of Responses	Percent
Yes	4	80%
No	1	20%
Don't know/Refused	0	0%
TOTAL	5	100%

D3. Who reserved the rebate funds? [ALLOW MULTIPLE]

	Number of Responses	Percent
Me/my organization	4	100%
My Vendor or Contractor	0	0%
Other (specify)	0	0%
Don't know/ Refused	0	0%
TOTAL	4	100%

D4. How dissatisfied or satisfied was your organization with the process for reserving rebate funds for the program? Were you... (READ)

<b>Average satisfaction: 4</b>	Number of Responses	Percent
Very dissatisfied	0	0%
Somewhat dissatisfied	0	0%
neither satisfied nor dissatisfied	0	0%
Somewhat satisfied	0	0%
Very satisfied	4	100%
Don't know/Refused	0	0%
TOTAL	4	100%

D5. From where did you get the BEEP application for a rebate. Was it from . . . [ALLOW MULTIPLE RESPONSES]

	Number of Responses	Percent
A vendor or contractor	4	16%
The utility's website	7	28%
From a representative	14	56%
Somewhere else	0	0%
Don't know/refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

D6. Who submitted the application for a rebate from the BEEP program? [DO NOT READ] [ALLOW MULTIPLE]

	Number of Responses	Percent
Me/my organization	24	100%
My Vendor or Contractor	0	0%
Other (specify)	0	0%
Don't know/ Refused	0	0%
<b>TOTAL</b>	<b>24</b>	<b>100%</b>

[ASK IF D6 = 1]

D7. Using a five-point scale, with 1 meaning "very difficult" and 5 meaning "very easy", how difficult or easy was it to submit the completed application and necessary documentation? (DO NOT READ)

<b>Average: 4.46</b>	Number of Responses	Percent
Very difficult	0	0%
Somewhat difficult	0	0%
(neither easy or difficult	3	13%
Somewhat easy	7	29%
Very easy	14	58%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>24</b>	<b>100%</b>

D8. Did The Gas Company contact you because your application was missing information or documentation?

	Number of Responses	Percent
Yes	5	20%
No	18	72%
Don't know/Refused	2	8%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

D9. Did The Gas Company send back the application and documentation that you initially submitted for you to add the missing information and resubmit the complete package?

	Number of Responses	Percent
Yes	2	40%
No	2	40%
Don't know/Refused	1	20%
<b>TOTAL</b>	<b>5</b>	<b>100%</b>

D10. Using a five-point scale, with 1 meaning “very difficult” and 5 meaning “very easy”, how difficult or easy was it to submit the additional materials as requested? (DO NOT READ)

<b>Average: 4</b>	Number of Responses	Percent
Very difficult	0	0%
Somewhat difficult	0	0%
(neither easy or difficult	1	20%
Somewhat easy	2	40%
Very easy	1	20%
Don't know/Refused	1	20%
<b>TOTAL</b>	<b>5</b>	<b>100%</b>

GRANT PARTICIPANTS ONLY (OTHERWISE, SKIP TO SECTION E)  
[ASK D11 and D11a only if participated in Grant element only]

D11. Using a five-point scale, with 1 meaning “very difficult” and 5 meaning “very easy,” how difficult or easy have you found the measurement and verification (M&V) process? (DO NOT READ)

	Number of Responses	Percent
Very difficult	0	0%
Somewhat difficult	0	0%
(neither easy or difficult	0	0%
Somewhat easy	2	
Very easy	0	0%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>2</b>	<b>100%</b>

## E. SATISFACTION

[ASK ONLY IF THEY USED A VENDOR/CONTRACTOR TO COMPLETE PROJECT APP]

E1. Was the rebate payment issued to your organization or to a vendor or contractor? (DO NOT READ)  
(CODE SINGLE)

	Number of Responses	Percent
Me/My organization	22	100%
vendor or contractor	0	0%
Other, Specify	0	0%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>22</b>	<b>100%</b>

E2. How dissatisfied or satisfied was your organization with the rebate amount? Were you ... (READ)

<b>Average: 4.48</b>	Number of Responses	Percent
Very dissatisfied	1	4%
Somewhat dissatisfied	0	0%
neither satisfied nor dissatisfied	0	0%
Somewhat satisfied	10	40%
Very satisfied	14	56%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

E3. How dissatisfied or satisfied was your organization with the amount of time it took to get the rebate payment after you submitted the application? Were you ... (READ)

<b>Average: 4.21</b>	Number of Responses	Percent
Very dissatisfied	0	0%
Somewhat dissatisfied	2	8%
neither satisfied nor dissatisfied	5	20%
Somewhat satisfied	3	12%
Very satisfied	14	56%
Don't know/Refused	1	4%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

E4.How dissatisfied or satisfied has your organization been with the overall 2006- 2008 BEEP program experience? Were you... (READ)

<b>Average: 4.6</b>	Number of Responses	Percent
Very dissatisfied	0	0%
Somewhat dissatisfied	1	4%
neither satisfied nor dissatisfied	1	4%
Somewhat satisfied	5	20%
Very satisfied	18	72%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

**EP. PROGRAM EFFECTS**

EP1. How dissatisfied or satisfied has your organization been with the equipment they purchased under this program? Were you... (READ)

<b>Average Satisfaction: 4.76</b>	Number of Responses	Percent
Very dissatisfied	0	0%
Somewhat dissatisfied	0	0%
neither satisfied nor dissatisfied	1	4%
Somewhat satisfied	4	16%
Very satisfied	20	80%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

EP3. Would your organization consider installing similar energy efficiency improvements in the future in this or other facilities?

	Number of Responses	Percent
Yes	24	96%
No	1	4%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

EP4. Would your organization consider installing similar improvements IN THE FUTURE without assistance from The Gas Company's BEEP program?

	Number of Responses	Percent
Yes	21	84%
No	2	8%
Don't know/Refused	2	8%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

EP5. Before your organization installed these improvements, had your organization installed any similar improvements at this or any other facilities without receiving rebates like those from BEEP?

	Number of Responses	Percent
Yes	16	64%
No	6	24%
Don't know/Refused	3	12%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>



EP7. Did the ideas for the [EQUIP\_DESC] project come . . . (READ except for Don't Know, CODE ONE)

	Number of Responses	Percent
BEFORE learning about the BEEP program?	15	60%
About the SAME TIME as learning about the BEEP program?	1	4%
Or AFTER learning about the BEEP program?	9	36%
(Don't know/Refused)	0	0%
TOTAL	25	100%

EP8. For this project, how unlikely or likely would your organization HAVE BEEN to implement the efficiency improvements without a rebate from the BEEP program? Would you say... (READ)

<b>Average: 4.25</b>	Number of Responses	Percent
Very unlikely	0	0%
Somewhat unlikely	2	8%
neither likely nor unlikely	4	16%
Somewhat likely	4	16%
Very likely	14	56%
Don't know/Refused	1	4%
TOTAL	25	100%

EP9. Without the program's assistance, how different might the timing have been for these improvements? Would your organization have undertaken them ... (READ CHOICES)

	Number of Responses	Percent
At the same time	17	68%
Earlier	0	0%
Later	7	28%
Don't know/Refused	1	4%
TOTAL	25	100%

EP10. Besides the BEEP program, are you aware of OTHER programs or resources currently offered by The Gas Company to promote energy efficiency for businesses like yours?

	Number of Responses	Percent
Yes	4	16%
No	21	84%
Don't know/Refused	0	0%
TOTAL	25	100%

[SKIP IF EP10 = 2 or 3]

EP11. What types of programs are you aware of? (DO NOT READ) [ACCEPT MULTIPLES] (AFTER EACH RESPONSE, PROMPT WITH “Any others?”).

	Number of Responses	Percent
Express Efficiency	0	0%
Savings by Design	0	0%
On-Bill Financing	0	0%
Energy audits	0	0%
Other, Specify	0	0%
Don't know/Refused	2	100%
TOTAL	2	100

EP12. Has your organization participated in any of these other programs?

	Number of Responses	Percent
Yes	1	50%
No	0	0%
Don't know/Refused	1	50%
TOTAL	2	100%

EP13. Which ones has your organization participated in?

	Number of Responses	Percent
Express Efficiency	0	0%
Savings by Design	0	0%
On-Bill Financing	0	0%
Energy audits	0	0%
Other, Specify	0	0%
Don't know/Refused	2	100%
TOTAL	2	100%

**US. ROLE OF UTILITY STAFF**

US1. Have you had any interactions with an account executive from The Gas Company in the past year?

	Number of Responses	Percent
Yes	17	68%
No	8	32%
Not sure what an account executive is	0	0%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>25</b>	<b>100%</b>

US2. In general, how many times a year do you interact with an account executive from The Gas Company? (DO NOT READ)

	Number of Responses	Percent
Never	0	0%
1-2 times a year	3	18%
3-5 times a year	8	47%
Less than once per month( about once every 2 months or 6 times a year)	1	6%
At least once every month or more often	5	29%
Other	0	0%
Don't know/ Refused	0	0%
<b>TOTAL</b>	<b>17</b>	<b>100%</b>

[SKIP IF US2 = 1 or 98]

US3. Did the account executive mention The Gas Company BEEP program to you?

	Number of Responses	Percent
Yes	16	94%
No	1	6%
Don't know/Refused	0	0%
<b>TOTAL</b>	<b>17</b>	<b>100%</b>

US4. Have you had any interactions with a commercial or industrial service technician from The Gas Company in the past year? (IF NEEDED) The Gas Company service technicians assist customers with technical problems related to commercial or industrial equipment.

	Number of Responses	Percent
Yes	17	68%
No	7	28%
Not sure what a service technician is	1	4%
Don't know/Refused	0	0%
TOTAL	25	100%

US5. In general, how many times a year do you interact with a service technician from The Gas Company? (DO NOT READ)

	Number of Responses	Percent
Never	0	0%
1-2 times a year	2	12%
3-5 times a year	5	29%
Less than once per month( about once every 2 months or 6 times a year)	10	59%
At least once every month or more often	0	0%
Other	0	0%
Don't know/ Refused	0	0%
TOTAL	17	100%

US6. Has any service technician mentioned The Gas Company BEEP program to you?

	Number of Responses	Percent
Yes	6	35%
No	9	53%
Don't know/Refused	2	12%
TOTAL	17	100%

## 8. SCG 3514: On-Bill Financing Program

**Table 8-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	July - August	Determine level of understanding about the program.	2	2	List of program managers provided by SCG



## 9. SCG 3530: Portfolio of the Future Program

**Table 9-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager	In-depth interview	June	Program implementation/barriers to implementation	1	1	SCG
Utility Planning Advisor	In-depth interview	September	How successful was the technology selection process? How useful were the results of the projects for planning purposes?	1	1	SCG
Utility 3P Contract Advisor	In-depth interview	June	What informative were the results of the PoF program?	1	1	SCG
Utility Technology Advisor	In-depth interview	September	How does PoF work with the ET program? How successful was the technology selection process?	1	1	SCG
Utility Project Advisor	In-depth interview	September	How do they work with POF projects to bring new technologies to customers? How are POF outcomes integrated into program offerings?	1	1	SCG
Implementer Program Director	In-depth interview	June - December	Program implementation/barriers to implementation	1	1	SCG
Implementer Program Manager	In-depth interview	June - December	Program implementation/barriers to implementation	1	1	SCG
Implementer Project Managers	In-depth interview	September	Program implementation/barriers to implementation	5	5	Navigant





## 10. SCG 3531: PACE Energy Efficiency Ethnic Outreach Program

**Table 10-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager	In-depth interview	June - January	General understanding of program, program implementation, interaction with other programs and third parties	NA	1	Program Information/Program Manager
Implementer Program Manager and key implementer staff	In-depth interview	June - January	General understanding of program, program implementation, interaction with other programs and third parties	NA	5	Program Information/Program Implementation Manager
Participants	CATI Interview	September - October	Understanding of benefits of EE, participation in SCG training or programs, did they make any EE modifications, which outreach effort(s) reached them	433 (275 in Korean, 158 in Chinese)	70 (45 in Korean, 25 in Chinese)	PACE
Non-Participants	CATI Interview	September - October	Reasons for not participating/likelihood to participate, did outreach efforts reach them, preferred methods of contact/outreach, potential methods that might work in the future	13,768 (4,794 Spanish, 2,868 Vietnamese, 2,753 Korean and 3,353 Chinese)	211 (71 in Spanish, 70 in Chinese, 40 in Korean, 30 in Vietnamese)	Random digit dial within certain targeted ethnic areas
Targeted Customers (Non-Participants)	Onsite Observation	September	Is the EE message clear, are the available programs/training communicated, methods of communication, make-up of event audience (who is there, is it an appropriate audience for the message)	n/a	2	PACE

## 10.1 CATI Interview Guide: PACE Non-Participants

October 8, 2007 FINAL

<b>Date</b>	October 4
<b>Utility</b>	SoCalGas
<b>Program Name</b>	PACE
<b>Target</b>	Korean; Chinese; Vietnamese; Spanish
<b>Sample Size</b>	280 Non-Participants
<b>Quotas (if applicable)</b>	70 Korean; 70 Chinese; 70 Vietnamese; 70 Spanish
<b>Sample File Name</b>	Sample will be purchased through ODC (targeting ethnic businesses)
<b>Contractor Name</b>	ODC
<b>Primary Contact (person who should be contacted with any questionnaire questions)</b>	Wendy Todd, ODC
<b>Phone</b>	617-301-4629
<b>Email</b>	<a href="mailto:wtodd@opiniondynamics.com">wtodd@opiniondynamics.com</a>

[THIS SURVEY WILL BE AVAILABLE IN ENGLISH AND IN-LANGUAGE]

- (1. BEGIN IN LANGUAGE )**
- (2. AS NEEDED CONTINUE IN ENGLISH)**

Hello, may I please speak to the owner or manager of the facility? (Alternatively, the person who knows the most about the energy use of this business?)

My name is \_\_\_\_\_ and I am calling from Opinion Dynamics, an independent research firm. We are conducting research on behalf of Southern California Gas (The Gas Company) to help them improve the services that they offer to small business customers. They have asked me to call your business to ask you a few questions. I am not selling anything, the survey is only to help them understand their customers better and it should take about 15 minutes. (AS NEEDED – CONFIRM THAT YOU ARE SPEAKING TO THE OWNER/MANAGER OF THE BUSINESS)

L0. Would you prefer that I speak in...?

[Korean/Chinese/Vietnamese/Spanish] [READ THE REST OF SURVEY IN SPECIFIC LANGUAGE]

or English [READ THE REST OF THE SURVEY IN ENGLISH]

- L1. Is your business a [Korean/Chinese/Vietnamese/Hispanic] owned or operated business?
1. Yes
  2. No
  3. (Don't know)

---

[ASK IF L1 = 2, 3]

L2a. Do you think that your business would qualify as a business owned or operated by one of the ethnic minority populations in Southern California?

1. Yes
2. No [THANK AND TERMINATE]
3. (Don't know) [THANK AND TERMINATE]

L2b. Which ethnicity? [ALLOW MULTIPLE RESPONSES]

1. Korean
2. Chinese
3. Vietnamese
4. Hispanic
5. (Other, specify)
6. (Don't know) [RECORD AS NOT IN TARGET ETHNICITY, TERMINATE]

---

## I. General Business Information

G1. What type of business do you operate? (Read if necessary)

1. (Restaurant/Foodservice)
2. (Dry-Cleaner/Coin-operated Laundromat)
3. (Hotel/Motel)
4. (Beauty Shop/Nail Salon)
5. (Office, Professional or Retail Building Owner/Operator)
6. (Financial Institution)
7. (Other, specify)
8. (Don't know)

G2. Does your business pay its own natural gas bill (that is, the gas utility bill for your business)?

1. Yes
2. No
3. (Don't have natural gas heat or appliances) [THANK AND TERMINATE]
4. (Don't know) (ASK TO SPEAK WITH SOMEONE WHO KNOWS)

G3. Is Southern California Gas your gas company?

1. Yes
2. No [THANK AND TERMINATE]
3. (Don't have natural gas heat or appliances) [THANK AND TERMINATE]
4. (Don't know)

G4. How would you rate your overall satisfaction with your Gas Company?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know)

[ASK IF G4= 1,2,3]

G4b. Why did you rate it this way?

[SKIP IF G2=2]

G5. What is the approximate amount of your monthly gas bill? Is it...

1. Less than \$50 dollars a month
2. \$51-\$100
3. \$101-\$200
4. \$201-\$300
5. More than \$300 a month
6. (Don't have natural gas) [THANK AND TERMINATE]
7. (Don't know)

G6. Are you a member of any local business organizations, industry or community associations?

1. Yes
2. No
3. (Don't know)

---

G7. What are the most important local business organizations or community associations for your business?

1. [OPEN END]
2. (Don't know)

G8. What are the most important trade shows, fairs or expositions for your business?

1. [OPEN END]
2. (Don't know)

---

## II. Interaction with Utility

U1. Other than your monthly bill, have you ever had any communications with the Southern California Gas Company?

1. Yes
2. No
3. (Don't know)

[ASK IF U1=1]

U5. How satisfied are you with these interactions that your business has had with Southern California Gas?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know)

DC1. I'm going to ask you about several ways in which you might have seen or heard about information on energy efficiency. Have you ever...

(1=Yes, 2=No, 3=Don't Know) [READ AND ROTATE]

- A. Visited [Southern California Gas's] website?  
A2.[IF A=1] Did you see anything on the website about energy efficiency opportunities?
- B. Received information from [Southern California Gas] through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities?
- C. Received an email from [Southern California Gas] utility regarding energy efficiency information?
- D. Attended an event, such as a business forum or trade meeting, where information about energy efficiency was distributed?
- E. Seen advertisements in a newspaper or trade journal regarding energy efficiency?
- F. Heard about energy efficiency opportunities by television or radio specifically for Flex Your Power?
- G. Learned about energy efficiency efforts from a contractor?
- H. Been contacted by [Southern California Gas], (such as by an Account Executive or Commercial Service Technician) about energy efficiency opportunities?
- I. Called [Southern California Gas] and had someone inform you about energy efficiency opportunities?
- J. Heard about energy efficiency opportunities from your local government or from a non-profit agency in your community?

[IF YES TO DC1A=1, or B=1, or C=1]

DC2a. On a scale of 1 to 5 where 1 is not at all useful and 5 is very useful, how useful did you find the information provided by Southern California Gas?

98=DK

[SKIP IF DC2=5]

DC3. What would have made this information more useful?

---

DC4. Based on all of the things that you can think of, what is the best way to provide you with information about energy efficiency opportunities? (OPEN END, MULTIPLE RESPONSES)

1. (Gas or electric utility website)
2. (Information from your utility received through the mail, such as a bill insert or newsletter)
3. (An email from your gas or electric utility)
4. (An event, such as a business forum or trade meeting)
5. (Advertisements in a newspaper or trade journal)
6. (Television or radio advertisements specifically for Flex Your Power)
7. (Other television or radio advertisements)
8. (A contractor)
9. (A representative of the gas or electric utility—didn't mention Account Representative)
10. (Specifically mentioned Account Executive or Account Representative)
11. (A local government or non-profit agency in the community)
12. (Other, specify)
13. (Don't know)

---

### III. General Energy Efficiency Awareness

A1. Would you say that your electricity costs represent a ...

1. Very small
2. Small
3. Medium
4. Large
5. Very large part of your operating costs each month?
6. (Don't know)

[SKIP IF G2=2]

A2. Would you say that your gas costs represent a ...

1. Very small
2. Small
3. Medium
4. Large
5. Very large part of your operating costs each month?
6. (Don't know)

A3. How important to you is it to be energy efficient in the operation of your business?

1. Very unimportant
2. Somewhat unimportant
3. Neither important nor unimportant
4. Somewhat important
5. Very important
6. (Don't know)

A4. How likely are you to make changes to improve the energy efficiency of your business practices?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know)

[ASK IF A4 < or equal to 3]

A5. Why are you unlikely to make changes to improve the energy efficiency of your business?  
(MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)



---

#### IV. Energy Efficient Actions

Now I'm going to run through a list of possible energy efficient actions, please indicate if you have done any of the following:

##### Heating & Cooling

HC1a. Have you made adjustments to your thermostats to reduce your business's energy use? (As needed: For example, using recommended set points such as 78 degrees for cooling and 68 degrees for heating during operating hours and 90 degrees for cooling and 55 degrees for heating during non-operating hours)

1. Yes
2. No
3. (Don't know)

[ASK IF HC1a = 2, 3]

HC2a. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

HC1b. Do you take steps to reduce your heating/cooling costs by drawing shades during the daytime or closing off areas where heating/cooling is not needed?

1. Yes
2. No
3. (Don't know)

[ASK IF HC1b = 2, 3]

HC2b. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

##### Water Use

W1a. Have you made efforts to cut back on your use of hot water in the kitchen and/or for facility cleaning?

1. Yes
2. No
3. (Don't know)

---

[ASK IF W1a = 2, 3]

W2a. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

[SKIP TO OM1 IF G1 = 2 - 7]

W1b. Do you heat dishwasher water only to the temperature required (140 degrees for washing, 160 degrees for power rinse, 180 degrees for final rinse)?

1. Yes
2. No
3. (Don't know)

[ASK IF W1b = 2, 3]

W2b. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

W1c. Do you ensure that your dishwasher is fully loaded for each use?

1. Yes
2. No
3. (Don't know)

[ASK IF W1c = 2, 3]

W2c. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

### **Cooking Practices**

CP1a. Do you monitor your cooking equipment preheat times and cooking temperatures?

1. Yes
2. No
3. (Don't know)

---

[ASK IF CP1a = 2, 3]

CP2a. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

CP1b. Do you refrain from turning cooking equipment thermostats to high in an attempt to cook food faster instead of heating only to the required temperature?

1. Yes
2. No
3. (Don't know)

[ASK IF CP1b = 2, 3]

CP2b. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

## **Operations & Maintenance**

OM1a. Have you implemented a regular inspection, maintenance and cleaning schedule for your facility's equipment (including appliances and refrigeration units)?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1a = 2, 3]

OM2a. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

OM1b. Have you implemented a start-up/shut-down schedule for your facility's equipment (including cooking equipment, dry cleaning equipment, etc)?

1. Yes
2. No
3. (Don't know)

---

[ASK IF OM1b = 2, 3]

OM2b. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

OM1c. Do you turn off your facility's equipment when the facility is closed or the equipment is not in use?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1c = 2, 3]

OM2c. Why haven't you undertaken this change? (MULTIPLE RESPONSES)

1. Not enough information
2. Haven't had time
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

### **Other Practices**

O1a. Have you made any other energy efficient changes to your business practices?

1. Yes
2. No
3. (Don't know)

[ASK IF O1a = 1]

O2a. What changes did you make?

1. [OPEN END]
2. (Don't know)

### **Southern California Gas Programs**

PR1a. Have you participated in any Southern California Gas Rebate programs such as Express Efficiency or the Commercial Food Service Rebate program? (If needed explain programs as providing rebates for updating of energy efficient gas appliances and other energy efficient improvements for commercial and industrial customers including steam traps, pipe and tank insulation, water heaters, boilers, pool heaters, washing machines and cooking equipment.)

1. Yes
2. No
3. (Don't know)

[ASK IF PR1. = 2, 3]

PR2a. Why haven't you participated in a rebate program for energy efficient equipment? (MULTIPLE RESPONSES)

1. (Didn't purchase any equipment)
2. (Unaware of the program)
3. (Not enough information)
4. (Haven't had time)
5. (Not interested – PROBE for why)
6. (Not applicable – PROBE for why)
7. (Other, specify)
8. (Don't know)

[ASK IF PR1= 1]

PR3a. How did you become familiar with this program? [Multiple Response – Allow 10]

1. (representative of PACE Energy Savings Program)
2. (community leader)
3. (community event)
4. (professional association)
5. (newspaper article/news story)
6. (advertisement/public service announcement)
7. (representative of SoCalGas)
8. (SoCalGas website)
9. (colleague/friend)
10. (Other, specify)
11. (don't know)

[SKIP TO B1 IF G1 = 2 - 7]

PR1c. Have you participated in Southern California Gas's in-language Fundamentals of Energy Efficiency in Food Service training seminar? (If needed, explain seminar as an in-language training seminar on the topic of energy efficiency in foodservice.)

1. Yes
2. No
3. Don't know

[ASK IF PR1c. = 2, 3]

PR2c. Why haven't you participated in this program? (MULTIPLE RESPONSES)

1. (Unaware of the program)
2. (Not enough information)
3. (Haven't had time)
4. (Not interested – PROBE for why)
5. (Not applicable – PROBE for why)
6. (Other, specify)
7. (Don't know)

---

[ASK IF PR1c = 1]

PR3c. How did you become familiar with this program? [Multiple Response – Allow 10]

1. (representative of PACE Energy Savings Program)
2. (community leader)
3. (community event)
4. (professional association)
5. (newspaper article/news story)
6. (advertisement/public service announcement)
7. (representative of SoCalGas)
8. (SoCalGas website)
9. (colleague/friend)
10. (Other, specify)
11. (don't know)

---

## V. Barriers to Participation

B1. On a scale of 1 to 5 where 1 is not at all a barrier and 5 is a large barrier, would you consider the following to be barriers to participation in available energy efficiency rebate and/or education programs offered by SoCalGas?

1. Language
2. Lack of available time
3. Lack of program information
4. Lack of resources
5. Having to fill in an application in English

B1a. Are there any other major barriers to participation in energy efficiency rebate and/or education programs?

1. [OPEN END]
2. (No)
3. (Don't know)

B2. How likely would you be to obtain information about energy efficiency practices and programs from the following organizations or sources of information (1. very likely, 2. somewhat likely, 3. neither likely nor unlikely, 4. somewhat unlikely, 5. very unlikely, 6. don't know)

[READ AND ROTATE]

- A. Southern California Gas
- B. PACE Energy Savings Project
- C. A non-profit agency in your neighborhood
- D. Southern California Edison
- E. An industry or business association
- F. A web search
- G. TV, Radio or Print Media

---

## VI. Awareness of PACE Energy Savings Project

ESP1. Are you familiar with the non-profit organization, PACE, or the Pacific Asian Consortium in Employment or their Energy Saving Project?

