

# Process Evaluation of the PG&E 2006- 08 Retail & Hospitality Program

## Final Report

Appendices

**ECONorthwest**

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**APPENDIX A: PARTICIPANT SURVEY CALL DISPOSITION**

The call disposition report is presented in Table 148 below. Freeman Sullivan made a total of 3,903 phone calls and 11 percent of these calls led to a completed interview. The overall refusal rate was 10 percent.

**Table 148: Call Disposition**

	<b>Sample Attempted (N=3,903)</b>
<b>Not Part of the Survey Population</b>	<b>26.2%</b>
Fax/Data Line	1.5%
Non-Working Number	2.5%
Disconnected Number	4.5%
Wrong Number	2.6%
No Business at this Number	0.6%
Did Not Receive Any Rebate / Equipment	4.4%
Did not participate in the Program	2.4%
Contact Left Job / Owner sold Business	3.3%
Duplicate (already interviewed)	0.9%
Language Barrier	3.7%
<b>Eligibility Unknown</b>	<b>30.1%</b>
No Answer	21.6%
Busy	1.1%
Answering Machine	7.4%
<b>Refusals</b>	<b>10.1%</b>
Refused - Soft	3.3%
STRONG Refusal	6.8%
<b>Eligibility Known</b>	<b>22.8%</b>
Callback Definite	4.2%
Callback Indefinite	18.7%
<b>Completed Interviews</b>	<b>10.8%</b>

## **APPENDIX B: PARTICIPANT TELEPHONE SURVEY INSTRUMENT**

## Survey for PG&E CORE RETAIL & HOSPITALITY CUSTOMERS

### 2006-2008 Program Process Evaluation

**Note to Survey House: If more than 3 measure types are listed for each contact, please randomly select up to 3 measures for each contact to inquire about for this survey.**

#### Intro Screen

#### **[IF HAVE CONTACT NAME]**

Hello, my name is \_\_\_\_\_ and I'm calling from Freeman & Sullivan on behalf of Pacific Gas and Electric. This is not a sales call. May I please speak with [PROGRAM CONTACT NAME]?

[If Program = Deemed] Our records show that your company applied for an incentive for some energy efficient equipment in \_\_\_DATE\_\_\_ through PGE's deemed incentive program. You may also know this program as Express Efficiency or PG&E's prescriptive program).

[If Program = Retrofit] Our records show that your company applied for an incentive for some energy efficient equipment in \_\_\_DATE\_\_\_ through PG&E's Non-Residential Retrofit program. You may also know this program as Standard Performance Contract.

We are calling to gain information about your firm's participation in this program to help PG&E determine the energy savings achieved through the program and improve its services to business customers like you. This survey will not take more than 15 minutes and all answers will remain confidential. Are you the person most knowledgeable about this project?

[IF NEEDED] Our records indicate you received PG&E incentives for [MSR\_DESC1, MSR\_DESC2, MSR\_DESC3] at the facility in \_\_\_city\_\_\_. If more than one city is listed, say "at multiple facilities." If NEEDED, list the various cities]

Are you the person most knowledgeable about this project? [If not, ask for the most knowledgeable person and continue with second intro when reached]

#### **[IF NO CONTACT NAME, ONLY HAVE BUSINESS NAME]**

Hello, my name is \_\_\_\_\_ and I'm calling from Freeman & Sullivan on behalf of Pacific Gas and Electric. I need to speak with the person most knowledgeable about recent equipment changes for your firm in \_\_\_city\_\_\_.

[If Program = Deemed] Our records show that your company applied for an incentive for some energy efficient equipment in \_\_\_DATE\_\_\_ through PGE's deemed incentive program (You may also know this program as Express Efficiency or PG&E's prescriptive program).

[If Program = Retrofit] Our records show that your company applied for an incentive for some energy efficient equipment in \_\_\_DATE\_\_\_ through PG&E's Non-Residential Retrofit Program (You may also know this program as the Standard Performance Contract program).

We are calling to gain information about your firm's participation in this program to help PG&E determine the energy savings achieved through the program and improve its services to business customers like you. This survey will not take more than 15 minutes and all answers will remain confidential.

[IF NEEDED] Our records indicate you received PG&E incentives for [MSR\_DESC1, MSR\_DESC2, MSR\_DESC3] at the facility in \_\_\_city\_\_\_. If more than one city is listed, say "at multiple facilities." If NEEDED, list the various cities]

Are you the person most knowledgeable about this project?