1. Yes
2. No
3. (Don't know)

[ASK IF ESP1 = 1]

ESP2. Are you aware that PACE is sponsored by the Southern California Gas Company and promotes Gas Company energy efficiency programs?

1. Yes
2. No
3. (Don't know)



---

## VII. Awareness of Information Resources

ESP3. Have you recently attended an industry event such as a trade fair, exposition, seminar, or association meeting where a community group presented information on energy efficiency and available Southern California Gas programs for your business?

1. Yes
2. No
3. (Don't know)

ESP5. Have you received any industry specific information on energy saving tips like turning off the lights or drawing the shades during the daytime?

1. Yes
2. No
3. (Don't know)

---

## VIII. Firmographics

F1. Do you lease or own your facility?

1. Lease
2. Own
3. (Other, specify)
4. (Don't know/refused)

F2. Would you describe your business as...

1. A small business
2. A medium-sized business
3. A large business
4. (Don't know)

F3. What is the approximate percentage of your square footage that is AIR-CONDITIONED?

1. 0%
2. 1-50%
3. 51-99%
4. 100%
5. (Don't know/Refused)

F4a. Is your business in one location, or do you have multiple locations?

1. One location
2. Multiple locations
3. (Don't know)

F4b. Is your business in its own building, or are you located in a building with multiple businesses?

1. Own building
2. Multiple buildings
3. (Don't know)

F5. Do you have anyone devoted full-time as a building engineer or facility manager?

1. Yes
2. No
3. (Other, specify)
4. (Don't know/Refused)

F7. On average, how many hours a day is your facility in use?

1. Less than 8 hours
2. 8 to 11 hours
3. 12 to 15 hours
4. 16 to 23 hours
5. 24 hours
6. (Don't know)

Thank you so much for your time and insights. This will help tremendously with our research to help businesses like yours.

## 10.2 CATI Interview Guide: PACE Participants

October 22, 2007

<b>Date</b>	October 22
<b>Utility</b>	SoCalGas
<b>Program Name</b>	PACE
<b>Target</b>	Korean; Chinese; Vietnamese; Spanish
<b>Sample Size</b>	70 Participants
<b>Quotas (if applicable)</b>	XX Seminar Attendees XX Businesses Touched By Outreach
<b>Sample File Name</b>	List of businesses contacted by PACE *** This is only through May 2007 *** Need updated list from PACE *** Current sample includes: - 129 – Hispanic Food Service Outreach - 69 – Korean Food Service Outreach --XX –Business Outreach
<b>Contractor Name</b>	ODC
<b>Primary Contact (person who should be contacted with any questionnaire questions)</b>	Wendy Todd, ODC
<b>Phone</b>	617-301-4629
<b>Email</b>	<a href="mailto:wtodd@opiniondynamics.com">wtodd@opiniondynamics.com</a>

[THIS SURVEY WILL BE AVAILABLE IN ENGLISH AND IN-LANGUAGE]

1. BEGIN IN LANGUAGE
2. AS NEEDED CONTINUE IN ENGLISH

Hello, may I please speak to the owner or manager of the facility? (Alternatively, the person who knows the most about the energy use of this business?)

My name is \_\_\_\_\_ and I am calling from Opinion Dynamics, an independent research firm. We are conducting research on behalf of Southern California Gas (The Gas Company) to help them improve the services that they offer to small business customers. They have asked me to call your business to ask you a few questions. I am not selling anything, the survey is only to help them understand their customers better and it should take about 15 minutes. (AS NEEDED – CONFIRM THAT YOU ARE SPEAKING TO THE OWNER/MANAGER OF THE BUSINESS)

L0. Would you prefer that I speak in...?

[Korean/Chinese/Vietnamese/Spanish] [READ THE REST OF SURVEY IN SPECIFIC LANGUAGE]

or English? [READ THE REST OF THE SURVEY IN ENGLISH]

---

L1. Would you describe your business to be a [Korean/Chinese/Vietnamese/Hispanic] owned or operated business?

1. Yes
2. No
3. (Don't know)

[ASK IF L1 = 2, 3]

L2a. Do you think that your business would qualify as a business owned or operated by one of the ethnic minority populations in Southern California?

1. Yes
2. No [THANK AND TERMINATE]
3. (Don't know) [THANK AND TERMINATE]

L2b. Which ethnicity? [ALLOW MULTIPLE RESPONSES]

1. Korean
2. Chinese
3. Vietnamese
4. Hispanic
5. (Other, specify)
6. (Don't know) [RECORD AS NOT IN TARGET ETHNICITY, TERMINATE]

---

## I. General Business Information

G1. What type of business do you operate? (Read if necessary)

1. (Restaurant/Foodservice)
2. (Dry-Cleaner/Coin-operated Laundromat)
3. (Hotel/Motel)
4. (Beauty Shop/Nail Salon)
5. (Office, Professional or Retail Building Owner/Operator)
6. (Financial Institution)
7. (Other, specify)
8. (Don't know)

G2. Does your business pay its own natural gas bill (that is, the gas utility bill for your business)?

1. Yes
2. No
3. (Don't have natural gas heat or appliances) [THANK AND TERMINATE]
4. (Don't know) (ASK TO SPEAK WITH SOMEONE WHO KNOWS)

G3. Is Southern California Gas your gas company?

1. Yes
2. No [THANK AND TERMINATE]
3. (Don't have natural gas heat or appliances) [THANK AND TERMINATE]
4. (Don't know)

G4. How would you rate your overall satisfaction with your Gas Company?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know)

[ASK IF G4 = 1,2,3]

G4b. Why did you rate it this way?

1. [OPEN END]
2. (Don't know)

[SKIP IF G2=2]

G5. What is the approximate amount of your monthly gas bill? Is it...

1. Less than \$50 dollars a month
2. \$51-\$100
3. \$101-\$200
4. \$201-\$300
5. More than \$300 a month
6. (Don't have natural gas) TERMINATE
7. (Don't know)

---

G6. Are you a member of any local business organizations, industry or community associations?

1. Yes
2. No
3. (Don't know)

G7. What are the most important local business organizations or community associations for your business?

1. [OPEN END]
2. (Don't know)

G8. What are the most important trade shows, fairs or expositions for your business?

1. [OPEN END]
2. (Don't know)

---

## II. General Energy Efficiency Awareness

A1. Would you say that your electricity costs represent a ...

1. Very small
2. Small
3. Medium
4. Large
5. Very large part of your operating costs each month?
6. (Don't know)

[SKIP IF G2=2]

A2. Would you say that your gas costs represent a ...

1. Very small
2. Small
3. Medium
4. Large
5. Very large part of your operating costs each month?
6. (Don't know)

A3. How important to you is it to be energy efficient in the operation of your business?

1. Very unimportant
2. Somewhat unimportant
3. Neither important nor unimportant
4. Somewhat important
5. Very important
6. (Don't know)

A4. How likely are you to make changes to improve the energy efficiency of your business practices?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know)

[ASK IF A4 1,2,3]

A5. Why are you unlikely to make changes to improve the energy efficiency of your business?

1. Language barrier
2. Not enough information
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

DC1. I'm going to ask you about several ways in which you might have seen or heard about information on energy efficiency. Have you ever...

(1=Yes, 2=No, 3=Other, specify, 3=Don't Know) [READ AND ROTATE]

- K. Visited [Southern California Gas's/San Diego Gas and Electric's] website?  
A2.[IF A=1] Did you see anything on the website about energy efficiency opportunities?
- L. Received information from [Southern California Gas/San Diego Gas and Electric] through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities?
- M. Received an email from [Southern California Gas/San Diego Gas and Electric] utility regarding energy efficiency information?
- N. Attended an event, such as a business forum or trade meeting, where information about energy efficiency was distributed?
- O. Seen advertisements in a newspaper or trade journal regarding energy efficiency?
- P. Heard about energy efficiency opportunities by television or radio specifically for Flex Your Power?
- Q. Learned about energy efficiency efforts from a contractor?
- R. Been contacted by [Southern California Gas/San Diego Gas and Electric], (such as by an Account Executive or Commercial Service Technician) about energy efficiency opportunities?
- S. Called [Southern California Gas/San Diego Gas and Electric] and had someone inform you about energy efficiency opportunities?
- T. Heard about energy efficiency opportunities from your local government or from a non-profit agency in your community?

[IF YES TO DC1A=1, or B=1, or C=1]

DC2a. On a scale of 1 to 5 where 1 is not at all useful and 5 is very useful, how useful did you find the information provided by Southern California Gas?

[SKIP IF DC2=5]

DC3. What would have made this information more useful?

DC4. Based on all of the things that you can think of, what is the best way to provide you with information about energy efficiency opportunities? (OPEN END, MULTIPLE RESPONSES)

1. (Gas or electric utility website)
2. (Information from your utility received through the mail, such as a bill insert or newsletter)
3. (An email from your gas or electric utility)
4. (An event, such as a business forum or trade meeting)
5. (Advertisements in a newspaper or trade journal)
6. (Television or radio advertisements specifically for Flex Your Power)
7. (Other television or radio advertisements)
8. (A contractor)
9. (A representative of the gas or electric utility—didn't mention Account Representative)
10. (Specifically mentioned Account Executive or Account Representative)
11. (A local government or non-profit agency in the community)
12. (Other, specify)
13. (Don't know)



---

### III. Program Participation and Effect

P0a. Are you familiar with the non-profit organization, PACE, or the Pacific Asian Consortium in Employment or their Energy Saving Project?

1. Yes
2. No
3. (Don't know)

[ASK IF P0a. = 1]

P0b. Are you aware that PACE is sponsored by the Southern California Gas Company and promotes Gas Company energy efficiency programs?

1. Yes
2. No
3. (Don't know)

P1. Our records indicate that you have received information on Energy Efficiency and available Southern California Gas programs for your business from the PACE Energy Savings Project during a [seminar/presentation/trade fair/visit to your business] on [INSERT DATE], do you recall this event?

1. Yes
2. No [THANK AND TERMINATE]

P2. How helpful did you find the information presented by the PACE Energy Savings Project to be? Would you say the information was...

1. Very unhelpful
2. Somewhat unhelpful
3. Neither helpful nor unhelpful
4. Somewhat helpful
5. Very helpful
6. (Don't know)

[ASK IF P2 = 1,2,3]

P3. Why didn't you find the information to be helpful?

1. (Difficult to understand)
2. (Not applicable to my business)
3. (Other, specify)
4. (Don't know)

P4a. Did you receive any WRITTEN information such as handouts or brochures that you could take with you?

1. Yes
2. No
3. (Don't know)

---

[ASK IF L0 = 1 and P4a=1]

P4b. Would the written information provided have been more helpful to you if it were provided in [KOREAN/CHINESE/VIETNAMESE/SPANISH]?

1. Yes
2. No
3. The information was provided in language
4. (Don't know)

P5. As a result of the information presented by the PACE Energy Savings Project how likely are you to make any changes to improve the energy efficiency of your business practices?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know)

[ASK IF P5 = 1,2,3]

P6. Why are you unlikely to make changes to improve the energy efficiency of your business? (Multiple responses)

1. Language barrier
2. Not enough information about the program
3. Not interested
4. Not applicable
5. (Other, specify)
6. (Don't know)

Now I'm going to run through a list of possible changes, please indicate if you have done any of the following:

### **Heating & Cooling**

HC1a. Have you made adjustments to your thermostats to reduce your business's energy use? (As needed: For example, using recommended set points such as 78 degrees for cooling and 68 degrees for heating during operating hours and 90 degrees for cooling and 55 degrees for heating during non-operating hours)

1. Yes
2. No
3. (Don't know)

[ASK IF HC1a = 1]

HC2a. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

---

[ASK IF HC1a = 2, 3]

HC3a. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

HC1b. Do you take steps to reduce your heating/cooling costs by drawing shades during the daytime or closing off areas where heating/cooling is not needed?

1. Yes
2. No
3. (Don't know)

[ASK IF HC1b = 1]

HC2b. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF HC1b= 2, 3]

HC3b. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

## **Water Use**

W1a. Have you made efforts to cut back on your use of hot water in the kitchen and/or for facility cleaning?

1. Yes
2. No
3. (Don't know)

---

[ASK IF W1a = 1]

W2a. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF W1a = 2, 3]

W3a. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

[SKIP TO OM1 IF G1 = 2-7]

W1b. Do you heat dishwasher water only to the temperature required (140 degrees for washing, 160 degrees for power rinse, 180 degrees for final rinse)?

1. Yes
2. No
3. (Don't know)

[ASK IF W1b = 1]

W2b. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF W1b = 2, 3]

W3b. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

W1c. Do you ensure that your dishwasher is fully loaded for each use?

1. Yes
2. No
3. (Don't know)

---

[ASK IF W1c = 1]

W2c. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF W1c = 2, 3]

W3c. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Not enough information
4. Haven't had time
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

### **Cooking Practices**

CP1a. Do you monitor your cooking equipment preheat times and cooking temperatures?

1. Yes
2. No
3. (Don't know)

[ASK IF CP1a = 1]

CP2a. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF CP1a = 2, 3]

CP3a. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

CP1b. Do you refrain from turning cooking equipment thermostats to high in an attempt to cook food faster instead of heating only to the required temperature?

1. Yes
2. No
3. (Don't know)

---

[ASK IF CP1b = 1]

CP2b. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF CP1b = 2, 3]

CP3b. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

#### Operations & Maintenance

OM1a. Have you implemented a regular inspection, maintenance and cleaning schedule for your facility's equipment (including appliances and refrigeration units)?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1a = 1]

OM2a. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1a = 2, 3]

OM3a. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

---

OM1b. Have you implemented a start-up/shut-down schedule for your facility's equipment (including cooking equipment, dry cleaning equipment, etc)?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1b = 1]

OM2b. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1b = 2, 3]

OM3b. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

OM1c. Do you turn off your facility's equipment when the facility is closed or the equipment is not in use?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1c = 1]

OM2c. Did you undertake this change as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF OM1c = 2, 3]

OM3c. Why haven't you undertaken this change? (multiple response)

1. Didn't understand the materials from PACE
2. Already made this change
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

---

***Other Practices***

O1a. Have you made any other energy efficient changes to your business practices?

1. Yes
2. No
3. (Don't know)

[ASK IF CP1c = 1]

O2a. What changes did you make?

1. [OPEN END]
2. (Don't know)

O3a. Did you undertake this change (these changes) as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

***Southern California Gas Program Participation***

PR1a. Have you participated in any Southern California Gas rebate programs such as Express Efficiency or the Commercial Food Service Rebate program? (If needed explain programs as providing rebates for updating of energy efficient gas appliances and other energy efficient improvements for commercial and industrial customers including steam traps, pipe and tank insulation, water heaters, boilers, pool heaters , washing machines and cooking equipment.)

1. Yes
2. No
3. (Don't know)

[ASK IF PR1a = 1]

PR2a. Did you participate in this program (these programs) as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF PR1a = 2, 3]

PR3a. Why haven't you participate in a rebate program for energy efficient equipment? (multiple response)

1. Didn't purchase any equipment
2. Didn't understand the materials from PACE
3. Already participated in the program
4. Haven't had time
5. Not enough information
6. Not interested
7. Not applicable
8. (Other, specify)
9. (Don't know)



---

[SCREEN FOR SEMINAR PARTICIPANTS]

PR1c. Have you participated in Southern California Gas's in-language Fundamentals of Energy Efficiency in Food Service training seminar? (If needed, explain seminar as an in-language training seminar on the topic of energy efficiency in foodservice.)

1. Yes
2. No
3. (Don't know)

[ASK IF PR1c = 1]

PR2c. Did you participate in this program as a result of the information presented by the PACE Energy Savings Project?

1. Yes
2. No
3. (Don't know)

[ASK IF PR1c = 2, 3]

PR3c. Why haven't you participated in this program? (multiple response)

1. Didn't understand the materials from PACE
2. Already participated in the program
3. Haven't had time
4. Not enough information
5. Not interested
6. Not applicable
7. (Other, specify)
8. (Don't know)

PR1d Have you participated in any other Southern California Gas programs as a result of the information presented by PACE?

1. Yes
2. No
3. (Don't know)

[ASK IF PR1d = 1]

PR2d. What programs did you participate in?

1. [OPEN END]
2. (Don't know)

---

## **VI. Barriers to Outreach and Participation**

B1. On a scale of 1 to 5 where 1 is not at all a barrier and 5 is a large barrier, would you consider the following to be barriers to participation in available energy efficiency rebate and/or education programs offered by SoCalGas?

1. Language
2. Lack of available time
3. Lack of program information
4. Lack of resources
5. Having to fill in an application in English

B1a. Are there any other major barriers to participation in energy efficiency rebate and/or education programs?

1. [OPEN END]
2. (No)
3. (Don't know)

B2. How likely would you be to obtain information about energy efficiency practices and programs from the following organizations or sources of information (1. very likely, 2. somewhat likely, 3. neither likely nor unlikely, 4. somewhat unlikely, 5. very unlikely, 6. don't know)

[READ AND ROTATE]

- A. Southern California Gas
- B. PACE Energy Savings Project
- C. A non-profit agency in your neighborhood
- D. Southern California Edison
- E. An industry or business association
- F. A web search
- G. TV, Radio or Print Media

---

## VII. Firmographics

F1. Do you own or lease your facility? Would you describe your business as... (Probe as necessary for number of people or square footage and record best guess)

1. Lease
2. Own
3. (Other, specify)
4. (Don't know/refused)

F2. Would you describe your business as...

1. A small business
2. A medium-sized business
3. A large business
4. (Don't know)

F3. What is the approximate percentage of your square footage that is AIR-CONDITIONED?

1. 0%
2. 1-50%
3. 51-99%
4. 100%
5. (Don't know/refused)

F4a. Is your business in one location, or do you have multiple locations?

1. One location
2. Multiple locations
3. (Don't know)

F4b. Is your business in its own building, or are you located in a building with multiple businesses?

1. Own building
2. Multiple buildings
3. (Don't know)

F5. Do you have anyone devoted full-time as a building engineer or facility manager?

1. Yes
2. No
3. (Other, specify)
4. (Don't know)

F6. On average, how many hours a day is your facility in use?

1. Less than 8 hours
2. 8 to 11 hours
3. 12 to 15 hours
4. 16 to 23 hours
5. 24 hours
6. (Don't know)

## 10.3 Frequency Tables: PACE Participants and Non-Participants

**Table 1: Gas Company Customer Satisfaction**

	Participants (n=70)	Non-Participants (n=211)
<b>Is Southern California Gas your gas company?</b>		
Yes	100%	93%
No	-	-
Don't Know	-	7%
<b>How would you rate your overall satisfaction with your gas company?</b>		
Very Satisfied	70%	74%
Somewhat Satisfied	21%	14%
Neutral	3%	4%
Somewhat Dissatisfied	1%	1%
Very Dissatisfied	1%	1%
Don't Know	3%	6%

\*significantly different than the comparison group at the 90% level

**Table 2: Business Ownership and Community Involvement**

	Participants (n=70)	Non-Participants (n=211)
<b>Would you describe your business as a Korean / Chinese / Vietnamese / Hispanic owned or operated business?</b>		
Yes	100%	94%
No	-	6%
Don't Know	-	-
<b>Are you a member of any local business, industry or community organizations?</b>		
Yes	16%	18%
No	69%	76%
Don't Know	16%	6%

\*significantly different than the comparison group at the 90% level

**Table 3: Energy Costs**

	Participants	Non-Participants
<b>Does your business pay its own natural gas bill?</b>	<b>(n=70)</b>	<b>(n=211)</b>
Yes	100%	90%
No	-	10%
Don't have Natural Gas	-	-
Don't Know	-	-
<b>What is the approximate amount of your monthly gas bill?</b>	<b>(n=70)</b>	<b>(n=189)</b>
>\$300	51%	42%
\$201-\$300	11%	6%
\$101-\$200	6%	6%
\$51-\$100	7%	11%
<\$50	4%	18%*
<b>Would you say that your electricity represents a ... part of your operating costs each month?</b>	<b>(n=70)</b>	<b>(n=211)</b>
Very Large	26%	13%
Large	27%	30%
Medium	27%	27%
Small	3%	13%
Very Small	-	7%
Don't Know	17%	9%
<b>Would you say that your gas costs represent a ... part of your operating costs each month?</b>	<b>(n=70)</b>	<b>(n=189)</b>
Very Large	16%*	4%
Large	26%	25%
Medium	36%*	25%
Small	7%	25%*
Very Small	6%	13%
Don't Know	10%	7%

**Table 4: Importance of Energy Efficiency**

	Participants (n=70)	Non-Participants (n=211)
<b>How important to you is it to be energy efficient in the operation of your business?</b>		
Very Important	86%	78%
Somewhat Important	13%	16%
Neutral	1%	2%
Somewhat Unimportant	-	1%
Very Unimportant	-	3%
Don't Know	-	1%
<b>How likely are you to make changes to improve the energy efficiency of your business practices?</b>		
Very Likely	69%*	49%
Somewhat Likely	21%	22%
Neutral	-	7%
Somewhat Unlikely	3%	3%
Very Unlikely	1%	10%
Don't Know	6%	9%

\*significantly different than the comparison group at the 90% level

**Table 5: PACE Program Awareness**

	Participants	Non-Participants
<b>Are you familiar with the non-profit organization PACE, or the Pacific Asian Consortium in Employment, or their EE program?</b>	<b>(n=70)</b>	<b>(n=211)</b>
Yes	57%*	8%
No	31%	85%*
Don't Know	11%	7%
<b>Are you aware that PACE is sponsored by SCG and promotes gas company EE programs?</b>	<b>(n=40)</b>	<b>(n=17)</b>
Yes	75%*	59%
No	22%	35%*
Don't Know	2%	6%

\*significantly different than the comparison group at the 90% level

**Table 6: Program Participation**

	Participants (n=70)	Non-Participants (n=211)
<b>Have you participated in any Southern California Gas Rebate programs such as Express Efficiency or the Commercial Food Service Rebate program?</b>		
Yes	10%	10%
No	84%	86%
Don't Know	6%	4%
<b>Have you participated in Southern California Gas's in-language Fundamentals of Energy Efficiency in Food Service training seminar?</b>		
Yes	19%	9%
No	71%	82%*
Don't Know	10%	9%

\*significantly different than the comparison group at the 90% level

**Table 7: Energy Efficiency Information Channels**

	Participants (n=70)	Non-Participants (n=211)
<b>Have you ever...Received information from SCG through the mail, such as a bill insert or newsletter, with information about EE opportunities?</b>		
Yes	46%	58%*
No	47%	36%
Don't Know	7%	6%
<b>Have you ever...Received an email from SCG regarding EE information?</b>		
Yes	9%	9%
No	90%	88%
Don't Know	1%	2%
<b>Have you ever...Attended an event, such as a business forum or trade meeting, where information about EE was distributed?</b>		
Yes	59%*	8%
No	41%	90%*
Don't Know	-	2%
<b>Have you ever...Seen advertisements in a newspaper or trade journal regarding EE?</b>		
Yes	73%*	55%
No	27%	40%*
Don't Know	-	4%
<b>Have you ever...Heard about EE opportunities by television or radio specifically for Flex Your Power?</b>		
Yes	59%	57%
No	41%	40%
Don't Know	-	3%
<b>Have you ever...Learned about EE efforts through a contractor?</b>		
Yes	7%	8%
No	93%	89%
Don't Know	-	4%
<b>Have you ever...Been contacted by an SCG Representative about EE opportunities?</b>		
Yes	13%	8%
No	86%	91%
Don't Know	1%	1%
<b>Have you ever...Called SCG and had someone inform you about EE opportunities?</b>		
Yes	13%	9%
No	86%	89%
Don't Know	1%	2%
<b>Have you ever...Heard about EE opportunities from you local government or from a non-profit agency in your community?</b>		
Yes	13%	18%
No	86%	80%
Don't Know	1%	3%
<b>Have you ever...Visited SCG's website?</b>		
Yes	9%	11%
No	89%	87%
Don't Know	3%	2%
<b>On a scale of 1-5 - where 1 is not at all useful and 5 is very useful - how useful did you find the EE information provided by SCG?</b>		
	<b>(n=37)</b>	<b>(n=130)</b>
Mean Average	4.69	4.60

\*significantly different than the comparison group at the 90% level

**Table 8: Energy Efficient Activities**

	Participants (n=70)	Non- Participants (n=211)
<b>Have you made adjustments to your thermostats to reduce your business's energy use?</b>		
Yes	61%	67%
No	37%	30%
Don't Know	1%	3%
<b>Do you take steps to reduce your heating/cooling costs by drawing shades during the daytime or closing off areas where heating/cooling is not needed?</b>		
Yes	70%	77%
No	26%	20%
Don't Know	4%	2%
<b>Have you made efforts to cut back on your use of hot water in the kitchen and/or for facility cleaning?</b>		
Yes	77%*	57%
No	20%	36%*
Don't Know	3%	7%
<b>Do you heat dishwasher water only to the temperature required (140 degrees for washing, 160 degrees for power rinse, 180 degrees for final rinse)?</b>		
Yes	68%	82%*
No	30%*	14%
Don't Know	2%	5%
<b>Do you ensure that your dishwasher is fully loaded for each use?</b>		
Yes	68%	73%
No	23%	18%
Don't Know	9%	9%
<b>Do you monitor your cooking equipment preheat times and cooking temperatures?</b>		
Yes	68%	89%*
No	27%*	11%
Don't Know	5%	-
<b>Do you refrain from turning cooking equipment thermostats to high in an attempt to cook food faster instead of heating only to the required temperature?</b>		
Yes	34%	80%*
No	36%*	18%
Don't Know	30%*	2%
<b>Have you implemented a regular inspection, maintenance and cleaning schedule for your facility's equipment (including appliances and refrigeration units)?</b>		
Yes	81%	74%
No	19%	25%
Don't Know	-	1%
<b>Have you implemented a start-up/shut-down schedule for your facility's equipment (including cooking equipment, dry cleaning equipment, etc)?</b>		
Yes	60%	68%
No	36%	30%
Don't Know	4%	2%
<b>Do you turn off your facility's equipment when the facility is closed or the equipment is not in use?</b>		
Yes	96%	93%
No	3%	6%
Don't Know	1%	1%
<b>Have you made any other energy efficient changes to your business practices?</b>		
Yes	24%	20%
No	66%	72%
Don't Know	10%	8%

\*significantly different than the comparison group at the 90% level



**Table 9: Barriers to Program Participation**

On a scale of 1 to 5, with 1 being no barrier at all and 5 being a large barrier...	Participants (n=70)	Non-Participants (n=211)
<b>How much of a barrier to participating in energy efficiency rebate/education programs offered by SoCalGas: Language</b> Mean Average	3.7	2.6
<b>How much of a barrier to participating in energy efficiency rebate/education programs offered by SoCalGas: Lack of available time</b> Mean Average	3.6	3.0
<b>How much of a barrier to participating in energy efficiency rebate/education programs offered by SoCalGas: Lack of program information</b> Mean Average	3.9	3.5
<b>How much of a barrier to participating in energy efficiency rebate/education programs offered by SoCalGas: Lack of resources</b> Mean Average	3.8	3.0
<b>How much of a barrier to participating in energy efficiency rebate/education programs offered by SoCalGas: Having to fill in an application in English</b> Mean Average	3.6	2.5

**Table 10: Information Delivery Channels**

On a scale of 1 to 5, with 1 being Very Likely and 5 being Very Unlikely...	Participants (n=70)	Non-Participants (n=211)
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from Southern California Gas?</b> Mean Average	1.9	2.1
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from PACE Energy Savings Project?</b> Mean Average	2.1	3.0
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from a non-profit agency in your neighborhood?</b> Mean Average	3.1	3.3
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from Southern California Edison?</b> Mean Average	1.7	2.4
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from an industry or business association?</b> Mean Average	3.0	3.2
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from a web search?</b> Mean Average	3.9	3.1
<b>How likely would you be to obtain info about energy efficiency practices &amp; programs from TV, Radio or Print Media?</b> Mean Average	3.4	2.6

**Table 11: Facility Characteristics**

	Participants (n=70)	Non-Participants (n=211)
<b>Do you lease or own your facility?</b>		
Lease	84% *	64%
Own	14%	32% *
Other	-	-
Don't Know/Refused	1%	3%
<b>Would you describe your business as ...</b>		
Small Business	57%	70% *
Medium-sized Business	37% *	22%
Large Business	4%	7%
Don't Know/Refused	1%	1%
<b>What is the approximate percentage of your square footage that is AIR-CONDITIONED?</b>		
100%	39%	30%
51-99%	29%	21%
1-50%	20%	29%
0%	9%	12%
Don't Know/Refused	4%	7%
<b>Is your business in one location, or do you have multiple locations?</b>		
One Location	83%	82%
Multiple Locations	17%	17%
Don't Know/Refused	-	1%
<b>Is your business in its own building, or are you located in a building with multiple businesses?</b>		
Multiple Businesses	73% *	54%
Own Building	26%	45% *
Don't Know/Refused	1%	2%
<b>Do you have anyone devoted full-time as a building engineer or facility manager?</b>		
Yes	39% *	29%
No	47%	64% *
Don't Know	14%	7%
<b>On average, how many hours a day is your facility in use?</b>		
< 8 Hours	7%	7%
8-11 Hours	53%	62%
12-15 Hours	36% *	22%
16-23 Hours	-	4%
24 Hours	1%	2%
Don't Know/Refused	3%	3%

\*significantly different than the comparison group at the 90% level

## 11. SCG 3535: VeSM Advantage Plus Program

**Table 11-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager	In-depth interview	June - January	General understanding of program, program implementation, interaction with other programs and third parties	NA	1	Program Information
Implementer Program Manager	In-depth interview	June - January	General understanding of program, program implementation, interaction with other programs and third parties	NA	1	Program Information
Account Executives	Onsite Observation	October	Observe education approach, applicability, concepts taught, receptiveness to information, identify recommendations for improvement to approach	6	1	Learned about if from Boris Koropey at CMTC



## 12. SCG 3536: Constant Volume Retrofit Program (CVRP)

**Table 12-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Utility Program Manager	In-depth interview	June - December	How is the program implemented? Are there barriers to implementation?	2	2	SCG
Implementer Program Manager	In-depth interview	June - December	How is the program implemented? Are there barriers to implementation?	1	1	SCG
Vendor	In-depth interview	September	What are perceived barriers to implementation?	2	2	SCG
Participants	In-depth interview	December	Experiences with decisionmaking and technology to date?	1	1	Quest
Non-Participants	In-depth interview	December	Why not participate?	26	10	Quest/ Federspiel

---

## 12.1 In-depth Interview Guide: CVRP Non-participants

### In-depth Interviews: (Businesses aware of the program but are not committed to installation)

#### Introduction

Hello, my name is Hannah Carmalt and I am calling on behalf of SoCalGas to evaluate the Constant Volume Retrofit Program offered by SoCalGas. This is not a sales call. We are working with SoCalGas to solicit feedback from customers who were contacted regarding an opportunity to participate in the Constant Volume Retrofit program. The objective of this study is to better understand the decision-making process regarding energy efficiency in order to improve the delivery and effectiveness of this program.

1. Do you recall being contacted about this program?
  - a. Yes [go on to #2]
  - b. No [The program provides incentives to businesses to install wireless retrofit controls on constant volume air flow systems which typically necessitate mechanical manipulation to adjust airflow. Does this program sound familiar?]
2. Are you the primary person who evaluated this opportunity?
  - a. Yes [go on to SCHEDULING]
  - b. I was part of a group of decision makers.  
[PROBE: If part of a group of decision makers- were you the lead decision maker? If not, who was? If you were not the lead, how familiar are you with the program? Would you like more background information on the program?]
  - c. No [Ask if there is somebody better to speak with about the program]

#### SCHEDULING

I would like to schedule a time to interview you and discuss your experiences and perspectives. This may take approximately 20 minutes, depending upon how much feedback you have to offer. Is this a good time to talk or would you prefer to schedule a more convenient time? If no, scheduled call back time:

\_\_\_\_\_

Please be aware that any information you provide will be kept confidential and combined with other feedback to provide an overall perspective for SoCalGas.

#### Role of Interviewee:

3. What is your title and role?
4. Are you in charge of making facility maintenance decisions?
  - a. Yes
  - b. I am part of a group of decision makers. [PROBE: What is your role? Is there someone else that takes the lead?]
  - c. No, all decisions are made by someone else.

- 
5. Are you in charge of making financial decisions?
    - a. Yes
    - b. I am part of a group of decision makers. [PROBE: What is your role? Is there someone else that takes the lead?]
    - c. No, all decisions are made by someone else.

**Marketing:**

6. Can you please describe how you learned about the Constant Volume Retrofit Program?
  - a. A QuEST representative contacted me directly.
  - b. A QuEST representative contacted someone in my office who directed the call to me. [PROBE: who?]
  - c. A Federspiel representative contacted me directly.
  - d. A Federspiel representative contacted someone in my office who directed the call to me. [PROBE: who?]
  - e. Someone in the industry (external to my corporation) told me about the program. [PROBE: who? where?]
  - f. At an industry event. [PROBE: which one?]
  - g. From SoCalGas marketing material [PROBE: which material?]
  - h. Other: \_\_\_\_\_
7. Did you receive any marketing materials about the program or the technology?
  - a. Yes [PROBE: what were they? what was the quality on a scale of 1-5 with 1 being the worst quality and 5 being the best quality?]
  - b. No
8. Did you ever talk to someone directly about the program?
  - a. Yes
  - b. No
9. What questions did you have about the service that you needed to have answered before you could make an informed decision? Were all of your questions answered?
10. How would you rate your overall satisfaction with the QuEST/ Federspiel representative that you spoke to (scale of 1-5)?

**Participation**

11. What was your *primary* reason why you have not participated in the Constant Volume Retrofit program thus far?
  - a. Too much time
  - b. Incentives too low
  - c. Too much hassle
  - d. Too many legal constraints
  - e. Indemnification clause
  - f. Future renovation plans
  - g. Concerned about security issues
  - h. The Federspiel controls did not work with our systems

i. Other: \_\_\_\_\_

12. Were there any other reasons why you have not signed up for the Constant Volume Retrofit program as of yet?

13. Are you aware of the incentives provided to participants in this program?

- a. Yes [PROBE if not addressed in 16, my understanding is that the incentive levels are high for this program, did you think it was still not economically feasible? Where there other reasons why you did not participate?]
- b. No

14. Are you considering participating in the future? If so, does any program element need to change in order to allow you to participate sooner? If so, which ones?

15. Would you recommend the program to someone else? [PROBE: what type of business would be more suitable for the program]

**Building Audit/ Efficiency Impacts:**

16. My understanding of the program is that program staff will perform a building audit on the facility to determine the feasibility of the constant volume controls. Did QuEST/Federspiel talk to you about performing an audit?

- a. Yes
- b. No [PROBE: Would you like program staff to perform an energy analysis? Then skip to next section]

17. Was a building audit conducted on your facility?

- a. Yes [PROBE: Can you describe why you decided to conduct an audit for the facility?]
- b. No [Skip to next section]

18. Was the building audit performed by Federspiel informative?

- a. Yes [PROBE: What did you like best from it? What did you like least? Was it easy to understand? Did Federspiel review the audit with you in person?]
- b. No [PROBE: What could be done to make the audit more informative?]

**Features of the Federspiel Technology**

19. This program provides incentives to install wireless technology to control air flow. Was the wireless element of the technology any concern to you?

- a. Yes [PROBE: What evidence would you need to be comfortable with the wireless technology? The program now includes hardwired technology, are you aware of this? Would this allow you to participate in the program now?]
- b. No

20. One of the features of the technology promoted by this program is that it allows customers to retrofit their existing HVAC system. Does [name of facility] prefer to wait and upgrade to an energy efficient HVAC system rather than retrofit the existing equipment?

- a. Yes [Does [name of facility] have plans to install more efficient HVAC technologies?]
- b. No



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21. Is there anything else SCG/QuEST/Federspiel could do to make the program more attractive to your facility?

**Energy Efficiency Information:**

22. Are you in direct contact with a SCG/SDGE account executive?
- a. Yes [PROBE: do they ever discuss energy efficiency measures with you? Did they ever discuss the Constant Volume Retrofit technology?]
  - b. No
23. Do you actively seek out information regarding energy efficiency?
- a. Yes [PROBE: Where do you look? Examples: SCG website, SCG Account Executive. Other SCG Representative, SCG 800 Number, Colleague, business associate, Contractor]
  - b. No
24. When you purchase new equipment, do you look at the energy use data?
- a. Yes [PROBE: how do you find out about energy efficient models?]
  - b. No
25. When you purchase new equipment, do you inquire about the availability of utility incentives for energy efficiency?
- a. Yes [PROBE: where do you look?]
  - b. No
26. Have you participated in any other SoCalGas efficiency programs?
- a. Chinese Language Program
  - b. Delivery Channel Innovation
  - c. Education and Training
  - d. Express Efficiency
  - e. Laundry Co-op
  - f. Local Business Energy Efficiency
  - g. On Bill Financing
  - h. PACE
  - i. Portfolio of the Future
  - j. VeSM Advantage Plus
  - k. No
27. [Skip if answer to last question was No] How did you hear about these programs?
- a. SCG Account Executive
  - b. SCG promotional materials
  - c. SCG website
  - d. TV, radio ad, newspaper
  - e. Colleague, business associate
  - f. Contractor
  - g. Other: \_\_\_\_\_

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28. How can SoCalGas best inform you about energy efficiency programs that your facility might be able to participate in? [Examples could include: energy audit, implementation services, mobile van visits, finance assistance, commissioning management, efficiency manuals, workshops]

29. Overall, on a scale of 1-5, with 1 being not at all important and 5 being very important, how important is energy efficiency in decisions related to your facility?

- a. Yes [PROBE: why? (bottom line, marketing to hotel customers/image)]
- b. No

**END:**

Those are all of my questions.

30. Do you have any other comments about the program?

Thank you so much for your time!

### 13. SCG 3540: Commercial Laundry Program

**Table 13-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Program Managers	In-depth interview	August	Determine level of understanding about the program.	3	2	List of program managers provided by SDG&E
Apartment Managers (parts or NP)	CATI Interview	November	Willingness to Pay (i.e., optimal incentive for washers), penetration of high efficiency front loader washers	6279	140	Purchased from Dunn & Bradstreet
Coin Op Laundry Sites (parts or NP)	Onsite Audit	November	Willingness to Pay (i.e., optimal incentive for washers), penetration of high efficiency front loader washers	1257	56	Purchased from Dunn & Bradstreet

## 13.1 Sample & Methodology

There were two sampling techniques used for this analysis – one for the on-site audits of Laundromats and one for the telephone survey of multifamily sites. The on-site audits used a cluster sampling of sites to enable cost-effective data collection. A population of sites was purchased from Dun & Bradstreet as shown in Table 13-2. Sites were removed which were not coin-operated Laundromats such as coin collecting businesses and dog groomers. The population was supplemented using telephone directories and Laundromats were mapped to make sure that they fell in the SoCalGas and SDG&E service territories. The Census tract and Utility variables were appended to the sample list.

**Table 13-2  
Onsite Audit Laundromat Population**

<b>IOU</b>	<b>8-Digit SIC Code</b>	<b>SIC Description</b>	<b>Dun &amp; Bradstreet</b>	<b>Final N</b>
SDG&E	7215-9903	Laundry coin-operated	108	86
SDG&E	7215-0000	Coin-operated laundries and cleaning	55	35
SDG&E	7215-9901	Dry cleaning coin-operated	5	2
Supplemented using telephone directories			--	43
<i>Subtotal SDG&amp;E</i>			<i>168</i>	<i>166</i>
SoCalGas	7215-9903	Laundry coin-operated	527	497
SoCalGas	7215-0000	Coin-operated laundries and cleaning	358	319
SoCalGas	7215-9901	Dry cleaning coin-operated	19	5
SoCalGas	7215-9902	Laundry machine routes coin-operated	4	1
Supplemented using telephone directories			--	435
<i>Subtotal SoCalGas</i>			<i>908</i>	<i>1,257</i>
<b>Total Sites for both service territories</b>			<b>1,076</b>	<b>1,423</b>

The unit of analysis was a clothes washer, with sampling by site/Laundromat. The sampling was done by Census tracts. There were a total of 253 Census tracts (232 in SoCalGas & 21 in SDG&E) at the 8-digit level. We initially identified a sample of 4 tracts in SDG&E territory to sample (including 31 Laundromats) and 16 tracts in SoCalGas territory (including 124 Laundromats). We estimated that the average Laundromat has 20 washers and then identified every 1600<sup>th</sup> washer in SoCalGas territory and every 800<sup>th</sup> washer in SDG&E territory and sampled in that census tract. This resulted in an estimated 3,100 washers (or about 11 percent) being sampled at 155 Laundromats. The sample included as many Laundromats in each census tract as possible.

Data in the field was collected at a census of those sites chosen through the sampling procedure. The on-site data was collected throughout November 2007. After the first round of data collection, the variance in the sample was calculated. The SDG&E service territory did not have sufficient variance to allow for at least a 90 percent certainty in the results. We repeated the sampling strategy described above to identify a sample of 4 more tracts in SDG&E territory to sample (including 35 Laundromats). We went back in the field and collected data for eight more sites. The final error in SDG&E service territory was calculated as 9.09% and 5.47% in SoCalGas territory.

**Table 13-3  
On-site Audit Completions**

IOU	Sample Size	Completes
SDG&E	166	28
SoCalGas	1,257	56
Total	1,423	84

The disposition of the on-site audits is shown in Table 13-4:

**Table 13-4  
On-site Audit Disposition**

Disposition	SoCalGas	SDG&E	Total
Completed	56	28	84
Incomplete Data	1	0	1
Refused Audit	6	3	9
Site did not exist	6	0	6
Site not a Laundromat/ couldn't confirm through calls	45	26	71
Not in Manpower territory	10	0	10
Error target threshold was already met	0	9	9
<b>Total</b>	<b>124</b>	<b>66</b>	<b>190</b>

For the telephone survey, a population of multifamily sites was purchased from Dun & Bradstreet. The telephone survey used random assignment of sites to make the calls to create a probability sample for each service utility. The survey was fielded throughout November 2007.

**Table 13-5  
Survey Completion Rate**

IOU	Sample Size	Planned Completes	Actual Completes
SDG&E	1,600	140	140
SoCalGas	6,279	140	140
<b>Total</b>	<b>7,879</b>	<b>280</b>	<b>280</b>

The data was analyzed using descriptive (mean, frequency) and inferential (t-value, Chi-square) statistics.

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## 13.2 Detailed Findings

The Commercial Laundry program evaluation consisted of two research efforts. These were determined based on reading the program implementation plan and conversations with the program manager about the information that would be of most benefit. The penetration of commercial clothes washers was desired with a secondary interest in learning about attitudes towards front-loading washers (the only kind now available for rebates). While there was also an interest in figuring out an “optimal” rebate level, it was acknowledged that this could be difficult and may not reflect actions taken even with changed rebates. As such, the evaluation effort was not implementation based, but aimed at providing data that the program felt would enhance their ability to run the program. Data to support the research came from two sources – on-site audits of Laundromats and telephone survey of multi-family sites. Findings from each group are provided next with a summary afterwards.

### Multi-family Sites

Of the 280 multi-family sites reached during our telephone survey, 96 percent were apartment complexes, 3 percent were condo or townhouse complexes, and 1 percent was something else. There was an average of 96 living units per site. Forty-one percent of the sites owned their own washers, 55 percent leased them, and 1 percent did both. Four percent did not know if their washers were leased or owned.

Thirty percent of the sites indicated their washers had been replaced in the last year, 23 percent had replacements in the last three years, and 29 percent indicated replacement had occurred longer than three years ago. Eighteen percent did not know when the last time the washers had been replaced. There was no statistical difference between whether the washers were owned or leased and when the self-reported replacement took place.<sup>1</sup> Of those who leased their machines, 19 percent had been given the option of front loading machines the last time the washers were replaced, 42 percent had not been given that option and 40 percent did not know if they were given the option. There was no statistical difference between whether they were given the option of front loading machines and when they had last replaced their washers.<sup>2</sup>

Eleven percent of the multi-family sites had heard of this program. Of that 11 percent, 13 percent were actually participants in the program, 25 percent did not know if they would participant and about half appeared unlikely to participate (i.e., 51 percent were somewhat or very unlikely to participate in the next 12 months).

### Efficient Clothes Washer Penetration

The two data collection efforts obtained information about clothes washers at a site in different ways. The multi-family sites used a telephone survey. For the telephone survey, we were simply asking about the number of washers total, separating them into large/small, and then top loaders versus front loaders. Due to our skip pattern we then asked about the number of front-loading washers only that were labeled Energy Star. We did not perform any on-site checks on the multi-family site information. It is possible that the number of energy efficient machines is under-represented in our analysis.

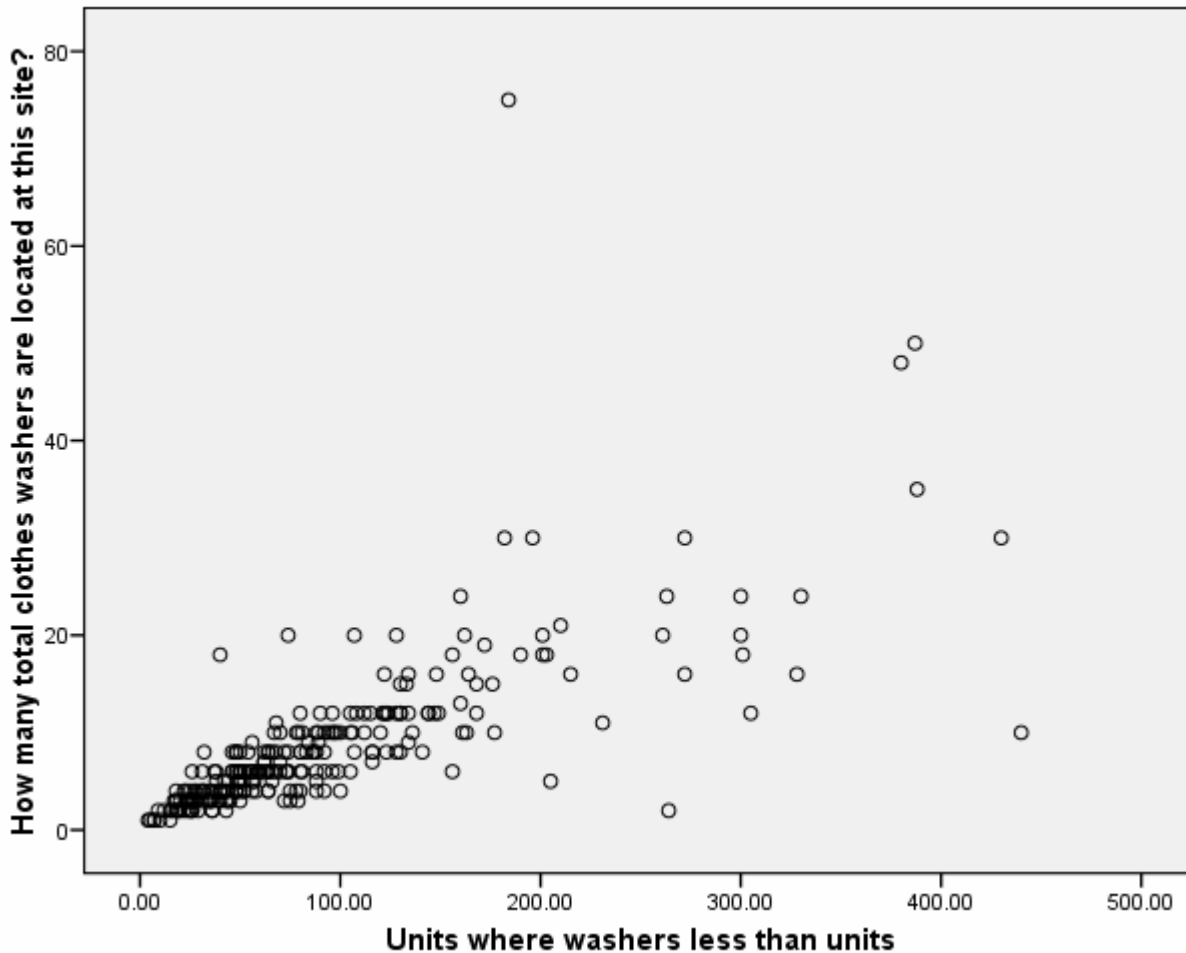
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<sup>1</sup> Chi-square significance of 0.717. To be significant, this value would need to be <0.05.

<sup>2</sup> Chi-square significance of 0.422. To be significant, this value would need to be <0.05.

The analysis of the clothes washers that could be retrofit in the future meant that these washers needed to be in communal space. There were several sites in which the number of units and the number of washers were identical. These 15 sites were dropped from the washers per site analysis. As seen in Figure 13-1, multi-family sites have about a 1:10 ratio of washers to units.

**Figure 13-1**  
**Scatterplot of number of washers versus number of multi-family units**





This relationship is shown numerically in Table 13-6 where the average washers per unit is 0.1062:

**Table 13-6  
Statistics of Sites and Washers Across Service Territory**

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
How many living units are located at this site?	280	1	562	96.38	86.343
How many total clothes washers are located at this site?	275	1	256	16.09	35.977
Updated_Washers_per_unit	256	.01	.45	.1062	.04908
Valid N (listwise)	256				

However, the average number of units and total clothes washers were different by service territory (Table 13-7) while the average values for the updated washers per unit were not.

**Table 13-7  
Statistics of Sites and Washers by Service Territory**

Group Statistics					
	COMPI	N	Mean	Std. Deviation	Std. Error Mean
How many living units are located at this site?	SoCalGas	140	85.51	80.209	6.779
	SDG&E	140	107.26	91.061	7.696
How many total clothes washers are located at this site?	SoCalGas	137	8.42	13.101	1.119
	SDG&E	138	23.70	47.970	4.083
Updated_Washers_per_unit	SoCalGas	133	.1059	.05121	.00444
	SDG&E	123	.1065	.04689	.00423

**Independent Samples Test**

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
How many living units are located at this site?	Equal variances assumed	2.709	.101	-2.121	278	.035	-21.750	10.256	-41.939	-1.561
	Equal variances not assumed			-2.121	273.641	.035	-21.750	10.256	-41.941	-1.559
How many total clothes washers are located at this site?	Equal variances assumed	35.488	.000	-3.599	273	.000	-15.287	4.247	-23.649	-6.925
	Equal variances not assumed			-3.610	157.465	.000	-15.287	4.234	-23.650	-6.924
Updated_Washers_per_unit	Equal variances assumed	.255	.614	-.101	254	.920	-.00062	.00615	-.01274	.01149
	Equal variances not assumed			-.101	253.976	.919	-.00062	.00613	-.01269	.01145

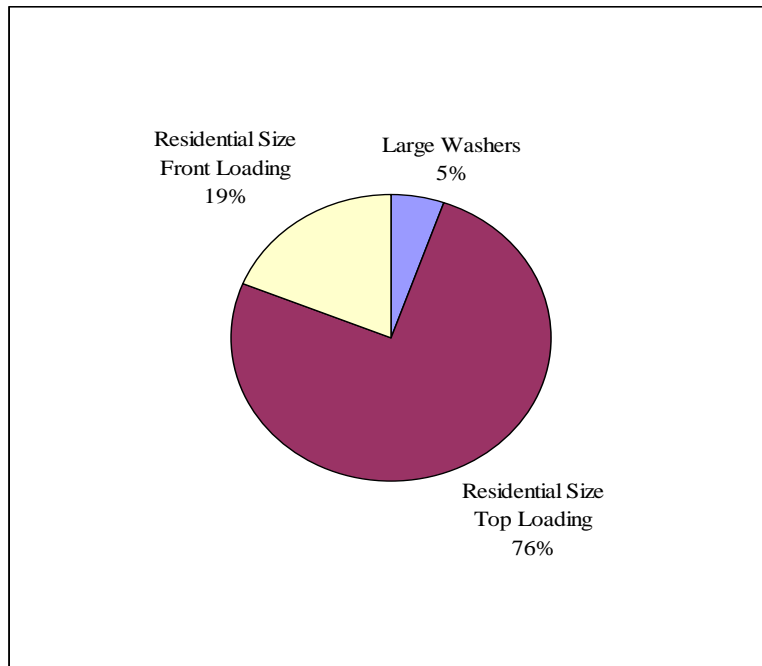
As such, the calculation of total washers in multi-family sites used different averages for number of units, but the same value for washers per unit. The calculation for population of all washers is shown in Table 13-8.