[ENTER CONTACT NAME]

**SCREEN1. According to our records, you received a rebate or incentive for [MSR\_DESC1, MSR\_DESC2, MSR\_DESC3] from PG&E. Is this correct?**

1. Yes
2. No [Thank and terminate]
88. Refused [Thank and terminate]
99. Don't know [Thank and terminate]

**These are the measures we are going to be talking about for the remainder of this interview. Also, for this survey we will refer to your program generically as PG&E's Equipment Incentive Program for Business.**

### Marketing

**A1. How did you first learn about PG&E's Equipment Incentive Program for Business? (Multiple responses accepted)**

1. Your PG&E Account Representative
2. Energy Analysis/Energy Audit from PG&E
3. From a contractor selling equipment or providing services
4. The PG&E website
5. Other websites (Follow-up: What website?)
6. Regular mail (direct mail/bill inserts)
7. E-mail
8. Flyer or brochure
9. Articles in industry publications
10. Other businesses
11. Local government
12. Trade shows
13. Other special events (Follow-up: What event?)
14. Other (please specify) \_\_\_\_\_
88. Refused
99. Don't know

**INSERT QAL HERE**

Knowledge Level and Participation Drivers

**Let’s talk about why businesses choose to purchase energy efficient equipment. I’ll read a list of factors and for each, please indicate how important the factor was to you. Please use a scale where 1 means Extremely Important, 2 means Quite Important, 3 means Somewhat Important, 4 means A little Important and 5 which is Not at All Important.**

	Extremely	Quite	Somewhat	A little	Not at All	REF	DK
	1	2	3	4	5	88	99
P1. Information or recommendation from your contractor	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P2. Wanted to reduce your energy bill	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P3. Wanting to become a “greener” business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P4. Trade association recommended it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P5. A friend or business associate recommended it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P6. Parent company recommended or required it	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P7. Availability of the PG&E rebate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
P8. Concerns about global warming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**P1 – P8 are converted into the table above**

**P1. Information or recommendation from your contractor** *(Mark one)*

- 1. Extremely important
- 2. Quite important
- 3. Somewhat important
- 4. A little important
- 5. Not at all important
- 88. Refused
- 99. Don’t know

**P2. Wanted to reduce your energy bill** *(Mark one)*

- 1. Extremely important
- 2. Quite important
- 3. Somewhat important
- 4. A little important
- 5. Not at all important
- 88. Refused
- 99. Don’t know

**P3. Wanting to become a “greener” business** *(Mark one)*

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
6. Don't know
88. Refused
99. Don't know

**P4. Trade association recommended it** *(Mark one)*

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
6. Don't know
88. Refused
99. Don't know

**P5. A friend or business associate recommended it** *(Mark one)*

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
88. Refused
99. Don't know

**P6. Parent company recommended or required it** *(Mark one)*

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
88. Refused
99. Don't know

**P7. Availability of the PG&E rebate** *(Mark one)*

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
88. Refused
99. Don't know

**P8. Concerns about global warming** (*Mark one*)

1. Extremely important
2. Quite important
3. Somewhat important
4. A little important
5. Not at all important
88. Refused
99. Don't know

P9 is not part of the above table

**P9. Of the reasons we just discussed, which was the most important factor in your decision to purchase energy efficient equipment? [Do not read]** (*Mark one*)

1. Information or recommendations from your contractor
2. Wanted to reduce our energy bill
3. Wanting to become a "greener" business
4. Trade association recommended it
5. A friend or business associate recommended it
6. Parent company recommended or required it
7. Availability of the PG&E rebate
8. Concerns about global warming
88. Refused
99. Don't know

**P10. Overall, how knowledgeable are you about financial assistance and other energy efficiency program offerings that are available for your business from PG&E?** (*Mark one*)

1. Extremely knowledgeable
2. Quite knowledgeable
3. Somewhat knowledgeable
4. A little knowledgeable
5. Not at all knowledgeable
88. Refused
99. Don't know

Equipment Satisfaction

**S1. Now, let's talk about your satisfaction with these energy saving measures you installed. Overall, how satisfied are you with the operation and performance of the new energy efficient equipment you've purchased. Would you say...** (*Mark one*)

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral



5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S2. In what ways are you not satisfied? (Mark one)**

1. Takes a longer time to start working
2. Customers unhappy with equipment
3. Employees don't understand how to use it
4. More difficult to understand how to operate it
5. It breaks down more often
6. Not enough light is produced
7. Quality of the light is not very good
8. Other (please specify)
88. Refused
99. Don't know