**Table 13-8  
Number of Washers by Service Territory**

<b>Variable</b>	<b>SoCalGas</b>	<b>SDG&amp;E</b>	<b>Source</b>
Number of Sites	6,279	1,600	Population
Average units / site	85.51	107.26	From sample
Average washers / unit	0.1062	0.1062	From sample
Calculated washers per site	9.08	11.39	Calculated
Calculated washers all sites	57,021	18,226	Calculated

To determine the possible washers available for rebates, we queried whether any of the washers were the very large kind found in Laundromats. Sixteen percent of the sites indicated that some of their washers were of this larger type. However, when looking at the total number of different washer sizes and types, the majority were residential sized top loading washers (Figure 13-2).

**Figure 13-2  
Percent of Washers by Type**



These percentages were not different by service utility, so the percentages were used for both. Of those who had front loading residential washers, 62 percent were indicated to have an Energy Star label. Therefore, of all the washers possible at a site, 12 percent are considered to be Energy Star (i.e., 62 percent of the 19 percent front loading washers) and thought to be poor candidates for retrofits through the program. Removing the 5 percent of large washers which are not eligible for retrofits, there are 83 percent of multi-family washers that could be retrofit. The actual numbers by service territory are shown in Table 13-9.

**Table 13-9  
Possible Number of Washers by Service Territory for Retrofit**

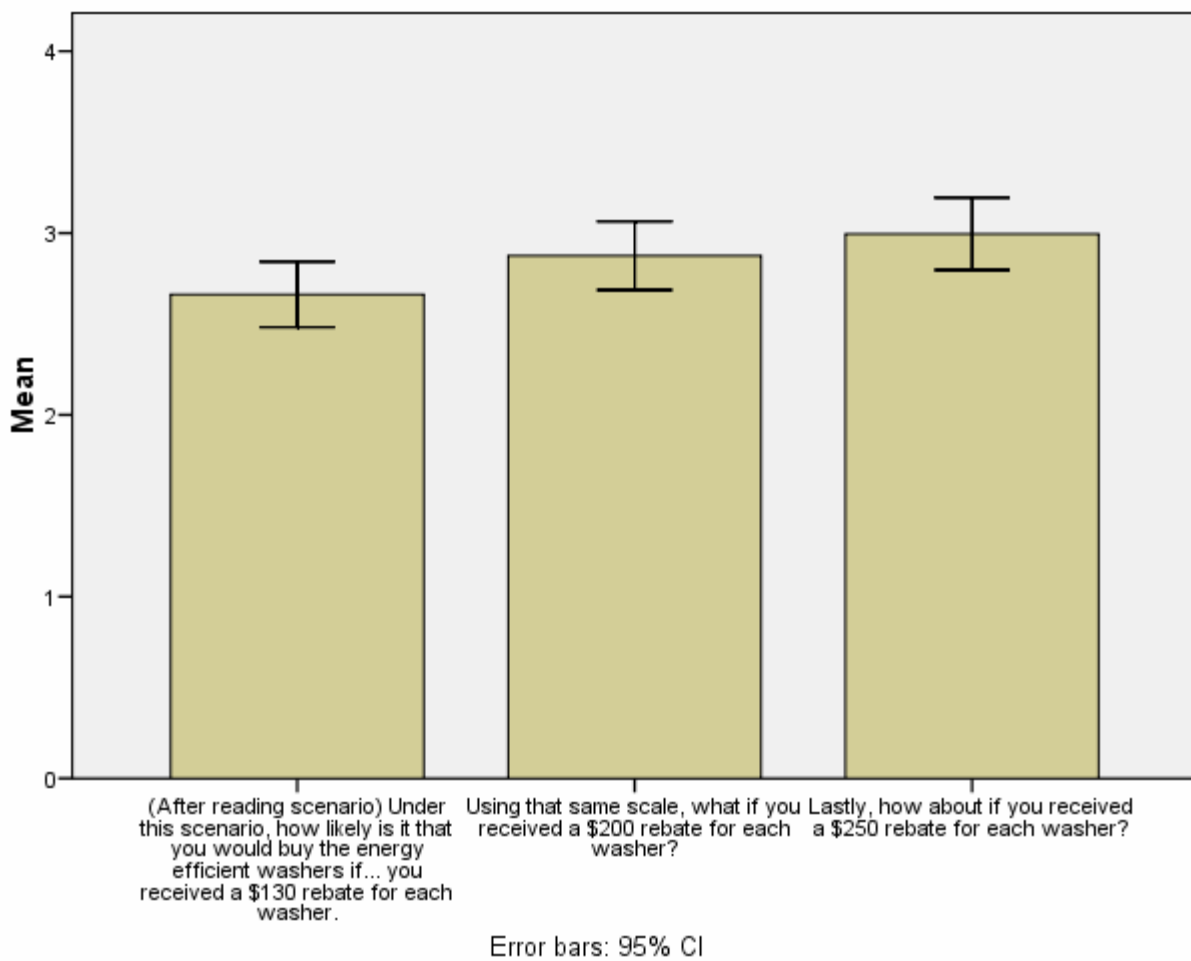
Variable	SoCalGas	SDG&E
Calculated washers all sites	57,021	18,226
Number not eligible due to size	(3,076)	(983)
Number not eligible due to Energy Star	(6,659)	(2,128)
Number eligible for Retrofit	47,286	15,114

These eligible retrofit values are thought to be on the high side because there is the possibility that some of the top loading washers were Energy Star and less likely to be changed out for a more efficient washers.

### Effect of Size of Rebate

The interviewees were provided a short scenario about the number of washers to be purchased and the costs associated with the purchase and operation of the washers and then requested to ask about the likelihood of buying the energy efficient washers with three different rebate levels. These levels were \$130 (the current program level), \$200, and \$250 per installed washer. While the trend was to become more likely as the rebate level went up, there was no different in the responses by rebate level (See Figure 13-3). At least using the three levels here, the rebate value did not make a difference in the purchase decision.

**Figure 13-3**  
**Multi-family Likelihood of Purchase with Different Rebate Levels**



Key: 1=Very Unlikely, 2=Somewhat Unlikely, 3=Neither Likely nor Unlikely, 4=Somewhat likely, 5=Very Likely

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## Opinion of Front Loading Washers

There were several attributes about front loading washers that those surveyed were asked to give their opinion. They were asked using a Likert scale from 1 (dislike very much) to 5 (like very much) about:

- Size of the tub
- Size of the tub door
- Maintenance of the washer
- How much water it uses
- How well the mechanical parts hold up
- How well the tub door holds up
- The amount of soap needed by the washer
- The type of soap needed by the washer
- The cycle options of the washer
- The length of wash time
- The fact that there is no agitator

There were no attributes that were significantly different from the others. However, all were somewhat favorable as responses averaged from 3.61 to 3.85 across the attributes.

Of more interest were the 18 open ended responses to aspects about the front loading machines they disliked. About half indicated difficulties with the how one uses the machine. The fact that they tend to be lower made it difficult for people to bend down and use. The inability to open the tub door to add more laundry was a concern. These types of machines were thought to be cumbersome for Seniors and created problems when people (especially Seniors) tried to open the tub door before the cycles were completed. Lastly, one person felt that front loaders did not hold as many clothes, did not wash them as well, and had lint build up. About half indicated that the size of the machine was an issue. The laundry rooms were too small for the units, especially when attempting to open the doors. One person thought that this style of washer leaked and had maintenance problems.

## Laundromat Site Statistics

There were two levels of data collection for the Laundromat sites. The counting of washers was performed by trained auditors while much of the information about front-loading attributes or rebate levels were gathered at the site where possible (i.e., there was an attendant who could answer our questions). We left behind the survey for the owner to complete and send back when needed. As expected, though, our completion rate of the survey type questions was low. We obtained washer counts from 84 sites, but survey data from 25 (or 30 percent of our sample). As such, the information for all but the efficient clothes washer penetration should not be considered to be representative of the entire population.

Of those answering our survey, 32 percent had heard of the program and it sounded familiar to another 4 percent. Forty percent had not heard of the program and 24 percent did not know. Of those with knowledge of the program (i.e., those who indicated Yes or No to the question), forty percent did not know if it was likely that they would participate in the 12 months and 22 percent thought it was very likely. For those who stated they were not likely to participate, the reasons given were:

- *I don't have the needed cash (n=1)*
- *The current machines are relatively new (n=2)*
- *I wasn't sure it would be worth the extra money (n=2)*
- *I don't have enough information (n=1)*
- *I'm not the owner (n=1)*
- *I don't think that the savings would really be there (n=2)*

### **Efficient Clothes Washer Penetration**

The on-site data collection for Laundromats was performed by trained auditors who went to the sampled sites and counted washers of various sizes. Energy efficiency was attempted to be determined based on the presence of an Energy Star label on the washers. When it appeared likely that this label was not present on washers that could be considered efficient, we collected a convenience sample of washer make and model numbers to provide a spot check. Of the 19 different make/model number combinations (representing over 125 washers), none were on the CEE qualifying list of washers (i.e., the list that the program uses to determine if the washer can be rebated). The presence of an Energy Star label was most likely a reasonable proxy for an energy efficient machine, but there is the possibility that the number of energy efficient machines is under-represented in our analysis.

Table 13-10 shows that there are about 30,000 washers that wash less than 20 pounds of laundry (item 8 in Table 13-10). Of those, most are top loaders (87 percent, shown in item 10). The number of Energy Star washers seems low (item 9). The auditors stated they had some difficulty in the field verifying which units were considered Energy Star. While we obtained make and model number for some of the units, and those we obtained were not Energy Star, this is a weakness of the data collection effort and the data in item 4 should be viewed as a low value. While not all front loading washers are Energy Star compliant, even using the known number of front loading machines as a proxy for an Energy Star machine indicates that there is a low penetration of Energy Star machines in the Laundromat sector in SoCalGas and SDG&E service territory.<sup>3</sup>

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<sup>3</sup> The average number of Energy Star top loaders and Energy Star front loaders were not used separately as neither met the criteria of having a 95% confidence interval around the mean value that did not include zero.

**Table 13-10  
Number of Washers In SoCalGas and SDG&E Laundromats**

<b>Item</b>	<b>Variable</b>	<b>SoCalGas &amp; SDG&amp;E</b>	<b>Lower Bound*</b>	<b>Upper Bound*</b>	<b>Source of Data</b>
1	Number of Sites	1,423	-	-	Purchased Population
2	Average washers / site	44.68	41.19	48.17	From sample
3	Average washers LT20 / site	20.69	18.44	22.94	From sample
4	Average washers All_ES / site	0.561	0.046	1.076	From sample
5	Average washers LT20TL / site	18.04	15.67	20.4	From sample
6	Average washers LT20FL / site	2.65	1.00	4.31	From sample
7	Calculated washers all sites	63,580	58,613	68,546	Calculated
8	Calculated washers LT20 all sites	29,442	26,240	32,644	Calculated
9	Calculated washers LT20ES all sites	798	66	1,530	Calculated
10	Calculated washers LT20TL all sites	25,671	22,298	29,029	Calculated
11	Calculated washers LT20FL all sites	3,771	1,423	6,133	Calculated

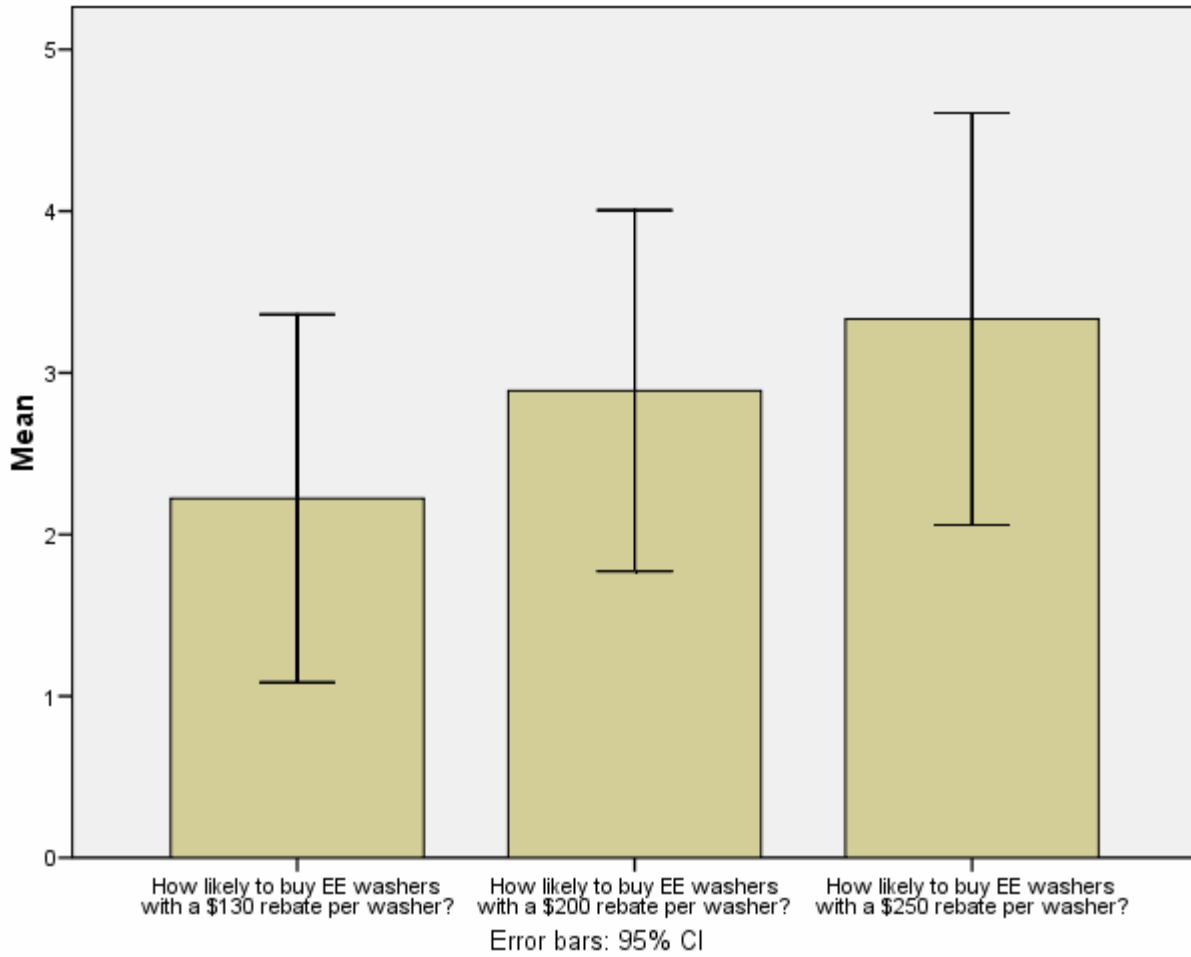
LT20 = Less than 20 lb; ES=Energy Star; TL=Top Loader; FL=Front Loader

\*at a 95% confidence interval around the mean value

### **Effect of Size of Rebate**

Within the on-site survey was a short scenario about the number of washers to be purchased and the costs associated with the purchase and operation of the washers and then requested to ask about the likeliness of buying the energy efficient washers with three different rebate levels. These levels were \$130 (the current program level), \$200, and \$250 per installed washer. Figure 13-4 shows the averages obtained from the few respondents when queried about the different rebate levels. There were not sufficient responses to obtain statistical comparisons for the possible effect of the rebate size.

**Figure 13-4**  
**Laundromat - Likelihood of Purchase with Different Rebate Levels**



Key: 1=Very Unlikely, 2=Somewhat Unlikely, 3=Neither Likely nor Unlikely, 4=Somewhat likely, 5=Very Likely



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## **Opinion of Front Loading Washers**

There were several attributes about front loading washers that those surveyed were asked to give their opinion. They were asked using a Likert scale from 1 (dislike very much) to 5 (like very much) about:

- Size of the tub
- Size of the tub door
- Maintenance of the washer
- How much water it uses
- How well the mechanical parts hold up
- How well the tub door holds up
- The amount of soap needed by the washer
- The type of soap needed by the washer
- The cycle options of the washer
- The length of wash time
- The fact that there is no agitator

There were no attributes that were significantly different from the others. However, all were somewhat favorable as responses averaged from 3.36 to 4.48 across the attributes.

## **Comparison between Laundromats and Multi-family Sites**

Information regarding the opinion of front loading washers was compared between the two sources (Laundromats and Multi-family sites) to determine if there was a difference between the two groups. There were no statistical differences found between the two groups.

**Table 13-11  
Comparison of Washer Attributes – Laundromat versus Multi-family Sites**

**Group Statistics**

	Source TYPe	N	Mean	Std. Deviation	Std. Error Mean
Like or dislike this attribute: The size of the tub?	Laundromat	23	3.78	1.476	.308
	Multi-family	184	3.61	1.214	.089
Like or dislike this attribute: The size of the tub DOOR?	Laundromat	25	3.84	1.143	.229
	Multi-family	176	3.66	1.018	.077
Like or dislike this attribute: Maintenance of the washer?	Laundromat	24	3.58	1.381	.282
	Multi-family	170	3.63	1.098	.084
Like or dislike this attribute: How much water it uses?	Laundromat	23	3.22	1.506	.314
	Multi-family	149	3.67	1.068	.088
Like or dislike this attribute: How well the mechanical parts hold up?	Laundromat	25	3.40	1.555	.311
	Multi-family	154	3.78	1.056	.085
Like or dislike this attribute: How well the tub door holds up?	Laundromat	26	3.73	1.373	.269
	Multi-family	165	3.84	1.000	.078
Like or dislike this attribute: The amount of soap needed by the washer?	Laundromat	25	4.20	1.155	.231
	Multi-family	159	3.78	.925	.073
Like or dislike this attribute: The type of soap needed by the washer?	Laundromat	23	3.70	1.185	.247
	Multi-family	156	3.73	.904	.072
Like or dislike this attribute: The cycle options of the washer?	Laundromat	24	4.17	1.239	.253
	Multi-family	171	3.85	.994	.076
Like or dislike this attribute: The length of wash time?	Laundromat	24	3.96	1.301	.266
	Multi-family	172	3.83	.970	.074
Like or dislike this attribute: The fact that there is no agitator?	Laundromat	21	3.67	1.238	.270
	Multi-family	154	3.62	1.126	.091

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Like or dislike this attribute: The size of the tub?	Equal variances assumed	1.750	.187	.612	205	.541	.168	.275	-.374	.711
	Equal variances not assumed			.526	25.856	.604	.168	.320	-.490	.827
Like or dislike this attribute: The size of the tub DOOR?	Equal variances assumed	.002	.966	.793	199	.429	.175	.221	-.260	.611
	Equal variances not assumed			.727	29.656	.473	.175	.241	-.317	.668
Like or dislike this attribute: Maintenance of the washer?	Equal variances assumed	1.028	.312	-.186	192	.853	-.046	.248	-.534	.442
	Equal variances not assumed			-.157	27.260	.877	-.046	.294	-.649	.557
Like or dislike this attribute: How much water it uses?	Equal variances assumed	5.060	.026	-1.785	170	.076	-.454	.254	-.955	.048
	Equal variances not assumed			-1.392	25.526	.176	-.454	.326	-1.125	.217
Like or dislike this attribute: How well the mechanical parts hold up?	Equal variances assumed	11.787	.001	-1.548	177	.123	-.379	.245	-.863	.104
	Equal variances not assumed			-1.176	27.703	.249	-.379	.322	-1.040	.281
Like or dislike this attribute: How well the tub door holds up?	Equal variances assumed	2.616	.107	-501	189	.617	-.112	.223	-.551	.328
	Equal variances not assumed			-.398	29.321	.693	-.112	.280	-.685	.461
Like or dislike this attribute: The amount of soap needed by the washer?	Equal variances assumed	.358	.551	2.037	182	.043	.420	.206	.013	.827
	Equal variances not assumed			1.734	29.047	.094	.420	.242	-.075	.916
Like or dislike this attribute: The type of soap needed by the washer?	Equal variances assumed	1.894	.170	-.167	177	.868	-.035	.211	-.451	.381
	Equal variances not assumed			-.136	25.914	.893	-.035	.257	-.564	.494
Like or dislike this attribute: The cycle options of the washer?	Equal variances assumed	.694	.406	1.424	193	.156	.319	.224	-.123	.760
	Equal variances not assumed			1.206	27.312	.238	.319	.264	-.223	.860
Like or dislike this attribute: The length of wash time?	Equal variances assumed	2.364	.126	.600	194	.549	.133	.221	-.303	.569
	Equal variances not assumed			.481	26.679	.634	.133	.276	-.433	.699
Like or dislike this attribute: The fact that there is no agitator?	Equal variances assumed	.043	.835	.163	173	.871	.043	.265	-.480	.567
	Equal variances not assumed			.152	24.728	.881	.043	.285	-.544	.631

There also were no statistical differences between the likeliness to participate.<sup>4</sup> However, there was a statistical difference between those who had heard of the program based on the type of source (Table 13-12). Laundromat sites were more aware of the program than multi-family respondents.

<sup>4</sup> Chi-square=0.072. To be significant, this value would be less than 0.050.

**Table 13-12**  
**Comparison of Program Awareness – Laundromat versus Multi-family Sites**

**Heard of Program \* Source TYPe Crosstabulation**

			Source TYPe		Total
			Laundromat	Multi-family	
Heard of Program	Yes	Count	8	30	38
		% within Source TYPe	44.4%	11.0%	13.1%
	No	Count	10	243	253
		% within Source TYPe	55.6%	89.0%	86.9%
Total		Count	18	273	291
		% within Source TYPe	100.0%	100.0%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	16.648 <sup>b</sup>	1	.000		
Continuity Correction <sup>a</sup>	13.831	1	.000		
Likelihood Ratio	11.720	1	.001		
Fisher's Exact Test				.001	.001
Linear-by-Linear Association	16.591	1	.000		
N of Valid Cases	291				

a. Computed only for a 2x2 table

b. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 2.35.

There were no other comparisons made between the two groups.

### 13.3 CATI Interview Guide: MF Facility Managers

**Table 1: Survey Information**

<b>Date</b>	
<b>Utility</b>	SDG&E and SoCalGas
<b>Program Name</b>	Coin-Op Laundries
<b>Target</b>	MF Facility Managers
<b>Sample Size</b>	~20,000 (minus already called in Res survey)
<b>Quotas (if applicable)</b>	140 in SDG&E and 140 in SoCalGas
<b>Sample File Name</b>	ODC has
<b>Contractor Name</b>	Equipoise Consulting Inc
<b>Primary Contact (person who should be contacted with any questionnaire questions)</b>	Mary Sutter
<b>Phone</b>	510996499507
<b>Email</b>	<a href="mailto:Mary@EquipoiseConsulting.com">Mary@EquipoiseConsulting.com</a>

Hello, my name is \_\_\_\_\_. Southern California Gas Company <San Diego Gas & Electric Company> is interested in finding out more about clothes washers in multi-family sites. Do you have about 10 minutes to help us figure out how many washers there are and give us your opinion about possible rebates and a certain type of washer?

**SCREENER FOR CORRECT SITE TYPE and PERSON:**

Does your site have centrally located and probably coin-operated clothes washers for the people living there to use? That is, the complex purchases and maintains the clothes washers, not individuals in each unit.

- Yes ..... 1
- No.....2 [T&T]
- (Don't Know).....98 [T&T]
- (Refused).....99 [T&T]

Are you the person who is responsible for the clothes washers at your site or works with a route operator?

- Yes ..... 1 [GO TO **BEGINNING**]
- No..... 2
- (Don't Know)..... 98
- (Refused)..... 99

Can you direct me to the most appropriate person? [OBTAIN NEW NAME AND PHONE NUMBER OR T&T]

**BEGINNING:** Just so you know, all your responses will be kept confidential. Our first set of questions are about figuring out how many washers are in multi-family sites.

1. How would you characterize your site? Would you say it is... (READ LIST)
  - an apartment complex ..... 1
  - a condo or townhouse complex..... 2
  - something else (Specify)..... 3
  - (Don't Know)..... 98
  - (Refused)..... 99
  
2. How many living units are located at this site?
  - NUMERIC OPEN END [up to 9,999] \_\_\_\_\_
  - (Don't Know)..... 9998
  - (Refused)..... 9999
  
3. How many total clothes washers are located at this site?
  - NUMERIC OPEN END [up to 999] \_\_\_\_\_
  - (Don't Know)..... 998
  - (Refused)..... 999
  
4. Are any of these washers the very large kind that you find in Laundromats? That is, the washer is larger than a typical residential size washer.
  - Yes ..... 1
  - No..... 2 [SKIP TO Q6]
  - (Don't Know)..... 98
  - (Refused)..... 99
  
5. How many of your washers are these very large kind?
  - NUMERIC OPEN END [up to 999] \_\_\_\_\_
  - (Don't Know)..... 998
  - (Refused)..... 999
  
6. How many of the residential size washers are top loading?
  - NUMERIC OPEN END [up to 999] \_\_\_\_\_
  - (Don't Know)..... 998
  - (Refused)..... 999

7. How many of the residential size washers are front loading?

- NUMERIC OPEN END [up to 999] \_\_\_\_\_
- (Don't Know)..... 998
- (Refused)..... 999

[A check on the total number or percents is needed here. The sum of questions 5, 6 and 7 must equal the number of washers in Q3 or the percents must equal 100%. If these do not, ask q8.]

8. Just to do a double check, it seems that you told me that there were [Q3] washers at the site, but when I add up the numbers [percentages] you just gave me, it adds up to [less than / more than] the total. This is a very important part of our research, can we go through these numbers again?

9. [SKIP IF Q7=0 OR 0%] I know that this next question may be difficult to answer, but please do the best you can. Just thinking about the front loading residential type washers, how many are labeled Energy Star?