**S3. How satisfied were you with the contractors that installed the equipment? (Mark one)**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S4. In what ways were you not satisfied? (Mark one)**

1. Slower than expected / too many delays
2. Made mistakes
3. Left a mess
4. Hard to get my questions answered
5. Were not careful enough
6. Installed measures incorrectly
7. Charged too much money for their services
8. Other (please specify)
88. Refused
99. Don't know

**S5. How satisfied are you with the rebate amounts from PG&E for your equipment?**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S6. In what ways were you not satisfied? (Mark one)**

1. Initial savings estimates were inflated
2. The rates are too low
3. Other (please specify)
88. Refused
99. Don't know

**S7. How satisfied are you with the time it took to receive your rebate check after you turned in your application? (Mark one)**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
8. Does Not Apply – Check went to Project Sponsor
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S8. In what ways were you not satisfied? (Mark one)**

1. Took too long (Follow-up: How long?)
2. Other (please specify)
88. Refused
99. Don't know

**S9. How satisfied are you with how easy it was to fill out the application paperwork? (Mark one)**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied

4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
8. I did not fill out the paperwork myself
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S10. In what ways were you not satisfied? (Mark one)**

1. Did not understand the directions on the forms/information was not clear
2. Too many forms to fill out
3. Forms were repetitive
4. Needed help to fill out the forms
5. Other (please specify)
88. Refused
99. Don't know

**S11. How satisfied are you with the energy savings that have resulted from having the equipment installed? (Mark one)**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
88. Refused
99. Don't know

**[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]**

**S12. In what ways were you not satisfied? (Mark one)**

1. Not enough energy savings
2. Not any energy savings
3. Other (please specify)
88. Refused
99. Don't know

**S13. Have you noticed any lowering of energy use in your energy bills since the equipment was installed? (Mark one)**

1. Yes
2. No [Skip to S14b]
88. Refused [Skip to S15]
99. Don't know [Skip to S15]

[Ask if S13=1]

**S14a. Were your energy savings more than you expected, less than you expected, or about what you expected? (Mark one)**

1. Saved More Than Expected
2. Saved Less Than I Expected
3. Saved About What I Expected
88. Refused
99. Don't know

[Ask if S13=2]

**S14b. Were your energy savings less than what you expected or about what you expected? (Mark one)**

1. Saved Less Than I Expected
2. Saved About What I Expected
88. Refused
99. Don't know

**S15. What information source formed your expectations of the energy savings associated with these measures? [Do not read] (Multiple Responses Accepted)**

1. PG&E Account Representative
2. Claims on the PG&E marketing materials/PG&E website
3. Your Contractor
4. Your Internal Maintenance/Operation staff
5. Your own knowledge of the equipment
6. Independent research on the web
7. Trade magazine
8. Literature that came with the equipment/Literature by manufacturer
9. Other (please specify)
88. Refused
99. Don't know

**S16. How satisfied are you with how realistically your equipment's energy savings were presented to you prior to you making your purchase? (Mark one)**

1. Very satisfied
2. Moderately satisfied
3. Slightly satisfied
4. Neutral
5. Slightly dissatisfied
6. Moderately dissatisfied
7. Very dissatisfied
88. Refused
99. Don't know

[Ask if previous = Slightly Dissatisfied, Moderately Dissatisfied, or Very Dissatisfied]

**S17. In what ways were you not satisfied?** *(Multiple responses accepted)*

1. The savings were a little lower than expected
2. The savings were a lot lower than expected
3. PG&E's staff gave false information about energy savings
4. PG&E's brochures/marketing literature was misleading about energy savings
5. Other (please specify)
88. Refused
99. Don't know

**Non-Energy Effects**

**C1. We would also like to know about any non-energy effects associated with these energy saving measures. Have you noticed any change in employee comfort due to the measures that were installed?** *(Mark one)*

Measure Descriptions	Positive change in employee comfort	Negative change in employee comfort	No change in employee comfort	DK	RF
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

[Ask if C1=1. Record for each Measure Type mentioned in C1]

**C2P. What would you say contributed to this positive change in employee comfort from MSR\_DESCn?** [Do not read] *(Multiple Responses Accepted, Max=3)*

1. Lighting quality has improved
2. Temperature has become more comfortable
3. The equipment is less noisy
4. The equipment is more physically attractive
5. Other (Please specify)
88. Refused
99. Don't know