- NUMERIC OPEN END [up to 999] \_\_\_\_\_
- (Don't Know)..... 998
- (Refused)..... 999

Our next set of questions are attempting to figure out the best rebate value if an energy efficiency program were to offer clothes washers.

I am going to read you a scenario to consider: New energy efficient clothes washers often cost more up-front than less energy efficient washers. However, they also can pay back that additional first cost through reduced utility (energy and water) costs. Let say that...

- Your site can handle 10 washers and you are purchasing 10 new washers.
- The cost of a standard washer is \$500.
- The cost of an energy efficient washer is \$1,000.
- The energy efficient washer is stated to save you at least \$225/year in utility bills.
- The washers last 7 years before needing replacement.

Under this scenario, how likely is it that you would buy the energy efficient washers if...

10. ...you received a \$130 rebate for each washer. Would you say you would be very unlikely, somewhat unlikely, neither likely nor unlikely, somewhat likely, or very likely?

- Very Unlikely ..... 1
- Somewhat Unlikely..... 2
- Neither likely nor unlikely ..... 3
- Somewhat Likely ..... 4
- Very Likely ..... 5
- (Don't Know)..... 98
- (Refused)..... 99

11. Using that same scale, what if you received a \$200 rebate for each washer? (Go over scale again if needed.)

Very Unlikely .....	1
Somewhat Unlikely.....	2
Neither likely nor unlikely .....	3
Somewhat Likely .....	4
Very Likely .....	5
(Don't Know).....	98
(Refused).....	99

12. Lastly, how about if you received a \$250 rebate for each washer?

Very Unlikely .....	1
Somewhat Unlikely.....	2
Neither likely nor unlikely .....	3
Somewhat Likely .....	4
Very Likely .....	5
(Don't Know).....	98
(Refused).....	99

Our next set of questions are about front loading washers only. Many of the new energy efficient washers are front loading washers. We know there are different opinions about this type of washer. I'm going to list a number of different attributes about front-loading washers and I would like you to tell me if you dislike or like that attribute. I am going to ask you to answer in a similar scale as the questions just asked.

13. What do you think about the size of the tub? Do you dislike it very much, dislike it somewhat, neither like nor dislike, like it somewhat, or like it very much?

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much .....	5
(Don't Know).....	98
(Refused).....	99



14. How about the size of the tub DOOR? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

15. Maintenance of the washer? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

16. How much water it uses? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

17. How well the mechanical parts hold up? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

18. How well the tub door holds up? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

19. The amount of soap needed by the washer? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

20. The type of soap needed by the washer? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

21. The cycle options of the washer? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

22. The length of wash time? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

23. The fact that there is no agitator? (Go over scale again if needed.)

Dislike very much.....	1
Dislike somewhat.....	2
Neither like nor dislike.....	3
Like somewhat.....	4
Like very much.....	5
(Don't Know).....	98
(Refused).....	99

24. Is there anything about front-loading washers that you find do not work in your situation?

Yes.....	1
No.....	2 [SKIP TO 25]
(Don't Know).....	98 [SKIP TO 25]
(Refused).....	99 [SKIP TO 25]

24a. What are those?

OPEN END	
(Don't Know).....	98
(Refused).....	99

25. My next couple questions are about your washers. Do you own or lease your washers?

Own.....	1
Lease.....	2
(Don't Know).....	98
(Refused).....	99

- 
26. Was the last time that the washers were replaced within the last year, within the last three years, or earlier than that?
- Last year..... 1
  - Last three years ..... 2
  - Before three years ago ..... 3
  - (Don't Know)..... 98
  - (Refused)..... 99
27. [SKIP if Q25=1] The last time machines were replaced on your property, did your leasing company give you the option of front loading machines?
- Yes ..... 1
  - No..... 2
  - (Don't Know)..... 98
  - (Refused)..... 99
28. I have a last couple questions. SoCalGas <SDG&E> has an energy efficiency program that provides a rebate when you purchase new efficient clothes washers. It is called the Commercial Laundry Program. Have you heard of this program?
- Yes ..... 1
  - No..... 2 [SKIP TO END]
  - (Don't Know)..... 98
  - (Refused)..... 99
29. How likely is it that you would participate in this program within the next 12 months? Do you think it is very unlikely, somewhat unlikely, somewhat likely, or very likely?
- Very unlikely ..... 1
  - Somewhat unlikely..... 2
  - Neither likely nor unlikely ..... 3
  - Somewhat likely ..... 4
  - Very likely ..... 5
  - I am a participant ..... 6
  - (Don't Know)..... 98
  - (Refused)..... 99

[ASK IF Q29=1,2]

30. Why do you think it is unlikely that you would not participate?

(I don't have the needed cash.) .....	1
(The current machines are relatively new.) .....	2
(I wasn't sure it would be worth the extra money.) .....	3
(I don't think that the savings would really be there.) .....	4
(We don't buy our machines.) .....	5
(I don't like front loading machines.) .....	6
(Other, Specify) .....	7
(Don't Know).....	98
(Refused).....	99

**END:** Those are all my questions. Thank you so much for your time!

## 13.4 Frequency Tables: MF Survey

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### Frequency Table

**Q1 How would you characterize your site? Would you say it is...**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid something else	2	.7	.7	.7
an apartment complex	269	96.1	96.1	96.8
a condo or townhouse complex	8	2.9	2.9	99.6
(Don't know)	1	.4	.4	100.0
Total	280	100.0	100.0	

**Q2 How many living units are located at this site?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1	2	.7	.7	.7
4	2	.7	.7	1.4
5	1	.4	.4	1.8
7	2	.7	.7	2.5
9	1	.4	.4	2.9
10	2	.7	.7	3.6
12	1	.4	.4	3.9
15	3	1.1	1.1	5.0
16	2	.7	.7	5.7
17	1	.4	.4	6.1
18	5	1.8	1.8	7.9
19	1	.4	.4	8.2
20	2	.7	.7	8.9
22	2	.7	.7	9.6
23	3	1.1	1.1	10.7
24	3	1.1	1.1	11.8
25	3	1.1	1.1	12.9
26	5	1.8	1.8	14.6
27	2	.7	.7	15.4
28	2	.7	.7	16.1
29	2	.7	.7	16.8
30	1	.4	.4	17.1

	Frequency	Percent	Valid Percent	Cumulative Percent
31	3	1.1	1.1	18.2
32	3	1.1	1.1	19.3
34	1	.4	.4	19.6
35	3	1.1	1.1	20.7
36	4	1.4	1.4	22.1
37	1	.4	.4	22.5
38	2	.7	.7	23.2
39	1	.4	.4	23.6
40	5	1.8	1.8	25.4
42	2	.7	.7	26.1
43	3	1.1	1.1	27.1
44	3	1.1	1.1	28.2
45	1	.4	.4	28.6
46	3	1.1	1.1	29.6
47	1	.4	.4	30.0
48	8	2.9	2.9	32.9
49	2	.7	.7	33.6
50	8	2.9	2.9	36.4
52	5	1.8	1.8	38.2
54	1	.4	.4	38.6
55	2	.7	.7	39.3
56	5	1.8	1.8	41.1
57	1	.4	.4	41.4
58	1	.4	.4	41.8
59	2	.7	.7	42.5
60	2	.7	.7	43.2
62	3	1.1	1.1	44.3
63	1	.4	.4	44.6
64	6	2.1	2.1	46.8
66	3	1.1	1.1	47.9
67	1	.4	.4	48.2
68	3	1.1	1.1	49.3
70	3	1.1	1.1	50.4
72	2	.7	.7	51.1
73	2	.7	.7	51.8
74	4	1.4	1.4	53.2
75	2	.7	.7	53.9
78	2	.7	.7	54.6
79	2	.7	.7	55.4
80	5	1.8	1.8	57.1
81	2	.7	.7	57.9
82	1	.4	.4	58.2

	Frequency	Percent	Valid Percent	Cumulative Percent
83	1	.4	.4	58.6
84	1	.4	.4	58.9
86	1	.4	.4	59.3
87	1	.4	.4	59.6
88	5	1.8	1.8	61.4
89	2	.7	.7	62.1
90	1	.4	.4	62.5
92	4	1.4	1.4	63.9
94	1	.4	.4	64.3
96	3	1.1	1.1	65.4
97	2	.7	.7	66.1
98	1	.4	.4	66.4
99	1	.4	.4	66.8
100	2	.7	.7	67.5
105	3	1.1	1.1	68.6
106	1	.4	.4	68.9
107	2	.7	.7	69.6
108	1	.4	.4	70.0
112	2	.7	.7	70.7
114	1	.4	.4	71.1
115	1	.4	.4	71.4
116	3	1.1	1.1	72.5
120	1	.4	.4	72.9
121	1	.4	.4	73.2
122	2	.7	.7	73.9
123	2	.7	.7	74.6
124	1	.4	.4	75.0
128	3	1.1	1.1	76.1
130	4	1.4	1.4	77.5
133	1	.4	.4	77.9
134	3	1.1	1.1	78.9
136	1	.4	.4	79.3
141	1	.4	.4	79.6
144	2	.7	.7	80.4
147	1	.4	.4	80.7
148	2	.7	.7	81.4
149	1	.4	.4	81.8
150	1	.4	.4	82.1
156	2	.7	.7	82.9
160	2	.7	.7	83.6
161	2	.7	.7	84.3
162	1	.4	.4	84.6



	Frequency	Percent	Valid Percent	Cumulative Percent
163	1	.4	.4	85.0
164	1	.4	.4	85.4
168	2	.7	.7	86.1
169	1	.4	.4	86.4
172	1	.4	.4	86.8
176	1	.4	.4	87.1
177	1	.4	.4	87.5
180	1	.4	.4	87.9
182	1	.4	.4	88.2
184	1	.4	.4	88.6
190	1	.4	.4	88.9
196	1	.4	.4	89.3
200	1	.4	.4	89.6
201	3	1.1	1.1	90.7
203	1	.4	.4	91.1
205	1	.4	.4	91.4
210	1	.4	.4	91.8
215	1	.4	.4	92.1
216	1	.4	.4	92.5
229	1	.4	.4	92.9
231	1	.4	.4	93.2
256	1	.4	.4	93.6
261	1	.4	.4	93.9
263	1	.4	.4	94.3
264	1	.4	.4	94.6
272	2	.7	.7	95.4
300	2	.7	.7	96.1
301	1	.4	.4	96.4
305	1	.4	.4	96.8
328	1	.4	.4	97.1
330	1	.4	.4	97.5
380	1	.4	.4	97.9
387	1	.4	.4	98.2
388	1	.4	.4	98.6
430	1	.4	.4	98.9
440	1	.4	.4	99.3
452	1	.4	.4	99.6
562	1	.4	.4	100.0
Total	280	100.0	100.0	

**Q3 How many total clothes washers are located at this site?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	8	2.9	2.9	2.9
	2	18	6.4	6.5	9.5
	3	27	9.6	9.8	19.3
	4	35	12.5	12.7	32.0
	5	12	4.3	4.4	36.4
	6	39	13.9	14.2	50.5
	7	4	1.4	1.5	52.0
	8	28	10.0	10.2	62.2
	9	4	1.4	1.5	63.6
	10	22	7.9	8.0	71.6
	11	2	.7	.7	72.4
	12	21	7.5	7.6	80.0
	13	1	.4	.4	80.4
	15	5	1.8	1.8	82.2
	16	8	2.9	2.9	85.1
	18	6	2.1	2.2	87.3
	19	1	.4	.4	87.6
	20	7	2.5	2.5	90.2
	21	1	.4	.4	90.5
	24	4	1.4	1.5	92.0
	29	1	.4	.4	92.4
	30	4	1.4	1.5	93.8
	35	1	.4	.4	94.2
	47	1	.4	.4	94.5
	48	1	.4	.4	94.9
	50	1	.4	.4	95.3
	75	1	.4	.4	95.6
	82	1	.4	.4	96.0
	114	1	.4	.4	96.4
	148	1	.4	.4	96.7
	150	1	.4	.4	97.1
	161	1	.4	.4	97.5
	169	1	.4	.4	97.8
	173	1	.4	.4	98.2
	180	1	.4	.4	98.5
	201	1	.4	.4	98.9
	216	1	.4	.4	99.3
	229	1	.4	.4	99.6
	256	1	.4	.4	100.0
	Total	275	98.2	100.0	
Missing	(Don't know)	4	1.4		

	Frequency	Percent	Valid Percent	Cumulative Percent
(Refused)	1	.4		
Total	5	1.8		
Total	280	100.0		

**Q4 Are any of these washers the very large kind that you find in Laundromats?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	44	15.7	15.7	15.7
No	233	83.2	83.2	98.9
(Don't know)	3	1.1	1.1	100.0
Total	280	100.0	100.0	

**Q5 How many of your washers are these very large kind?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	10	3.6	22.7	22.7
1	4	1.4	9.1	31.8
2	3	1.1	6.8	38.6
3	5	1.8	11.4	50.0
4	3	1.1	6.8	56.8
6	4	1.4	9.1	65.9
8	7	2.5	15.9	81.8
10	2	.7	4.5	86.4
11	1	.4	2.3	88.6
12	2	.7	4.5	93.2
15	1	.4	2.3	95.5
20	1	.4	2.3	97.7
30	1	.4	2.3	100.0
Total	44	15.7	100.0	
Missing (Don't know)	8	2.9		
System	228	81.4		
Total	236	84.3		
Total	280	100.0		

**Q6 How many of the residential size washers are top loading?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	63	22.5	23.1	23.1
	1	9	3.2	3.3	26.4
	2	19	6.8	7.0	33.3
	3	23	8.2	8.4	41.8
	4	25	8.9	9.2	50.9
	5	9	3.2	3.3	54.2
	6	33	11.8	12.1	66.3
	7	3	1.1	1.1	67.4
	8	20	7.1	7.3	74.7
	9	3	1.1	1.1	75.8
	10	11	3.9	4.0	79.9
	11	2	.7	.7	80.6
	12	13	4.6	4.8	85.3
	13	1	.4	.4	85.7
	15	3	1.1	1.1	86.8
	16	8	2.9	2.9	89.7
	18	3	1.1	1.1	90.8
	19	2	.7	.7	91.6
	20	3	1.1	1.1	92.7
	21	1	.4	.4	93.0
	24	3	1.1	1.1	94.1
	30	2	.7	.7	94.9
	35	1	.4	.4	95.2
	47	1	.4	.4	95.6
	48	1	.4	.4	96.0
	75	1	.4	.4	96.3
	82	1	.4	.4	96.7
	114	1	.4	.4	97.1
	148	1	.4	.4	97.4
	150	1	.4	.4	97.8
	161	1	.4	.4	98.2
	169	1	.4	.4	98.5
	173	1	.4	.4	98.9
	201	1	.4	.4	99.3
	216	1	.4	.4	99.6
	256	1	.4	.4	100.0
	Total	273	97.5	100.0	
Missing	(Don't know)	7	2.5		
Total		280	100.0		

**Q7 How many of the residential size washers are front loading?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	221	78.9	80.4	80.4
	1	9	3.2	3.3	83.6
	2	5	1.8	1.8	85.5
	3	7	2.5	2.5	88.0
	4	4	1.4	1.5	89.5
	5	2	.7	.7	90.2
	6	3	1.1	1.1	91.3
	8	3	1.1	1.1	92.4
	9	1	.4	.4	92.7
	10	4	1.4	1.5	94.2
	12	5	1.8	1.8	96.0
	15	1	.4	.4	96.4
	16	1	.4	.4	96.7
	18	3	1.1	1.1	97.8
	20	1	.4	.4	98.2
	24	1	.4	.4	98.5
	30	1	.4	.4	98.9
	50	1	.4	.4	99.3
	180	1	.4	.4	99.6
	229	1	.4	.4	100.0
	Total	275	98.2	100.0	
Missing	(Don't know)	5	1.8		
Total		280	100.0		

**Q9 Thinking about the front loading residential type washers, how many are labeled Energy Star?**

		Frequency	Percent	Valid Percent	Cumulative Percent	
Valid	0	4	1.4	12.1	12.1	
	1	3	1.1	9.1	21.2	
	2	3	1.1	9.1	30.3	
	3	5	1.8	15.2	45.5	
	4	1	.4	3.0	48.5	
	5	1	.4	3.0	51.5	
	6	1	.4	3.0	54.5	
	8	2	.7	6.1	60.6	
	9	1	.4	3.0	63.6	
	10	2	.7	6.1	69.7	
	12	2	.7	6.1	75.8	
	16	1	.4	3.0	78.8	
	18	2	.7	6.1	84.8	
	20	1	.4	3.0	87.9	
	24	1	.4	3.0	90.9	
	30	1	.4	3.0	93.9	
	50	1	.4	3.0	97.0	
	229	1	.4	3.0	100.0	
	Total		33	11.8	100.0	
	Missing	(Don't know)	25	8.9		
(Refused)		1	.4			
System		221	78.9			
Total		247	88.2			
Total		280	100.0			

**Q10 (After reading scenario) Under this scenario, how likely is it that you would buy the energy efficient washers if... you received a \$130 rebate for each washer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	67	23.9	30.6	30.6
	Somewhat Unlikely	27	9.6	12.3	42.9
	Neither likely nor unlikely	62	22.1	28.3	71.2
	Somewhat Likely	42	15.0	19.2	90.4
	Very Likely	21	7.5	9.6	100.0
	Total	219	78.2	100.0	
Missing	(Don't know)	61	21.8		
Total		280	100.0		

**Q11 Using that same scale, what if you received a \$200 rebate for each washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	56	20.0	25.3	25.3
	Somewhat Unlikely	27	9.6	12.2	37.6
	Neither likely nor unlikely	55	19.6	24.9	62.4
	Somewhat Likely	51	18.2	23.1	85.5
	Very Likely	32	11.4	14.5	100.0
	Total	221	78.9	100.0	
Missing	(Don't know)	59	21.1		
Total		280	100.0		

**Q12 Lastly, how about if you received a \$250 rebate for each washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	56	20.0	25.3	25.3
	Somewhat Unlikely	21	7.5	9.5	34.8
	Neither likely nor unlikely	57	20.4	25.8	60.6
	Somewhat Likely	38	13.6	17.2	77.8
	Very Likely	49	17.5	22.2	100.0
	Total	221	78.9	100.0	
Missing	(Don't know)	59	21.1		
Total		280	100.0		

**Q13 Like or dislike this attribute: The size of the tub?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	12	4.3	6.5	6.5
	Dislike somewhat	24	8.6	13.0	19.6
	Neither like nor dislike	40	14.3	21.7	41.3
	Like somewhat	55	19.6	29.9	71.2
	Like very much	53	18.9	28.8	100.0
	Total	184	65.7	100.0	
Missing	(Don't know)	96	34.3		
Total		280	100.0		

**Q14 Like or dislike this attribute: The size of the tub DOOR?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	6	2.1	3.4	3.4
	Dislike somewhat	14	5.0	8.0	11.4
	Neither like nor dislike	52	18.6	29.5	40.9
	Like somewhat	65	23.2	36.9	77.8
	Like very much	39	13.9	22.2	100.0
	Total	176	62.9	100.0	
Missing	(Don't know)	103	36.8		
	(Refused)	1	.4		
	Total	104	37.1		
Total		280	100.0		

**Q15 Like or dislike this attribute: Maintenance of the washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	8	2.9	4.7	4.7
	Dislike somewhat	17	6.1	10.0	14.7
	Neither like nor dislike	46	16.4	27.1	41.8
	Like somewhat	58	20.7	34.1	75.9
	Like very much	41	14.6	24.1	100.0
	Total	170	60.7	100.0	
Missing	(Don't know)	110	39.3		
Total		280	100.0		

**Q16 Like or dislike this attribute: How much water it uses?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	8	2.9	5.4	5.4
	Dislike somewhat	7	2.5	4.7	10.1
	Neither like nor dislike	48	17.1	32.2	42.3
	Like somewhat	49	17.5	32.9	75.2
	Like very much	37	13.2	24.8	100.0
	Total	149	53.2	100.0	
Missing	(Don't know)	130	46.4		
	(Refused)	1	.4		
	Total	131	46.8		
Total		280	100.0		



**Q17 Like or dislike this attribute: How well the mechanical parts hold up?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	6	2.1	3.9	3.9
	Dislike somewhat	8	2.9	5.2	9.1
	Neither like nor dislike	46	16.4	29.9	39.0
	Like somewhat	48	17.1	31.2	70.1
	Like very much	46	16.4	29.9	100.0
	Total	154	55.0	100.0	
Missing	(Don't know)	125	44.6		
	(Refused)	1	.4		
	Total	126	45.0		
Total	280	100.0			

**Q18 Like or dislike this attribute: How well the tub door holds up?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	5	1.8	3.0	3.0
	Dislike somewhat	9	3.2	5.5	8.5
	Neither like nor dislike	40	14.3	24.2	32.7
	Like somewhat	64	22.9	38.8	71.5
	Like very much	47	16.8	28.5	100.0
	Total	165	58.9	100.0	
Missing	(Don't know)	114	40.7		
	(Refused)	1	.4		
	Total	115	41.1		
Total	280	100.0			

**Q19 Like or dislike this attribute: The amount of soap needed by the washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	3	1.1	1.9	1.9
	Dislike somewhat	6	2.1	3.8	5.7
	Neither like nor dislike	53	18.9	33.3	39.0
	Like somewhat	58	20.7	36.5	75.5
	Like very much	39	13.9	24.5	100.0
	Total	159	56.8	100.0	
Missing	(Don't know)	120	42.9		
	(Refused)	1	.4		
	Total	121	43.2		
Total	280	100.0			

**Q20 Like or dislike this attribute: The type of soap needed by the washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	2	.7	1.3	1.3
	Dislike somewhat	5	1.8	3.2	4.5
	Neither like nor dislike	63	22.5	40.4	44.9
	Like somewhat	49	17.5	31.4	76.3
	Like very much	37	13.2	23.7	100.0
	Total	156	55.7	100.0	
Missing	(Don't know)	124	44.3		
Total		280	100.0		

**Q21 Like or dislike this attribute: The cycle options of the washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	4	1.4	2.3	2.3
	Dislike somewhat	11	3.9	6.4	8.8
	Neither like nor dislike	42	15.0	24.6	33.3
	Like somewhat	64	22.9	37.4	70.8
	Like very much	50	17.9	29.2	100.0
	Total	171	61.1	100.0	
Missing	(Don't know)	108	38.6		
	(Refused)	1	.4		
	Total	109	38.9		
Total		280	100.0		

**Q22 Like or dislike this attribute: The length of wash time?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	4	1.4	2.3	2.3
	Dislike somewhat	10	3.6	5.8	8.1
	Neither like nor dislike	44	15.7	25.6	33.7
	Like somewhat	68	24.3	39.5	73.3
	Like very much	46	16.4	26.7	100.0
	Total	172	61.4	100.0	
Missing	(Don't know)	108	38.6		
Total		280	100.0		

**Q23 Like or dislike this attribute: The fact that there is no agitator?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike very much	8	2.9	5.2	5.2
	Dislike somewhat	12	4.3	7.8	13.0
	Neither like nor dislike	53	18.9	34.4	47.4
	Like somewhat	38	13.6	24.7	72.1
	Like very much	43	15.4	27.9	100.0
Total		154	55.0	100.0	
Missing	(Don't know)	126	45.0		
Total		280	100.0		

**Q24 Is there anything about front-loading washers that you find do not work in your situation?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	20	7.1	9.3	9.3
	No	194	69.3	90.7	100.0
	Total	214	76.4	100.0	
Missing	(Don't know)	66	23.6		
Total		280	100.0		

**Q24A What are those? (Mult. Resp.)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	(Other)	17	6.1	100.0	100.0
Missing	(Don't know)	3	1.1		
	System	260	92.9		
Total		263	93.9		
Total		280	100.0		

**Q25 Do you own or lease your washers?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Own	114	40.7	42.2	42.2
	Lease	153	54.6	56.7	98.9
	Both	3	1.1	1.1	100.0
	Total	270	96.4	100.0	
Missing	(Don't know)	10	3.6		
Total		280	100.0		

**Q26 Was the last time that the washers were replaced within the last year, within the last three years, or earlier than that?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Last year	85	30.4	37.1	37.1
	Last three years	64	22.9	27.9	65.1
	Before three years ago	80	28.6	34.9	100.0
	Total	229	81.8	100.0	
Missing	(Don't know)	51	18.2		
Total		280	100.0		

**Q27 The last time machines were replaced on your property, did your leasing company give you the option of front loading machines?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	31	11.1	31.0	31.0
	No	69	24.6	69.0	100.0
	Total	100	35.7	100.0	
Missing	(Don't know)	66	23.6		
	System	114	40.7		
	Total	180	64.3		
Total		280	100.0		

**Q28 (Southern California Gas Company/San Diego Gas & Electric Company) has an energy efficiency program that provides a rebate when you purchase new efficient clothes washers. It is called the Commercial Laundry Program. Have you heard of this program?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	30	10.7	11.0	11.0
	No	243	86.8	89.0	100.0
	Total	273	97.5	100.0	
Missing	(Don't know)	7	2.5		
Total		280	100.0		

**Q29 How likely is it that you would participate in this program within the next 12 months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	13	4.6	48.1	48.1
	Somewhat Unlikely	6	2.1	22.2	70.4
	Somewhat Likely	1	.4	3.7	74.1
	Very Likely	2	.7	7.4	81.5
	I am a participant	5	1.8	18.5	100.0
	Total	27	9.6	100.0	
Missing	(Don't know)	9	3.2		
	(Refused)	1	.4		
	System	243	86.8		
	Total	253	90.4		
Total	280	100.0			

**Q30 \$Why\_Not Frequencies**

	Responses		Percent of Cases
	N	Percent	N
\$Why_Not( a)			
(I don't have the needed cash)	2	14.3%	14.3%
(The current machines are relatively new)	8	57.1%	57.1%
(We don't buy our machines)	4	28.6%	28.6%
Total	14	100.0%	100.0%

a Group

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## 13.5 Training Manual for On-site Audits of Laundromats

Training Manual for On-site Audits of Laundromats  
SDG&E and SoCalGas service territory  
October 15, 2007

This is the training manual put together to help create a systematic data collection effort in the SDG&E and SoCalGas service territory. Data are collected to facilitate four different analysis tasks:

1. Determine the number of washers that an energy efficiency program could still change out by seeing the current type of washers in place in Laundromats.
2. Figure out how owners of the Laundromats view incentives in helping make a decision to replace their washers.
3. Get the opinion of owners or those working at the Laundromat of front loading washers.
4. Get some idea of the likelihood of the site participating in the program in the future.

### Introductory Information

When you enter the site, try to figure out if there is an attendant. That person may be behind a counter or simply in the Laundromat. If there is someone there, introduce yourself with a statement such as:

“Hi my name is \_\_\_\_\_. I am performing research for San Diego Gas and Electric (SoCalGas). Your Laundromat was randomly chosen as one for me to count washers and ask you to answer a couple questions. Are you the owner or an employee?”

[If they are the owner, ask them] “Can you please fill answer the questions on these three sheets of paper [hand them all the survey questions] while I count washers? I’ll need to take them with me when I leave.”

[If they are an employee, ask them] “Can you please fill answer the questions on the first two sheets of paper [hand them the survey questions] while I count washers? You don’t need to worry about the last page. I’ll need to take them with me when I leave. Also, we would like the owner to answer these same questions as well as the questions on the last page. I have the survey and a self-addressed envelope that I would like to leave with you to give to the owner. Is that possible?”

The person may be concerned about the information you are gathering. You can show them any part of the data collection instrument that you are being asked to fill out. You can let them know the four different analysis tasks that we are going to do using the data you collect. You can also state:

“Any of the information I gather will be confidential, that is, the utility will not know where I collected any data.”

If there is no attendant or owner, fill out parts 1 and 2 of the audit and return it. If the attendant or owner becomes insistent that you not count machines, please make a note of that on the survey and return it. We will keep track of that type of information for the write up of our analysis.

---

When you complete your counts, make sure you collect up any surveys from the attendant/owner and tell them thank you for their time. If they haven't filled the survey out completely when you are ready to leave, wait for it.

The onsite audit contains five sections. The things to be aware of during the audits by section are:

### **Part 1 – General Site Information**

ODC has provided the general site information that should be included here. Make sure you put the date of the audit, your initials, and the ODC Site Number on each page of the audit. The ODC site number is key to have on each page so we can put together the pages if they get separated.

### **Part 2 – Clothes Washer Details**

This part is very important to collect correctly. This is the suggested way to collect the data. When you go into the Laundromat, begin counting on either your left or your right and move the other direction as you count. Count all washers in the place. Dryers are NOT included in any counts. Place that number on the "Total" line. Count twice to make sure you didn't miss any the first time. I have found that simple tally marks can help. You can use the sides of the pages if needed to make any marks needed to keep track of the numbers as you count.

Now you need to separate out the total washers into two groups – those that are bigger than a typical residential washer and those that are not. The energy efficiency programs do not provide incentives for anything that holds more than 20 pounds of clothes at a single time. There is nothing on the washers that tell you how much they hold, so you will have to see what the washers look like and make a choice. There are very large washers that can hold rugs, comforters, and the like that are obviously in the greater than 20 pound category (>20). Generally any washer that is taller than average, or doesn't look like something you would have in a house will hold greater than 20 pounds of clothing (see Figure 13-5). In Figure 13-6, you see two different types of washers. The white washers on the left of the picture are 20 pound or less washers while the silver washers on the right are washers that are greater than 20 pounds.

**Figure 13-5**  
**Heavy Duty washer (> 20 pounds)**



(Picture from [www.allaundromats.com](http://www.allaundromats.com))

**Figure 13-6**  
**Two different types of washers**



(Picture from [www.allaundromats.com](http://www.allaundromats.com))



Another way to divide washers is as follows. Top loading machines typically hold 15-18 pounds of clothing (Figure 13-7) and are counted in the less than or equal to 20 pound group ( $\leq 20$ ).

**Figure 13-7**  
**Single load machine ( $\leq 20$  pounds clothing)**



(Picture from [www.libertylaundryok.com/Machines.htm](http://www.libertylaundryok.com/Machines.htm))

“Double-load” machines hold more than 20 pounds of clothing (Figure 13-8) and are counted in the greater than 20 pound group.

**Figure 13-8**  
**Double-load machines ( $> 20$  pounds clothing)**



(Picture from [www.libertylaundryok.com/Machines.htm](http://www.libertylaundryok.com/Machines.htm))

“Triple load” machines also hold greater than 20 pounds of laundry (Figure 13-9).

**Figure 13-9**  
**Large machine (>20 pounds clothing)**



(Picture from [www.libertylaundryok.com/Machines.htm](http://www.libertylaundryok.com/Machines.htm))

You can see the difference between a double-load and triple-load machine in Figure 13-9. However, it doesn't matter whether it is a double or triple load machine for you as they both go into the greater than 20 pound counts.

Once you have determined how many of the total machines are less than or equal to 20 pounds (LT20) or greater than 20 pounds (GT20), you should add those two numbers to double-check yourself. They should add to the total number of washes in the site (Total).

Next, you need to provide the count of the top loaders (LT20TL=less than 20 pounds top loader) and front loaders (LT20FL=less than 20 pounds front loading) that are  $\leq 20$  pounds. Double check your numbers as the sum of these two numbers should match the number you provided earlier (LT20 – washers that are less than to 20 pounds).

The last part of this is to figure out which washers could possibly be replaced for a more energy efficient washer. The program has no rebates for anything over 20 pounds, so now you are looking only at those washers included in your less than 20 pound washer counts ( $\leq 20$ ). If a washer has an “Energy Star” logo (Figure 13-10 or Figure 13-11), then it is included in your count of washers that could be replaced (LT20FLES or LT20TLES).

**Figure 13-10**  
**Typical Energy Star Label**



**Figure 13-11**  
**Typical Energy Star Label**



This part can be somewhat tricky as not all washers have an Energy Star logo readily apparent. Sometimes you need to open up that door and look at the door area. Obviously, some washers will be in use, but if all washers look to be the same type, you can look at one that isn't being used and make generalizations about any others that are the same type. You need to provide counts for both top loading washers and front loading washers (that are less than or equal to 20 pounds) with Energy Star labels. If there are no Energy Star washers, put a zero (0) in those spots so we know that it is really zero and not just a forgotten line.

### **Part 3 – Opinion on Front Loading Washers**

This section can be answered by any attendant at the site – it does not have to be the owner (although it could be). Please ask the person to fill out the survey while you do your counts. You do not need to read it to them, but you do need to take it with you when you leave. Please check that at least one and only one mark is made for each of questions A1 through A11 and that you can read any comments they put in A12.

### **Part 4 – Program Questions**

This section can be answered by any attendant at the site – it does not have to be the owner (although it could be). Please ask the person to fill out the survey while you do your counts. You do not need to read it to them, but you do need to take it with you when you leave. Please check that they have answered P3 if they chose the first or second choice for P2. Also, if they wrote something under P3, make sure you can read their writing. Ask for clarification if needed.

---

## **Part 5 – New Washers**

Completing this section during your audit should only happen if the owner is present. If the owner is not present, but there is an attendant, please leave the hardcopy of the questions and an envelope at the site for the owner to get from the attendant. If there is no attendant, then this will be noted in Part 1 and you cannot leave anything at the site.

Please ask the owner to read part 5 and answer the questions below the scenario as you do your counts. You do not need to read it to them. However, you need to take the completed survey with you when you leave. When they hand it to you, check to make sure that an X or check mark is provided in only one box for R1, R2, and R3. (That is, R1 cannot have two marks in that line.) If they have not answered R1, R2, and R3, please ask them about the ones that have not been marked or to clarify anything with more than a single mark for the question.

Audit Date: \_\_\_\_\_ (date) Auditor: \_\_\_\_\_ (auditor)

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## Part 1 – General Site Information

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Name of Site: \_\_\_\_\_ (site name)

Address: \_\_\_\_\_ (site address)

Phone: \_\_\_\_\_ (site phone)

This site is: (site type)

- Coin-operated Laundry Only (1)
- Coin-operated Laundry with Drop Off Laundry/Drycleaner (2)

At the time of the audit, this site was: (site attendance)

- Attended (1) – Contact Person: \_\_\_\_\_ (contact person)
- Not attended (2) (Do not leave the leave-behind survey)

---

## Part 2 – Clothes Washer Details

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How many total washers are located at the address above? \_\_\_\_\_ (Total)

Of those total washers, break them down by size.

>20 pound washers \_\_\_\_\_ (GT20)

<=20 pound washers (residential size washers) \_\_\_\_\_ (LT20)

**[The sum of GT20 and LT20 should equal Total]**

For washers <=20 pounds **ONLY**, how many are:

Top Loading : \_\_\_\_\_ (LT20TL)

LT20TL plus  
LT20FL should be  
equal to LT20



How many Top Loaders have an Energy Star Label? \_\_\_\_\_ (LT20TLES)

Front Loading: \_\_\_\_\_ (LT20FL)

LT20TLES should  
be less than or equal  
to LT20TL



How many Front Loaders have an Energy Star Label? \_\_\_\_\_(LT20FLES)

**IF ATTENDED BY EITHER THE OWNER OR AN EMPLOYEE, ASK THEM TO FILL IN PARTS 3 & 4**

## Part 3 – Opinion on Front Loading Washers

Many of the new energy efficient washers are front loading washers. We know there are different opinions about this type of washer. Please answer the following set of questions to help us understand things you like and don't like about front-loading washers.

Front-Loading Washer Attribute	Dislike Very Much (1)	Dislike Somewhat (2)	Neither like nor dislike (3)	Like Somewhat (4)	Like Very Much (5)
A1. The size of tub.					
A2. Size of the tub door.					
A3. Maintenance of the washer					
A4. How much water it uses.					
A5. How well the mechanical parts hold up.					
A6. How well the door holds up.					
A7. Amount of soap needed by the washer.					
A8. Type of soap needed by the washer.					

Front-Loading Washer Attribute	Dislike Very Much (1)	Dislike Somewhat (2)	Neither like nor dislike (3)	Like Somewhat (4)	Like Very Much (5)
A9. Cycle options for customers.					
A10. Length of wash time.					
A11. No agitator.					

A12. Your opinion is important. If there are things about front-loading washers that you find do not work in your situation, please tell us here.

## Part 4 – Program Questions

- P1. Both SoCalGas and SDG&E have an energy efficiency program that provides a rebate for new efficient clothes washers. It is called the Commercial Laundry Program. Have you heard of this program?
- Yes
  - No [SKIP TO P3]
  - Sounds Familiar
  - Don't know
- P2. How likely is it that you would participate in this program within the next 12 months?
- Very unlikely [PLEASE GO TO P3]
  - Somewhat unlikely [ PLEASE GO TO P3]
  - Somewhat likely [THANKS - this is the end of this part of the survey]
  - Very likely [THANKS - This is the end of this part of the survey]



- 
- I already am a participant. I have already received an incentive for putting in energy efficient machines since January 2006. [**THANKS - This is the end of this part of the survey**]
  - Don't know [**THANKS - This is the end of this part of the survey**]

P3. Why do you think it is unlikely that you would not participate?

- I don't have the needed cash.
- The current machines are relatively new.
- I wasn't sure it would be worth the extra money.
- I don't think that the savings would really be there.
- We don't buy our machines.
- I don't like front loading machines.
- Something else (please tell us what: \_\_\_\_\_  
\_\_\_\_\_)

IF ATTENDED BY THE OWNER, ASK THEM TO FILL IN PART 5.

## Part 5 –New Washers

New energy efficient clothes washers often cost more up-front than less energy efficient washers. However, they also can pay back that additional first cost through reduced utility (energy and water) costs. Please tell me if you think you would purchase new energy efficiency washers for your coin-op Laundromat under the following scenario:

- Your site can handle 10 washers and you are purchasing 10 new washers.
- The cost of a standard washer is \$500 (\$5,000 total cost).
- The cost of an energy efficient washer is \$1,000 (\$10,000 total cost).
- The energy efficient washer is stated to save you at least \$225/year in utility bills. (\$2,250 utility savings per year.)
- The washers last 7 years before needing replacement. (Total of \$10,500 utility savings over the 7 years.)

How likely is it that you would buy the energy efficient washers if...(put an X in the appropriate box for each line)

	<b>Very Unlikely (1)</b>	<b>Somewhat Unlikely (2)</b>	<b>Neither likely nor unlikely (3)</b>	<b>Somewhat Likely (4)</b>	<b>Very Likely (5)</b>
R1. ...you received a \$130 rebate for each washer (\$1,300 check)					
R2. ...you received a \$200 rebate for each washer (\$2,000 check)					
R3. ...you received a \$250 rebate for each washer (\$2,500 check)					

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## 13.6 Onsite Data Collection Form: Audit of Coin-Op Laundromats

Audit Date: \_\_\_\_\_ (date) Auditor: \_\_\_\_\_ (auditor)

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### Part 1 – General Site Information

---

Name of Site: \_\_\_\_\_ (site name)

Address: \_\_\_\_\_ (site address)

Phone: \_\_\_\_\_ (site phone)

This site is: (site type)

- Coin-operated Laundry Only (1)
- Coin-operated Laundry with Drop Off Laundry/Drycleaner (2)

At the time of the audit, this site was: (site attendance)

- Attended (1) – Contact Person: \_\_\_\_\_ (contact person)
  - Not attended (2)
- 

### Part 2 – Clothes Washer Details

---

How many total washers are located at the address above? \_\_\_\_\_ (Total)

Of those total washers, break them down by size.

>20 pound washers \_\_\_\_\_ (GT20)  
<=20 pound washers (residential size washers) \_\_\_\_\_ (LT20)

**[The sum of GT20 and LT20 should equal Total]**

For washers <=20 pounds **ONLY**, how many are:

Top Loading : \_\_\_\_\_ (LT20TL)



---

How many Top Loaders have an Energy Star Label? \_\_\_\_\_(LT20TLES)  
Front Loading: \_\_\_\_\_(LT20FL)



How many Front Loaders have an Energy Star Label? \_\_\_\_\_(LT20FLES)

---

**IF ATTENDED BY THE OWNER, ASK PART 3.**

---

**Part 3 –New Washers**

---

New energy efficient clothes washers often cost more up-front than less energy efficient washers. However, they also can pay back that additional first cost through reduced utility (energy and water) costs. Please tell me if you think you would purchase new energy efficiency washers for your coin-op Laundromat under the following scenario:

- Your site can handle 10 washers and you are purchasing 10 new washers.
- The cost of a standard washer is \$500 (\$5,000 total cost).
- The cost of an energy efficient washer is \$1,000 (\$10,000 total cost).
- The energy efficient washer is stated to save you at least \$225/year in utility bills. (\$2,250 utility savings per year.)
- The washers last 7 years before needing replacement. (Total of \$10,500 utility savings over the 7 years.)

How likely is it that you would buy the energy efficient washers if...(put an X in the appropriate box for each line)

	<b>Very Unlikely (1)</b>	<b>Somewhat Unlikely (2)</b>	<b>Neither likely nor unlikely (3)</b>	<b>Somewhat Likely (4)</b>	<b>Very Likely (5)</b>
R1. ...you received a \$130 rebate for each washer (\$1,300 check)					
R2. ...you received a \$200 rebate for each washer (\$2,000 check)					
R3. ...you received a \$250 rebate for each washer (\$2,500 check)					

---

**IF ATTENDED BY EITHER THE OWNER OR AN EMPLOYEE, ASK PART 4 & 5**

---

**Part 4 – Opinion on Front Loading Washers**

---

Many of the new energy efficient washers are front loading washers. We know there are different opinions about this type of washer. Please answer the following set of questions to help us understand things you like and don't like about front-loading washers.

<b>Front-Loading Washer Attribute</b>	<b>Dislike Very Much (1)</b>	<b>Dislike Somewhat (2)</b>	<b>Neither like nor dislike (3)</b>	<b>Like Somewhat (4)</b>	<b>Like Very Much (5)</b>
A1. The size of tub.					
A2. Size of the tub door.					
A3. Maintenance of the washer					
A4. How much water it uses.					
A5. How well the mechanical parts hold up.					
A6. How well the door holds up.					
A7. Amount of soap needed by the washer.					
A8. Type of soap needed by the washer.					

Front-Loading Washer Attribute	Dislike Very Much (1)	Dislike Somewhat (2)	Neither like nor dislike (3)	Like Somewhat (4)	Like Very Much (5)
A9. Cycle options for customers.					
A10. Length of wash time.					
A11. No agitator.					

A12. Your opinion is important. If there are things about front-loading washers that you find do not work in your situation, please tell us here.

---

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## Part 5 – Program Questions

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P1. Both SoCalGas and SDG&E have an energy efficiency program that provides a rebate for new efficient clothes washers. It is called the Commercial Laundry Program. Have you heard of this program?

- Yes
- No [SKIP TO P3]
- Sounds Familiar
- Don't know

P2. How likely is it that you would participate in this program within the next 12 months?

- Very unlikely [PLEASE GO TO P3]
- Somewhat unlikely [ PLEASE GO TO P3]
- Somewhat likely [THANKS - THIS IS THE END OF THE SURVEY]
- Very likely [THANKS - THIS IS THE END OF THE SURVEY]
- I already am a participant [THANKS - THIS IS THE END OF THE SURVEY]
- Don't know [THANKS - THIS IS THE END OF THE SURVEY]

P3. Why do you think it is unlikely that you would not participate?

- I don't have the needed cash.
- The current machines are relatively new.
- I wasn't sure it would be worth the extra money.
- I don't think that the savings would really be there.
- We don't buy our machines.
- I don't like front loading machines.
- Something else (please tell us what: \_\_\_\_\_  
\_\_\_\_\_)



## 13.7 Frequency Tables: Onsite Audit of Coin Operated Laundromats

November 2007

### A1. Size of the tub.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Very Much	1	1.2	4.5	4.5
	Dislike Somewhat	2	2.3	9.1	13.6
	Neither Like nor Dislike	5	5.8	22.7	36.4
	Like Somewhat	3	3.5	13.6	50.0
	Like Very Much	11	12.8	50.0	100.0
	Total	22	25.6	100.0	
Missing	0	1	1.2		
	System	63	73.3		
	Total	64	74.4		
Total		86	100.0		

### A2. Size of the tub door.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Like nor Dislike	8	9.3	33.3	33.3
	Like Somewhat	8	9.3	33.3	66.7
	Like Very Much	8	9.3	33.3	100.0
	Total	24	27.9	100.0	
Missing	0	1	1.2		
	System	61	70.9		
	Total	62	72.1		
Total		86	100.0		

**A3. The maintenance of the washer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Very Much	2	2.3	8.7	8.7
	Dislike Somewhat	1	1.2	4.3	13.0
	Neither Like nor Dislike	4	4.7	17.4	30.4
	Like Somewhat	10	11.6	43.5	73.9
	Like Very Much	6	7.0	26.1	100.0
	Total	23	26.7	100.0	
Missing	0	1	1.2		
	System	62	72.1		
	Total	63	73.3		
Total		86	100.0		

**A4. How much water it uses.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Very Much	3	3.5	13.6	13.6
	Dislike Somewhat	2	2.3	9.1	22.7
	Neither Like nor Dislike	7	8.1	31.8	54.5
	Like Somewhat	4	4.7	18.2	72.7
	Like Very Much	6	7.0	27.3	100.0
	Total	22	25.6	100.0	
Missing	0	1	1.2		
	System	63	73.3		
	Total	64	74.4		
Total		86	100.0		

**A5. How well the mechanical parts hold up.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Very Much	3	3.5	12.5	12.5
	Dislike Somewhat	4	4.7	16.7	29.2
	Neither Like nor Dislike	1	1.2	4.2	33.3
	Like Somewhat	9	10.5	37.5	70.8
	Like Very Much	7	8.1	29.2	100.0
	Total	24	27.9	100.0	
Missing	0	1	1.2		
	System	61	70.9		
	Total	62	72.1		
Total		86	100.0		

**A6. How well the door holds up.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Very Much	2	2.3	8.0	8.0
	Dislike Somewhat	1	1.2	4.0	12.0
	Neither Like nor Dislike	3	3.5	12.0	24.0
	Like Somewhat	11	12.8	44.0	68.0
	Like Very Much	8	9.3	32.0	100.0
	Total	25	29.1	100.0	
Missing	0	1	1.2		
	System	60	69.8		
	Total	61	70.9		
Total		86	100.0		

**A7. Amount of soap needed by the washer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Like nor Dislike	4	4.7	16.7	16.7
	Like Somewhat	7	8.1	29.2	45.8
	Like Very Much	13	15.1	54.2	100.0
	Total	24	27.9	100.0	
Missing	0	1	1.2		
	System	61	70.9		
	Total	62	72.1		
Total		86	100.0		

**A8. Type of soap needed by the washer.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Like nor Dislike	10	11.6	45.5	45.5
	Like Somewhat	5	5.8	22.7	68.2
	Like Very Much	7	8.1	31.8	100.0
	Total	22	25.6	100.0	
Missing	0	1	1.2		
	System	63	73.3		
	Total	64	74.4		
Total		86	100.0		

**A9. Cycle options for customers.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Somewhat	1	1.2	4.3	4.3
	Neither Like nor Dislike	3	3.5	13.0	17.4
	Like Somewhat	6	7.0	26.1	43.5
	Like Very Much	13	15.1	56.5	100.0
	Total	23	26.7	100.0	
Missing	0	1	1.2		
	System	62	72.1		
	Total	63	73.3		
Total		86	100.0		

**A10. Length of wash time.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Dislike Somewhat	2	2.3	8.7	8.7
	Neither Like nor Dislike	4	4.7	17.4	26.1
	Like Somewhat	6	7.0	26.1	52.2
	Like Very Much	11	12.8	47.8	100.0
	Total	23	26.7	100.0	
Missing	0	1	1.2		
	System	62	72.1		
	Total	63	73.3		
Total		86	100.0		

**A11. No agitator.**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neither Like nor Dislike	10	11.6	50.0	50.0
	Like Somewhat	3	3.5	15.0	65.0
	Like Very Much	7	8.1	35.0	100.0
	Total	20	23.3	100.0	
Missing	0	1	1.2		
	System	65	75.6		
	Total	66	76.7		
Total		86	100.0		

**A12**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	79	91.9	91.9	91.9
.	1	1.2	1.2	93.0
A1: 35/50 lbs, A2: 21/24 lbs, A3: Very Little, A4: 35/45 Gal, A7: 1 3/4 cup, A8, Any, A9: Temp Options, A10: 28/32 min	1	1.2	1.2	94.2
Note on A10. On some machines, dislike very much, on others, like very much, depends on the size of the machines. Large machines wash time is too short for how much it costs.	1	1.2	1.2	95.3
O.K. all functions	1	1.2	1.2	96.5
They are expensive, there's the need for rebates	1	1.2	1.2	97.7
They wash better	1	1.2	1.2	98.8
Water level sensor doesn't last long, it is hard to clean drain valve when there is something stuck.	1	1.2	1.2	100.0
Total	86	100.0	100.0	

**P1. Have you heard of the Commercial Laundry program?**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Yes	8	9.3	32.0	32.0
No	10	11.6	40.0	72.0
Sounds Familiar	1	1.2	4.0	76.0
Don't Know	6	7.0	24.0	100.0
Total	25	29.1	100.0	
Missing System	61	70.9		
Total	86	100.0		

**P2. How likely is it that you would participate in the program in the next 12 months?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	4	4.7	22.2	22.2
	Somewhat Unlikely	1	1.2	5.6	27.8
	Somewhat Likely	4	4.7	22.2	50.0
	Very Likely	1	1.2	5.6	55.6
	I already am a participant.	1	1.2	5.6	61.1
	Don't Know	7	8.1	38.9	100.0
	Total	18	20.9	100.0	
Missing	System	68	79.1		
Total		86	100.0		

**P3. Unlikely not to participate because...**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I don't have the needed cash.	1	1.2	11.1	11.1
	The current machines are relatively new.	2	2.3	22.2	33.3
	I wasn't sure it would be worth the extra money.	2	2.3	22.2	55.6
	I don't think that the savings would really be there.	2	2.3	22.2	77.8
	Something else	2	2.3	22.2	100.0
	Total	9	10.5	100.0	
Missing	0	1	1.2		
	System	76	88.4		
	Total	77	89.5		
Total		86	100.0		

**P3M70TH**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	80	93.0	93.0	93.0
.	1	1.2	1.2	94.2
Don't have enough information	1	1.2	1.2	95.3
I'm not the owner	1	1.2	1.2	96.5
N/A	1	1.2	1.2	97.7
No Comment	1	1.2	1.2	98.8
unsure	1	1.2	1.2	100.0
Total	86	100.0	100.0	

**R1. How likely to buy EE washers with a \$130 rebate per washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	4	4.7	40.0	40.0
	Somewhat Unlikely	2	2.3	20.0	60.0
	Neither Likely nor Unlikely	1	1.2	10.0	70.0
	Somewhat Likely	1	1.2	10.0	80.0
	Very Likely	2	2.3	20.0	100.0
	Total	10	11.6	100.0	
Missing	0	1	1.2		
	System	75	87.2		
	Total	76	88.4		
Total		86	100.0		

**R2. How likely to buy EE washers with a \$200 rebate per washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	2	2.3	22.2	22.2
	Somewhat Unlikely	2	2.3	22.2	44.4
	Neither Likely nor Unlikely	1	1.2	11.1	55.6
	Somewhat Likely	3	3.5	33.3	88.9
	Very Likely	1	1.2	11.1	100.0
	Total	9	10.5	100.0	
Missing	0	1	1.2		
	System	76	88.4		
	Total	77	89.5		
Total		86	100.0		

**R3. How likely to buy EE washers with a \$250 rebate per washer?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Very Unlikely	2	2.3	20.0	20.0
	Somewhat Unlikely	1	1.2	10.0	30.0
	Neither Likely nor Unlikely	1	1.2	10.0	40.0
	Somewhat Likely	2	2.3	20.0	60.0
	Very Likely	4	4.7	40.0	100.0
	Total	10	11.6	100.0	
Missing	0	1	1.2		
	System	75	87.2		
	Total	76	88.4		
Total		86	100.0		



## 14. SCG Non-Residential Customer Survey

**Table 14-1  
Final Research List**

Final Research List						
Target for Data Collection	Data collection mode	Timing of data collection	Key Research Issues	Sample Size	Number of Data points	From where did you get the sample?
Non-Residential Customers	CATI Interview	December - January	Equipment use and Energy Efficiency Practices, Interaction with Utility, Effectiveness of Outreach methods, Best methods of contact, Usefulness of Program Activities.	6,159	640	A general list of non-residential customers from SDG&E
			Program Specific Modules: DCI, VeSM, Commercial Laundry, Express Efficiency, On-Bill Financing, CVRP, BEEP			

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## 14.1 Summary Results for SoCalGas Non-Residential Customer Survey

CATI interviews were conducted with SoCalGas non-residential customers in December and January. SoCalGas provided their non-residential customer database to us and a sample was selected, proportional by market segment to the population. The final sample included 6,159 customers, defined by unique phone numbers. Interviews were completed with 640 customers.

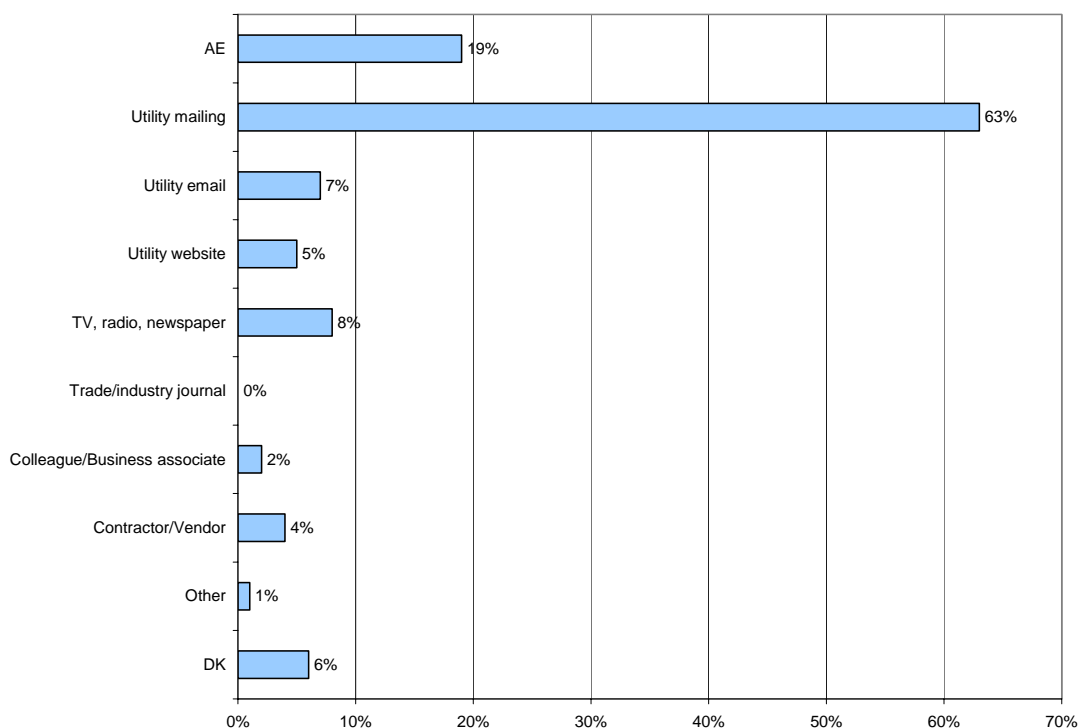
The interviews were designed to assess the overall marketplace and the level of interest in energy efficiency programs and practices of non-residential customers. The interviews also covered questions about specific programs, including awareness, whether they had participated and interest in participating in the future. The following programs were addressed: VeSM, Commercial Laundry, Express Efficiency, Business Energy Efficiency Program, Constant Volume Retrofit and On-Bill Financing.

The following sections summarize the results of the interviews.

## Sources of Energy Efficiency Information

Less than one-third of all non-residential customers (28%) reported that they had received information about energy efficiency equipment or services. As shown in Figure 14-1, almost two-thirds (63%) of these customers indicated that they had received this information through the mail directly from the utility, and 19% reported that they received energy efficiency information from their Account Executive. Eight percent received information from media sources (TV, radio, newspaper), 7% received information from an email sent to them by SoCalGas, 5% from the SoCalGas website and 4% from a contractor or vendor.

**Figure 14-1**  
**Sources of Energy Efficiency Information**  
*(Percent of Non-residential Customers Receiving Information about Energy Efficiency Equipment and Services by Channel, unprompted)*



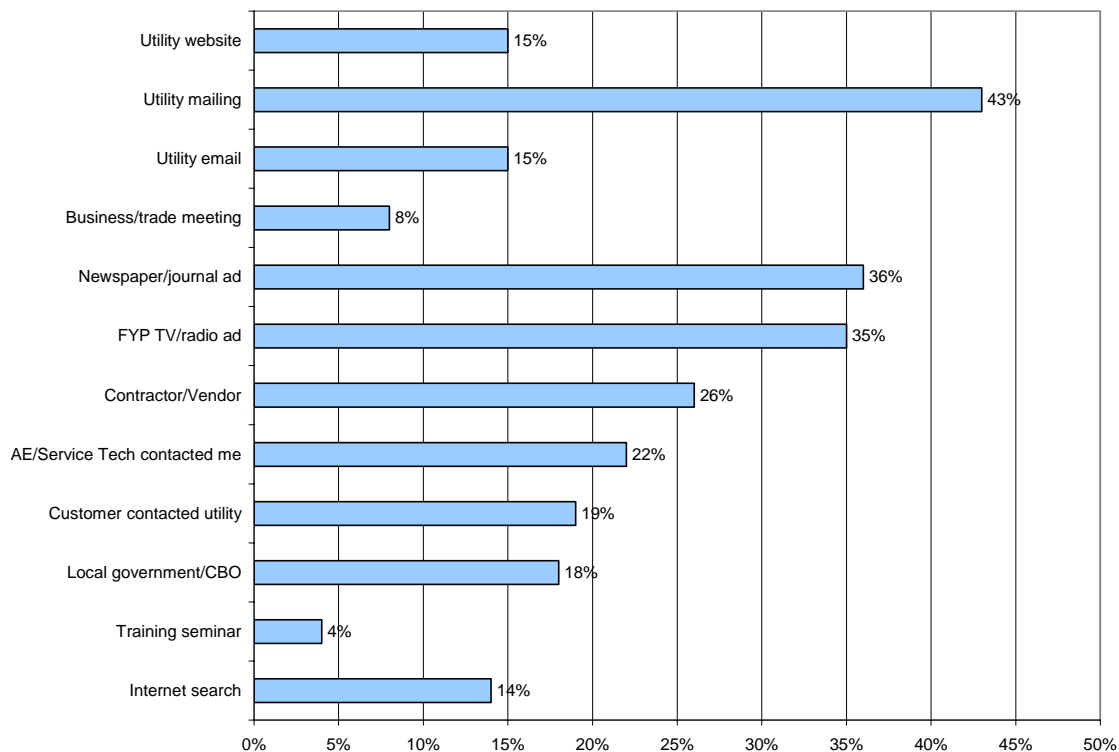
Differences by segment include:

- Overall, the following segments were more likely to indicate that they had NOT received information about energy efficiency equipment and services since January 2006:
  - Customers not assigned to Account Executives (62% vs. 42% for assigned customers)
  - Small customers (58% vs. 47% for large customers)
  - Customers leasing their facility (64% vs. 52% for owners)

- Customers who are NOT assigned to Account Executives are more likely to have received information about energy efficiency through the mail directly from SoCalGas (67% vs. 45% for unassigned customers). Small customers were also more likely to receive information through the mail (67% vs. 45% for large).

As shown in Figure 14-2, when prompted with specific sources for obtaining energy efficiency information, non-residential customers are most likely to report that they have “received information from SoCalGas through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities” (43%) and/or “seen advertisements in a newspaper or trade journal regarding energy efficiency” (36%). Non-residential customers also indicated that they “heard about energy efficiency opportunities by television or radio specifically for Flex Your Power” (35%) and/or “learned about energy efficiency efforts from a contractor or vendor” (26%). Almost one-fourth of non-residential customers (22%) reported having “been contacted in person by SoCalGas, such as by an Account Executive or Commercial Service Technician, about energy efficiency opportunities.”

**Figure 14-2**  
**Channels through Which Energy Efficiency Information Has Been Obtained**  
*(Percent of Non-residential Customers Receiving Information about Energy Efficiency Services by Channel, prompted)*



Almost one-third (31%) of non-residential customers reported that they visited SoCalGas’ website, but overall only 15% reported that they noticed anything on the website related to energy efficiency opportunities.

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About one-fifth of non-residential customers reported that they “called SoCalGas and had someone inform you about energy efficiency opportunities (19%),” and/or “heard about energy efficiency opportunities from your local government or from a non-profit organization in your community (18%).”

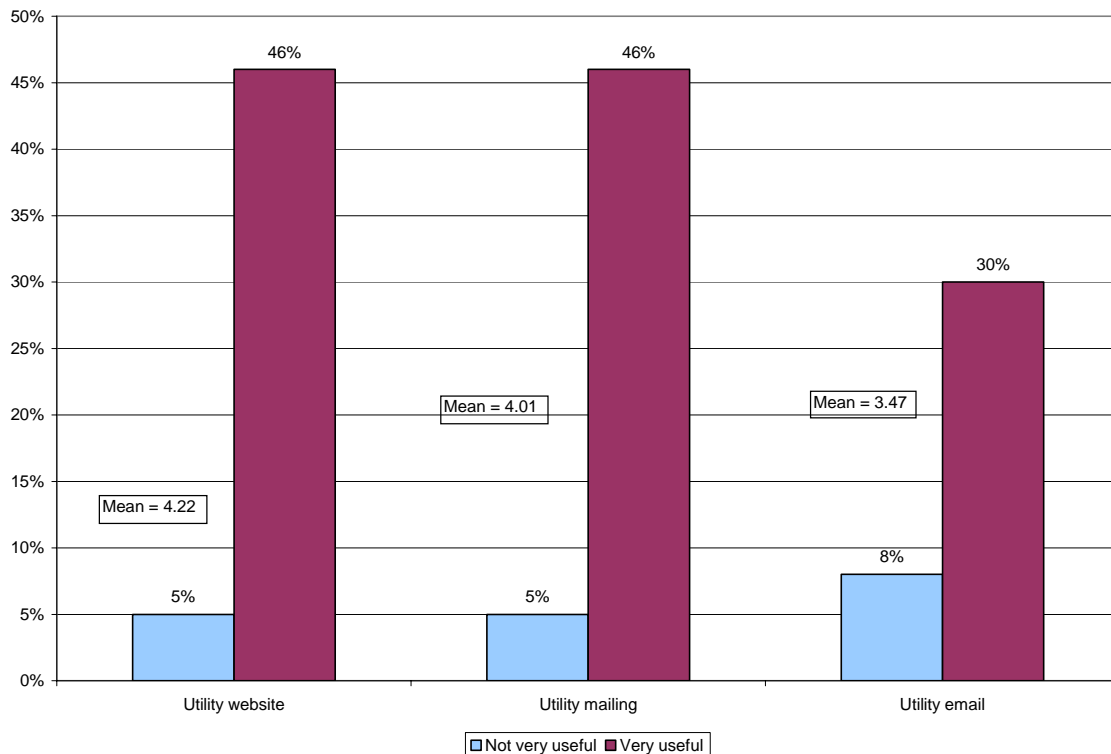
Meaningful differences by segment include:

- More likely to have visited SoCalGas website, but not necessarily more likely to have noticed anything related to energy efficiency – those assigned to Account Executives (47% vs. 24% unassigned)
- More likely to have obtained energy efficiency information from SoCalGas through the mail (e.g., bill insert, newsletter) – large customers
- More likely to have obtained energy efficiency information from SoCalGas via email – large customers and those assigned to Account Executives and those with process-related equipment
- More likely to have heard about energy efficiency opportunities by television or radio specifically for Flex Your Power – assigned customers and customers with process-related equipment
- More likely to have learned about energy efficiency efforts from a contractor or vendor – customers who own their facilities
- More likely to have been contacted in person by an SoCalGas Account Executive or Commercial Service Technician about energy efficiency opportunities – assigned customers, and customers who own their facilities
- More likely to have attended a training seminar provided by SoCalGas – large customers

As shown in Figure 14-3, slightly less than half of non-residential customers who obtained information about energy efficiency from SoCalGas via SoCalGas’ website or direct mail indicated that they felt this information was “very useful” (46% for each), as compared to only about one third (30%) who received email from SoCalGas. Very few survey respondents offered any suggestions for how to make the information they obtained from any of these three sources more useful. Some of the comments addressed areas of potential weakness, including the content provided, as well as specific program design considerations:

- *Content*: More applicable to my business, more detailed information, more information on specific programs/services
- *Program Design*: More rebates/incentives, more follow-up

**Figure 14-3**  
**Usefulness of Information Obtained from SoCalGas Website, Direct Mail and Email**  
*(Usefulness scale: 1 = “not very useful” and 5 = “very useful”)*

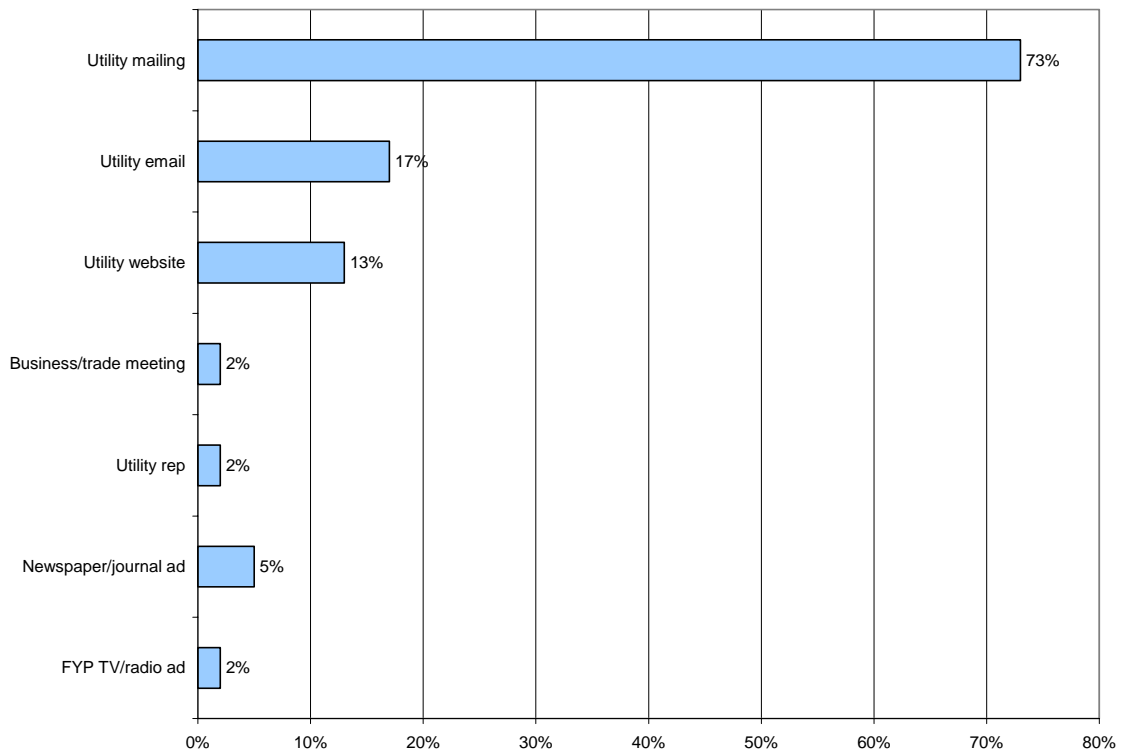


Overall, as shown in Figure 14-4, almost three-quarters (73%) of non-residential customers indicated that the best way for SoCalGas to provide them with information about energy efficiency opportunities is through the mail. Less than one-fifth would prefer to receive information from SoCalGas via email and another 13% prefer getting this type of information from SoCalGas' website.

Differences by segment include:

- Small customers and customers with Heating, Cooling and Water-heating equipment are most likely to prefer information provided through the mail
- Ads in newspapers or trade journals are preferred by large customers, customers assigned to Account Executives and industrial customers

**Figure 14-4**  
**Preferred Channels for Information on Energy Efficiency Opportunities**  
*(Percent of Non-residential Customers Indicating Preference, unprompted)*



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## Interaction with Utility

Less than one-fifth (15%) of non-residential customers reported that, other than their monthly bill, they have communicated with SoCalGas since January 2006. The vast majority of these customers were either “very satisfied” (65%) or “somewhat satisfied” (20%) with their interaction with the utility. Only 6% were “very dissatisfied” with their interaction. Notably, large customers and customers with cooling equipment were more likely to be “very satisfied” with their utility interactions (82% and 68%, respectively).

## Interaction with Account Executive

Almost half (46%) of assigned customers indicated that their Account Executives had discussed energy efficiency programs and opportunities with them over the past two years. That is, among the respondents who identified him or herself as the primary contact for an assigned account<sup>5</sup>, 46% reported that they had discussed energy efficiency with their Account Executive within the past two years. These respondents were then asked to indicate how active their Account Executive has been in terms of providing them with information about energy efficiency programs. Most indicated that their Account Executive was either “very active” (36%) or “somewhat active” (30%). Only 5% reported their Account Executive was “somewhat inactive” and less than one-fifth (18%) indicated their Account Executive was “very inactive.” The most commonly mentioned energy efficiency programs and opportunities addressed heating/boilers/hot water heaters end-uses (19%), rebates/rebate programs (13%) and replacing equipment (12%).

## Program Timing

In an effort to assess the extent to which there are times when customers are less likely to respond to program marketing and outreach (because of other business priorities), we asked non-residential customers “Is there any time of the year where you would be too busy to consider installing new energy efficient equipment?” Overall, almost two-thirds (60%) reported that there is no particular time of year when they would be too busy to consider implementing energy efficiency projects. Just over one in ten (11%) reported the summer months (i.e., June, July and August) as a time of year when they would be too busy to implement projects, and another 10% indicated year-end (i.e., December, January and February) as a time when they would be too busy to implement projects. Customers with cooling equipment were more likely to report fall months (Sept, Oct, Nov) and large customers were more likely to report the summer months.

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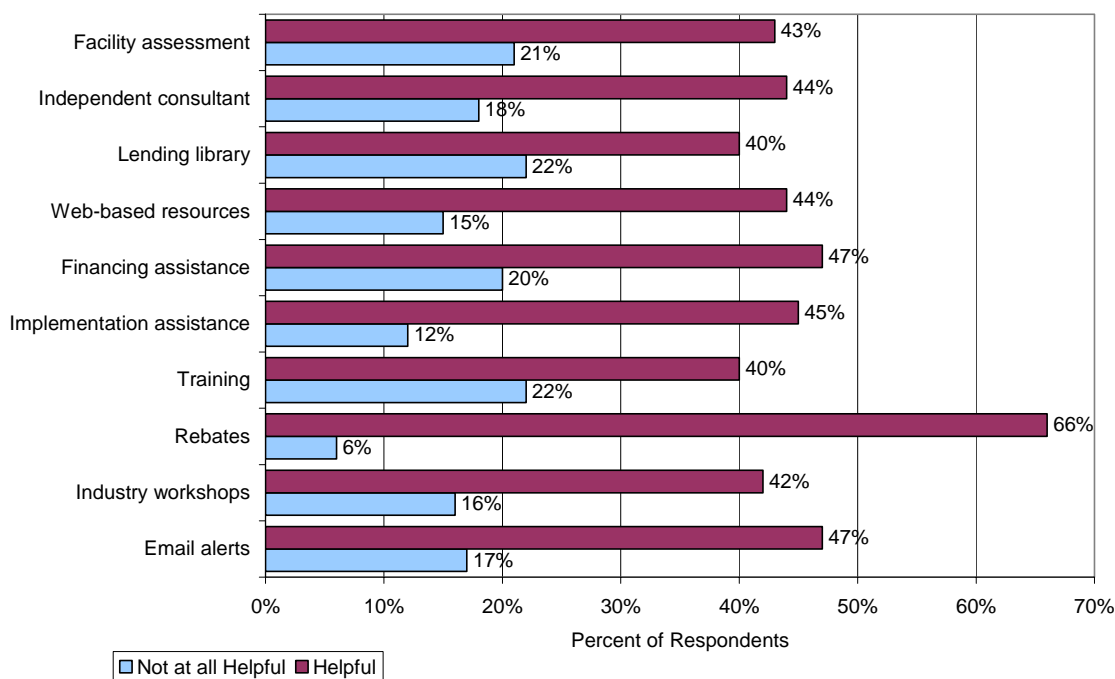
<sup>5</sup> Specifically, customers assigned to Account Executives were asked “*Our records indicated that you have an Account Executive with the Gas Company, are you the primary contact?*” Just under one third (31%) of customers with assigned Account Executives indicated that they were the primary contact for their account.



**Rebates remain the most helpful means through which to encourage business customers to implement energy efficiency projects. Other services designed to help customers identify energy efficiency opportunities were also considered to be fairly helpful.**

As shown in Figure 14-5, two-thirds (66%) of the non-residential customers surveyed through this evaluation indicate that “rebates that cover a portion of the costs of energy efficient equipment” would be helpful to their businesses.<sup>6</sup> Other services that were viewed as helpful by nearly half (47%) of all non-residential customers include assistance in obtaining financing for energy efficiency projects and “an email alerting you to a problem with your energy using equipment such as your air conditioning or boiler system.”

**Figure 14-5  
Non-residential Customer Opinions about Helpful Energy Efficiency Product and Service Offerings**



<sup>6</sup> Non-residential customers were asked the following question on our non-residential market survey: “The Gas Company wants to provide energy efficiency services that will be most helpful to its customers. I am going to read you a list of energy efficiency services and I’d like you to tell me how helpful you think each would be to how helpful it might be to your business. On a scale of 1 to 5, with 1 being ‘not very helpful’ and 5 being ‘very helpful,’ how helpful would [service] be to your business?”

---

Perceptions regarding the helpfulness of these various services vary by customer segment, as discussed below:

- An in-person energy assessment of your facilities
  - There is a relatively high level of interest (44%) in this type of service among the largest non-residential customers.
- Have an independent energy consultant verify sales persons' claims about energy savings
  - Perceived as “not very helpful” by 20% of small and 21% of customers who own their facility. Customers with Heating, Cooling, Water heating and process related equipment were more likely to find this “very helpful” than customers with cooking equipment.
- A lending library of meters and diagnostic tools to measure potential energy saving at your facilities
  - No significant differences across segments
- Web-based energy efficiency resources such as how to specify, select, or calculate the potential energy savings from energy efficient equipment
  - Process related equipment more than cooking equipment
- Assistance in obtaining financing for energy efficiency projects
  - This type of service was perceived to be “not very helpful” by 24% of non-residential customers who own their facility.
- Assistance in project implementation for energy efficiency projects
  - Interest in this type of service did not vary across many of the different non-residential segments, except for process related equipment over cooking and refrigeration
- Training at your facility on any aspect of energy efficiency use or project implementation
  - No significant differences across segments
- Rebates that cover a portion of the costs of energy efficient equipment
  - Across all segments, non-residential customer interest in rebates remains considerable – 49% reported rebates would be “very helpful.”
- Workshops about energy efficiency at an industry-related conference
  - This type of service was perceived to be “not very helpful” by 20% of non-residential customers who own their facility.
- An email alerting you to a problem with your energy using equipment such as your air conditioning or boiler system
  - No significant differences across segments

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## 14.2 CATI Interview Guide: Non-Residential Customers

### General Market Survey FINAL December 6, 2007

*The sample will be drawn from utility databases so all respondents will be utility customers who pay their own energy bills. This general market survey will be fielded to a sample of customers in each segment and sub-segment, as defined by the utility's segmentation scheme (primarily using NAICS codes).*

#### **Introduction (O/I)**

Hello, my name is \_\_\_\_\_ and I'm calling from Opinion Dynamics, an independent research firm. This is not a sales call. We are conducting research on behalf of [San Diego Gas and Electric/Southern California Gas also known as The Gas Company] to help them develop programs to better serve their customers.

I am interested in speaking with the facility manager or someone who is familiar with the energy use and operations for your business or facility?

All responses will be treated confidentially, and will be used to help us understand the overall marketplace and make recommendations to [San Diego Gas & Electric/The Gas Company] regarding energy efficiency services that they could offer to their customers.

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## Section 1: General Business (GB)

*This section will be used to confirm the current segmentation scheme. Since the focus of this effort is to understand awareness of and opportunities for energy efficiency changes through the utilities' programs (based on what they currently know about their customers), we will not be attempting our own more detailed classification, or examining the type of use in this space beyond the initial classification available to the utility.*

GB1. Our records show that your business is classified as a/an < NAICS CODE DESCRIPTION>. Is this the type of business at <ADDRESS>?

1. Yes [SKIP TO Q.CE1]
2. No
3. (Don't know/Refused)

[ASK IF SDG&E]

GB2a. How would you characterize your business?

1. (Agriculture)
2. (Sand and Gravel Contractor)
3. (Utility)
4. (Government)
5. (Military)
6. (Lodging)
7. (Miscellaneous Services)
8. (Recreation/Entertainment)
9. (College/University)
10. (Healthcare)
11. (School/Library)
12. (Biotech/Laboratory/Research)
13. (Electronics/Telecommunications)
14. (General Manufacturing)
15. (Groceries)
16. (Non-Food Retail)
17. (Property Management/Offices)
18. (Restaurant)
19. (Wholesale/Warehousing)
20. (Other, specify) THANK AND TERMINATE  
(No don't know...record as other if necessary)

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[ASK IF SoCalGas]

GB2b. How would you characterize your business?

1. (Agriculture)
2. (Construction)
3. (Mining & Extraction)
4. (Government)
5. (Health)
6. (Schools)
7. (Universities)
8. (Chemical)
9. (Food & Beverage)
10. (Metals)
11. (Miscellaneous Manufacturing)
12. (Refineries)
13. (Stone, Ceramics, & Asphalt)
14. (Retail/Offices)
15. (Amusement)
16. (Laundry)
17. (Lodging)
18. (Miscellaneous Services)
19. (Restaurant)
20. (Transportation)
21. (Other, specify) THANK AND TERMINATE  
*(No don't know...record as other if necessary)*

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## Section 2: Characterization of Energy Usage (CE)

*This section will be used to understand potential areas of opportunities for customers. This information is based on perceptions only. We will also collect basic information on the most frequently mentioned actions taken to date, and plans for future actions.*

CE2. I'm going to read you a short list of energy-using equipment that your business may or may not be using. Which of the following types of equipment do you currently use at this facility? (1=Yes, 2=No, 3=(Don't know/Refused))

- a. Heating
- b. Cooling
- c. Refrigeration
- d. Water heating
- e. Cooking
- f. Process-related

CE2g. Does your business use any other major type of energy-using equipment at this facility? (Probe with: Any others?)

[OPEN END]

[SKIP IF ALL CE2=NO, DON'T KNOW]

Now I'd like to ask you some more specific questions about each type of equipment that you indicated that you have at your facility.

[ASK CE3a-CE3g AS MENTIONED IN CE2a-CE2g – GO THROUGH THE REST OF THIS SECTION BY EQUIPMENT TYPE (i.e., Cooling)]

CE3a-CE3g. On a scale of 1 to 5, where 1 means "very inefficient" and 5 means "very efficient," how would you rate the overall energy efficiency of *[read applicable equipment type from CE2a-CE2g]* equipment? When I say energy efficiency, keep in mind not only how old your existing equipment is but also how well it is operated and maintained..

1. -1- Very inefficient
2. -2-
3. -3-
4. -4-
5. -5- Very efficient
6. (Don't know/Refused)

CE3h. What about the lighting equipment used at your facility? On a scale of 1 to 5, where 1 means "very inefficient" and 5 means "very efficient," how would you rate the energy efficiency of your lighting equipment? When we say energy efficiency, keep in mind not only how old the equipment is but also how well it is operated and maintained.

---

CE4a-CE4h. In the next year, how likely are you to make changes to the *[READ EQUIPMENT TYPE]* equipment . . . (READ LIST)

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

CE4i. In the next year, how likely are you to make any OTHER major changes to the facility (IF NEEDED: THIS MIGHT INCLUDE BUILDING SHELL IMPROVEMENTS, SUCH AS NEW WINDOWS, INSULATION, NEW ROOF, ETC. AS WELL AS MAJOR/MINOR RENOVATIONS TO ENTIRE SECTIONS OF THE FACILITY)

[ASK CE5a-h IF CE4a-h=4 OR 5]

CE5a-CE5i. What changes are you planning to make to the *[READ EQUIPMENT TYPE]* equipment? (PROBE WITH: Anything else?)

1. (Purchase new equipment, specify:)
2. (Improve operation of existing equipment, specify:)
3. (Improve maintenance practices for existing equipment, specify:)
4. (Other, specify)
5. (Don't know/Refused)

CE6. How important of a consideration will energy efficiency be when making changes to your equipment in the future. . . (READ LIST)

1. Very unimportant
2. Somewhat unimportant
3. Neither important nor unimportant
4. Somewhat important
5. Very important
6. (Don't know/Refused)

ASK IF CE6=1-3

CE7. Why do you think that energy efficiency will not be an important consideration?

[OPEN END]

---

### Section 3: Information Sources (IS)

*This section will be used to collect information on the sources of energy efficiency information, unaided mention of the utility as a source of information.*

IS1. Since January 2006, do you recall receiving any information about energy efficiency equipment or services in general?

1. Yes
2. No [SKIP TO Q.DC1]
3. (Don't know/Refused) [SKIP TO Q.DC1]

IS2. From whom did you receive this information? [MULTIPLE RESPONSE-ALLOW UP TO 5 RESPONSES]

1. ([San Diego Gas & Electric/The Gas Company] Account Executive)
2. ([San Diego Gas & Electric/The Gas Company] promotional materials by mail)
3. ([San Diego Gas & Electric/The Gas Company] promotional materials by email)
4. ([San Diego Gas & Electric/The Gas Company] website)
5. (TV, radio ad, newspaper)
6. (Trade or industry journal)
7. (Colleague, business associate)
8. (Contractor/vendor)
9. (Training/seminar at the Energy Resource Center)
10. (FYP Website)
00. (Other, please specify)
98. (Don't know/Refused)

[ASK ABOUT 4 OF THESE – A, D, G, & H OR B, E, K, & L OR C, F, I, & J]

DC1. I'm going to ask you about several ways in which you might have seen or heard about information on energy efficiency. Have you ever... (1=Yes, 2=No, 3=(Don't know/Refused))

[ROTATE – B THRU L]

- A. Visited [The Gas Company's/San Diego Gas and Electric's] website?  
A2.[IF A=1] Did you see anything on the website about energy efficiency opportunities?
- B. Received information from [The Gas Company/San Diego Gas and Electric] through the mail, such as a bill insert or newsletter with information about energy efficiency opportunities?
- C. Received an email from [The Gas Company/San Diego Gas and Electric] utility regarding energy efficiency information?
- D. Attended an event, such as a business forum or trade meeting, where information about energy efficiency was distributed?
- E. Seen advertisements in a newspaper or trade journal regarding energy efficiency?
- F. Heard about energy efficiency opportunities by television or radio specifically for Flex Your Power?
- G. Learned about energy efficiency efforts from a contractor or vendor?
- H. Been contacted in person by [The Gas Company/San Diego Gas and Electric], (such as by an Account Executive or Commercial Service Technician) about energy efficiency opportunities?
- I. Called [The Gas Company/San Diego Gas and Electric] and had someone inform you about energy efficiency opportunities?



- J. Heard about energy efficiency opportunities from your local government or from a non-profit organization in your community?
- K. Attended a training seminar provided by [SDG&E/SoCalGas]
- L. Performed an Internet search for energy efficiency information and/or programs?

[IF YES TO DC1A2=1, or B=1, or C=1]

DC2a. On a scale of 1 to 5 where 1 is not at all useful and 5 is very useful, how useful did you find the information provided by [The Gas Company/San Diego Gas and Electric] [through email, through the mail, on its website]?

- 1. -1- Not at all useful
- 2. -2-
- 3. -3-
- 4. -4-
- 5. -5- Very useful
- 6. (Don't know/Refused)

[SKIP IF DC2a=5]

DC3. What would have made this information more useful?

[OPEN END]

DC4. Based on all of the things that you can think of, what is the best way to provide you with information about energy efficiency opportunities? [MULTIPLE RESPONSE - ALLOW UP TO 5 RESPONSES]

- 1. (Gas or electric utility website)
- 2. (Information from utility received through the mail, such as a bill insert or newsletter)
- 3. (An email from gas or electric utility)
- 4. (An event, such as a business forum or trade meeting)
- 5. (Advertisements in a newspaper or trade journal)
- 6. (Television or radio advertisements specifically for Flex Your Power)
- 7. (Other television or radio advertisements)
- 8. (A contractor)
- 9. (A representative of the gas or electric utility—didn't mention Account Representative)
- 10. (Specifically mentioned Account Executive or Account Representative)
- 11. (A local government or non-profit agency in the community)
- 00. (Other, specify)
- 98. (Don't know/Refused)

---

#### Section 4: Services Desired and Timing

*This section will be used to understand customer interest in program opportunities and services offered by the utilities.*

[San Diego Gas & Electric/The Gas Company] wants to provide energy efficiency services that will be most helpful to its customers. I am going to read you a list of energy efficiency services and I'd like you to tell me how helpful you think each would be to your business. As I read each one, please assume you are already aware of the service and just think about how helpful it might be to your business. On a scale of 1 to 5, with 1 being "not very helpful" and 5 being "very helpful," how helpful would [READ SERVICE] be to your business?

1. -1- Not very helpful
2. -2-
3. -3-
4. -4-
5. -5- Very helpful)
6. (Don't know/Refused)

[READ AND ROTATE – ASK ABOUT 5 OF THESE]

- M1. An in-person energy assessment of your facilities.
- M2. Have an independent energy consultant verify sales persons' claims about energy savings.
- M3. A lending library of meters and diagnostic tools to measure potential energy saving at your facilities.
- M4. Web based energy efficiency resources such as how to specify, select, or calculate the potential energy savings from energy efficient equipment.
- M5. Assistance in obtaining financing for energy efficiency projects.
- M6. Assistance in project implementation for energy efficiency projects.
- M7. Training at your facility on any aspect of energy efficiency use or project implementation.
- M8. Rebates that cover a portion of the costs of energy efficient equipment.
- M9. Workshops about energy efficiency at an industry-related conference.
- M10. An email alerting you to a problem with your energy using equipment such as your air conditioning or boiler system.

M13. Is there any time of the year where you would be too busy to consider installing new energy efficient equipment?

1. (December, January, February)
2. (March, April, May)
3. (June, July, August)
4. (September, October, November)
00. (Other, specify)
96. (No)
98. (Don't know/Refused)

---

## Section 5: Interaction with Utility

*This section will be used to understand communications with the utility, interactions with Account Executives (for larger customers).*

C1. Other than your monthly bill, have you had any communications with [The Gas Company /San Diego Gas and Electric] since January 2006?

1. Yes
2. No [SKIP TO Q.C4]
3. (Don't know/Refused) [SKIP TO Q.C4]

C2. How satisfied were you with these interactions?

1. Very dissatisfied
2. Somewhat dissatisfied
3. Neither satisfied nor dissatisfied
4. Somewhat satisfied
5. Very satisfied
6. (Don't know/Refused)

C2b. What kind of communications did you have with the company?  
[OPEN END]

C4. Our records indicate that your company has an Account Executive with [San Diego Gas & Electric/The Gas Company], are you the primary contact?

1. Yes
2. No [SKIP TO SECTION 6]
3. (Don't know/Refused) [SKIP TO SECTION 6]

C5. In that past two years, has your Account Executive ever talked to you about energy efficiency programs or other energy efficiency opportunities?

1. Yes
2. No [SKIP TO SECTION 6]
3. (Don't know/Refused) [SKIP TO SECTION 6]

C6. How active is your Account Executive in providing you with information about energy efficiency programs...

1. Very inactive
2. Somewhat inactive
3. Neither inactive nor active
4. Somewhat active
5. Very active
6. (Don't know/Refused)

C7. Specifically, what energy saving programs or services has your Account Executive talked to you about?

[OPEN END]

## Section 6: Program Specific Awareness

ASK CUSTOMERS ABOUT NO MORE THAN 3 PROGRAMS FROM THE TABLE BELOW.

	For SDG&E		
	Small customers (<200kW) will be asked about...	Medium customers (200-500kW) will be asked about...	Large customers (>=500kW) will be asked about...
Express		X	X
Small Business Super Saver	X		
ESB/SPC (combine)		X	X
DHW		X (Hotel Only)	X (Hotel Only)
IEEA/VeSM (combine)		X (Industrial Only)	X (Industrial Only)
MEC	X		
Laundry	X (com. laundry only)	X (com. laundry only)	X (com. laundry only)
Preschool	X (school only)	X (school only)	X (school only)
BEA	X	X	
Rx		X	X
On-Bill Financing	X		

	For SoCalGas		
	Small customers will be asked about...	Medium customers will be asked about...	Large customers will be asked about...
Business Energy Efficiency Program	X	X	X
Express	X	X	X
VeSM			X (Industrial Only)
Constant Volume Retrofit			X
Laundry	X (com. laundry only)	X (com. laundry only)	X (com. laundry only)
On-Bill Financing	X	X	

I want to ask you specifically about three programs offered by [San Diego Gas & Electric/The Gas Company].

### Express Efficiency [ASK IF MEDIUM OR LARGE]

PS1a. The Express Efficiency Program offers rebates for nearly 150 types of energy efficient equipment. The program provides rebates to cover a portion of the extra cost of energy efficient equipment such as lighting, HVAC, and refrigeration. Prior to this survey, had you ever heard of [SDG&E's] Express Efficiency Program?

1. Yes
2. No
3. (Don't know/Refused)

---

[ASK IF PS1a=1]

PS1b. Have you ever participated in the Express Efficiency Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS1b=1]

PS1c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS1b=1]

PS1d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS1d=5,WR]

PS1e. What are the reasons why your company might not participate in the Express Efficiency Program?

1. (Not interested/not a priority)
2. (Don't know enough **about program** and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

### **Standard Performance Contract and Energy Savings Bid**

PS2a. The Standard Performance Contract Program and the Energy Savings Bid offer financial incentives for energy efficiency projects involving lighting, air conditioning, refrigeration, gas equipment and other technologies. In these programs, businesses typically work with registered project sponsors who compile information needed to meet the participation requirements. Prior to this survey, had you ever heard of SDG&E's Standard Performance Contract or Energy Savings Bid Programs?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS2a=1]

PS2b. Have you ever participated in the Standard Performance Contract or Energy Savings Bid Programs?

1. Yes
2. No
3. (Don't know/Refused)

---

[ASK IF PS2b=1]

PS2c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS2b=1]

PS2d. Now that you know a little about the programs, how likely do you think your business would be to participate in them?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS2d=5,WR]

PS2e. What are the reasons why your company might not participate in the programs?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

Small Business Super Saver [ASK IF SMALL BUSINESS<100 kW]

PS3a. The Small Business Super Saver Program provides rebate amounts for new lighting, HVAC, refrigeration, and other technologies. Participants usually work directly with a contractor who handles the rebate paperwork and installs the equipment. Prior to this survey, had you ever heard of SDG&E's Small Business Super Saver Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS3a=1]

PS3b. Have you ever participated in the Small Business Super Saver Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS3b=1]

PS3c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

---

[SKIP IF PS3b=1]

PS3d. Now that you know a little about the programs, how likely do you think your business would be to participate in them?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS3d=5,WR]

PS3e. What are the reasons why your company might not participate in the Small Business Super Saver Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

**Domestic Hot Water Control [ASK HOTEL/MOTEL ONLY]**

PS4a. The Domestic Hot Water Control Program installs wireless controls for hot water systems in hotels/motels, which can generate natural gas savings. In addition, the program provides reporting services to allow facility managers to monitor the hot water system via the internet. Prior to this survey, had you ever heard of SDG&E's Domestic Hot Water Control Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS4a=1]

PS4b. Have you ever participated in the Domestic Hot Water Control Program?

1. 1. Yes
2. 2. No
3. 3. (Don't know/Refused)

[ASK IF PS4b=1]

PS4c. Have you participated in the last two years?

1. 1. Yes
2. 2. No
3. 3. (Don't know/Refused)

[SKIP IF PS4b=1]

PS4d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS4d=5,WR]

PS4e. What are the reasons why your company might not participate in the Domestic Hot Water Control program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

**Industrial Energy Efficiency Acceleration Program and VeSM Advantage Program (ASK If Manufacturing / Process Industries ONLY)**

PS5a. SDG&E offers two programs specifically for businesses in the Manufacturing and Processing Industry: the Industrial Energy Efficiency Acceleration and the V.E.S.M. Program. In the I.E.E.A. program, energy experts conduct a FREE on-site assessment to locate sites of critical energy loss in order to provide participants with a detailed report on energy-efficiency opportunities, and energy conservation tips. The V.E.S.M. program uses mapping tools to identify and remove areas of waste energy from the manufacturing process. Recommendations focus on productivity and capacity improvements, waste minimization, efficiency improvements, scheduling enhancements, materials handling, Lean manufacturing and equipment maintenance. Prior to this survey, had you ever heard of SDG&E's Industrial Energy Efficiency Acceleration or V.E.S.M. program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS5a=1]

PS5b. Have you ever participated in the Industrial Energy Efficiency Acceleration or V.E.S.M. program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS5b=1]

PS5c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)



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[SKIP IF PS5b=1]

PS5d. Now that you know a little about the programs, how likely do you think your business would be to participate in them?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS5d=5,WR]

PS5e. What are the reasons why your company might not participate in the Industrial Energy Efficiency Acceleration or V.E.S.M. program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

**Mobile Energy Clinic [ASK SMALL BUSINESSES ONLY]**

PS6a. The Mobile Energy Clinic is a mobile repair van that provides insight, maintenance and on occasion, equipment to enhance the energy efficiency of businesses. During the initial free walk-through inspection performed by the Mobile Energy Clinic staff, they identify various things that could be done to save energy at your business. Prior to this survey, had you ever heard of SDG&E's Mobile Energy Clinic?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS6a=1]

PS6b. Have you ever received a visit from the Mobile Energy Clinic?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS6b=1]

PS6c. Was it in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS6b=1]

PS6d. Now that you know a little about the Mobile Energy Clinic, how likely do you think your business would be to have the walk-through inspection done?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS6d=5,WR]

PS6e. What are the reasons why your company might not want the Mobile Energy Clinic to come to your facility?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

**Commercial Laundry Program [ASK Laundromats ONLY]**

PS7a. The Commercial Laundry Program provides financial incentives to change-out inefficient coin-operated clothes washers in Laundromats or multi-family sites. Prior to this survey, had you ever heard of [SDG&E's] Commercial Laundry Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS7a=1]

PS7b. Have you ever participated in the Commercial Laundry Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS7b=1]

PS7c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS7b=1]

PS7d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS7d=5,WR]

PS7e. What are the reasons why your company might not participate in the Commercial Laundry Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
5. (Don't have the needed cash)
6. (The current machines are relatively new)
7. (I wasn't sure it would be worth the extra money)
8. (I don't think that the savings would really be there)
9. (We don't buy our machines)
00. (Other, specify)
98. (Don't know)

**California Preschool Energy Efficiency Program [ASK IF PRESCHOOL ONLY]**

PS8a. The California Preschool Energy Efficiency Program provides audits, incentives, and turn-key installation of energy efficiency measures at preschools. Targeted equipment includes lighting, heating, ventilating and air conditioning, and refrigeration. Prior to this survey, had you ever heard of [SDG&E's] California Preschool Energy Efficiency Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS8a=1]

PS8b. Have you ever participated in the California Preschool Energy Efficiency Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS8b=1]

PS8c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS8b=1]

PS8d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS8d=5,WR]

PS8e. What are the reasons why your school might not participate in the California Preschool Energy Efficiency Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
5. (We don't pay our own bills)
00. (Other, specify)
98. (Don't know)

**Business Energy Assessment Program** [ASK IF SMALL OR MEDIUM BUSINESS ONLY]

PS9a. The Business Energy Assessment Program has an online tool called "Energy Challenger" that helps compare your company's energy use and energy efficiency levels with similar companies. The Energy Challenger takes about 15 minutes to complete and recommendations for improving energy efficiency at your business is provided based on your responses to the Energy Challenger questions. Prior to this survey, had you ever heard of SDG&E's Business Energy Assessment Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS9a=1]

PS9b. Have you ever participated in the Business Energy Assessment Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS9b=1]

PS9c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS9b=1]

PS9d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS9d=5,WR]

PS9e. What are the reasons why your company might not participate in the Business Energy Assessment Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know)

**Retro-Commissioning Program [ASK IF MEDIUM OR LARGE BUSINESS ONLY]**

PS10a. Through the Retro-commissioning Program, engineers who specialize in detecting and correcting inefficient building operations conduct a detailed study to identify and implement critical operating and maintenance improvements. Training for in-house O&M personnel is also provided. Prior to this survey, had you ever heard of SDG&E's Retro-commissioning Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS10a=1]

PS10b. Have you ever participated in the Retro-commissioning Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS10b=1]

PS10c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS10b=1]

PS10d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS10d=5,WR]

PS10e. What are the reasons why your company might not participate in the Retro-commissioning Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

#### On-Bill Financing

PS11a. The On-Bill Financing program helps qualified customers pay for energy-efficient business improvements through their [San Diego Gas & Electric/The Gas Company] bill. On-Bill Financing works in conjunction with the rebate and incentive programs to provide a zero-percent financing option for customers, with the loan payments appearing on your utility bill. Prior to this survey, had you ever heard of the [San Diego Gas & Electric/The Gas Company's] On-Bill Financing Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS11a=1]

PS11b. Have you ever participated in the On-Bill Financing Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS11b=1]

PS11c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS11b=1]

PS11d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS11d=5,WR]

PS11e. What are the reasons why your company might not participate in the On-Bill Financing Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

Constant Volume Retrofit Program (CVRP)

PS12a. The Constant Volume Retrofit Program focuses on upgrades to constant volume air flow systems which necessitate mechanical manipulation to adjust airflow and, therefore, typically remain set at one volume despite inconsistent building needs. The program provides incentives for a wireless technology that enables automatic airflow changes. Prior to this survey, had you ever heard of The Gas Company's Constant Volume Retrofit Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS12a=1]

PS12b. Have you ever participated in the Constant Volume Retrofit Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS12b=1]

PS12c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)

[SKIP IF PS12b=1]

PS12d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS12d=5,WR]

PS12e. What are the reasons why your company might not participate in the Constant Volume Retrofit Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

### **Business Energy Efficiency Program (BEEP)**

PS13a. The Business Energy Efficiency Program, referred to as the BEEP program, offers rebates on qualified food service equipment (such as steamers, fryers, or ovens), provides incentives for a wide-range of process efficiency improvements, and offers grants of up to \$300,000 to large nonresidential customers to develop innovative strategies to reduce gas usage at their facilities. Prior to this survey, had you ever heard of The Gas Company's Business Energy Efficiency Program, or BEEP?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS13a=1]

PS13b. Have you ever participated in the Business Energy Efficiency Program?

1. Yes
2. No
3. (Don't know/Refused)

[ASK IF PS13b=1]

PS13c. Have you participated in the last two years?

1. Yes
2. No
3. (Don't know/Refused)



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[SKIP IF PS13b=1]

PS13d. Now that you know a little about the program, how likely do you think your business would be to participate in it?

1. Very unlikely
2. Somewhat unlikely
3. Neither likely nor unlikely
4. Somewhat likely
5. Very likely
6. (Don't know/Refused)

[SKIP IF PS13d=5,WR]

PS13e. What are the reasons why your company might not participate in the Business Energy Efficiency Program?

1. (Not interested/not a priority)
2. (Don't know enough about program and how to participate)
3. (Not relevant to my business)
4. (Don't have technical expertise)
00. (Other, specify)
98. (Don't know/Refused)

**Section 7: Additional Hotel Questions [ASK HOTEL ONLY]**

H1. Have you ever used Energy Star's Portfolio Manager for the lodging industry?

1. Yes
2. No
3. (Don't know/Refused)

H2. Do you participate in the Good Earth Keeping Program sponsored by the American Hotel and Lodging Association?

1. Yes
2. No
3. (Don't know/Refused)

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## Section 8: Firmographics

Finally, I just have some general questions about your business.

F1. Do you lease or own your facility?

1. Lease
2. Own
3. (Other, specify)
4. (Don't know/refused)

F3a. What is the approximate TOTAL square footage of your facility at this location?

1. Less than 1,500 sq ft
2. 1,500 – 4,999 sq ft
3. 5,000 – 9,999 sq ft
4. 10,000 – 24,999 sq ft
5. 25,000 – 49,999 sq ft
6. 50,000 – 74,999 sq ft
7. 75,000 – 99,999 sq ft
8. Over 100,000 sq ft
9. (Don't know/Refused)

F5. Do you have anyone devoted full-time as a building engineer or facility manager?

1. Yes
2. No
3. (Other, specify)
4. (Don't know/Refused)

F6. Would you say that your [IF SoCalGas: gas/IF SDG&E: gas and electric] costs represent a . . .  
(READ LIST)

1. Very small
2. Small
3. Medium
4. Large, or
5. Very large part of your operating costs each month?
6. (Don't know/refused)

F7. On average, how many hours a day is your facility in use?

Less than 8 hours

1. 8 to 11 hours
2. 12 to 15 hours
3. 16 to 23 hours
4. 24 hours
5. (Don't know/refused)

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F8. Are decisions regarding energy usage being made from a corporate office offsite or at the facility?

1. (Corporate office)
2. (At the facility)
00. (Other, specify)
98. (Don't know/Refused)

FF1. Do you use email for business purposes?

1. Yes
2. No
3. 3. (Don't know/Refused)

[ASK HOTEL ONLY FF2-FF4]

FF2. Approximately, how many customer rooms are in the hotel?

1. (0-25)
2. (25-50)
3. (50-100)
4. (100-150)
5. (150-300)
6. (Over 300)
7. (Don't know/Refused)

FF3. What is the average occupancy rate?

1. (0-25%)
2. (25-50%)
3. (50-75%)
4. (75-100%)
5. (Don't know/Refused)

FF4. How long has the hotel been operating under the current management?

1. (less than one year)
2. (1-5 years)
3. (5-10 years)
4. (10+ years)
5. (Don't know/Refused)

[ASK INDUSTRIAL ONLY]

FF5. Does your facility include production or processing operations?

1. Yes
2. No
3. (Don't know/Refused)

Your responses will remain confidential, but may I confirm your name and title in case I need to call you back?

### 14.3 Disposition of CATI Interviews: SCG Non-Residential Customer Survey

	Frequency	
1 No answer	661	10.73%
2 Answering machine	698	11.33%
3 Busy	59	0.96%
4 Disconnected phone	169	2.74%
5 Business/Residential phone (ADJUST)	33	0.54%
6 Initial refusal	1,206	19.58%
7 Computer tone	91	1.48%
8 Language problems	106	1.72%
9 RESPONDENT SCHEDULED APPOINTMENT	355	5.76%
10 Completed interview	640	10.39%
11 Mid-interview terminate	117	1.90%
13 Duplicate phone number	20	0.32%
14 Privacy line/Number blocked	16	0.26%
15 Wrong number	88	1.43%
16 Non-specific callback/secretary/NTG	1,067	17.32%
17 HARD REFUSAL - DO NOT CALL	265	4.30%
18 Cell Phone.. Refused to do survey because its a CELL PHONE	1	0.02%
19 Not in one of our business categories	20	0.32%
20 No business in California	17	0.28%
21 Sent to corporate - no number given	85	1.38%
22 Client removed	160	2.60%
23 800 NUMBER	12	0.19%
24 No referral-DK who to refer to	39	0.63%
99 Not called	234	3.80%
Total	6,159	
Incidence	0.999	
RR	0.123	
Length	11.22	
Dates	1/3-1/23/08	