[Ask if C1 =2. Record for each Measure Type mentioned in C1]

**C2N. What would you say contributed to this negative change in employee comfort from MSR\_DESCn?** [Do not read] *(Multiple Responses Accepted, Max=3)*

1. Lighting quality has decreased
2. Temperature has become less comfortable
3. The equipment is noisier
4. The equipment is less physically attractive
5. Other (Please specify)
88. Refused
99. Don't know

**C3. Have you noticed any change in customer comfort due to the measures that were installed? (Mark one)**

Measure Descriptions	Positive change in customer comfort	Negative change in customer comfort	No change in customer comfort	DK	RF
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[Ask if C3 = 1]. Record for each Measure Type mentioned in C3]**

**C4P. How has customer comfort changed positively as a result of MSR\_DESCn?**

**[Do not read] (Multiple Responses Accepted)**

1. Lighting quality has improved
2. Temperature has become more comfortable
3. The equipment is less noisy
4. The equipment is more physically attractive
5. Other (please specify)
88. Refused
99. Don't know

**[Ask if C3 = 2]. Record for each Measure Type mentioned in C3]**

**C4N. How has customer comfort changed negatively as a result of MSR\_DESCn?**

**[Do not read] (Multiple Responses Accepted)**

1. Lighting quality has decreased
2. Temperature has become less comfortable
3. The equipment is noisier
4. The equipment is less physically attractive
5. Other (please specify)
88. Refused
99. Don't know

**C5. Have you noticed any change in air quality due to the measures that were installed? (Mark one)**

Measure Descriptions	Positive change in air quality	Negative change in air quality	No change in air quality	DK	RF
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[Ask if C5 = 1]. Record for each Measure Type mentioned in C5]**

**C6P. How has the air quality changed positively as a result of MSR\_DESCn? [Do not read] (Multiple Responses Accepted)**

1. Smells better
2. Air seems cleaner
3. Air seems drier
4. Air seems more humid
5. Other (Please specify)
88. Refused
99. Don't know

**[Ask if C5 = 2]. Record for each Measure Type mentioned in C5]**

**C6N. How has the air quality changed negatively as a result of MSR\_DESCn? [Do not read] (Multiple Responses Accepted)**

1. Smells worse
2. Air seems dirtier
3. Air seems drier
4. Air seems more humid
5. Other (Please specify)
88. Refused
99. Don't know

**C7. Have you noticed any change in noise level due to the measures that were installed? (Mark one)**

Measure Descriptions	Positive change in noise level	Negative change in noise level	No change in noise level	DK	RF
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[Ask if C7 = 1]. Record for each Measure Type mentioned in C7]**

**C8P. How has the noise level changed positively as a result of MSR\_DESCn? ? [Do not read] (Multiple Responses Accepted)**

1. Quieter equipment
2. Other (Please specify)
88. Refused
99. Don't know

**[Ask if C7 = 2]. Record for each Measure Type mentioned in C7]**

**C8N. How has the noise level changed negatively as a result of MSR\_DESCn? ? [Do not read] (Multiple Responses Accepted)**

1. Louder equipment
2. Equipment produces strange noises
3. Other (Please specify)
88. Refused
99. Don't know

**C9. Have you noticed any change in maintenance required to the measures that were installed? [Do not read] (Mark one)**

Measure Descriptions	Positive change in maintenance level	Negative change in maintenance level	No change in maintenance level	DK	RF
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[Ask if C9 = 1]. Record for each Measure Type mentioned in C9]**

**C10P. How has the maintenance required for your equipment changed? [Do not read] (Multiple Responses Accepted)**

1. No maintenance is needed for the equipment
2. Maintenance is needed less frequently
3. Equipment is easier to service/maintain
4. Other (Please specify)
88. Refused
99. Don't know

**[Ask if C9 = 2]. Record for each Measure Type mentioned in C9]**

**C10N. How has the maintenance required for your equipment changed? [Do not read] (Multiple Responses Accepted)**

1. Maintenance is needed more frequently
2. Maintenance is more expensive for each visit
3. Equipment is harder to service/maintain
4. Other (Please specify)
88. Refused
99. Don't know

**C11. Have you noticed any change in productivity associated with the new measures that were installed? (Mark one)**

Measure Descriptions	Positive	Negative	No	DK	RF
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	change in noise level	change in noise level	change in noise level		
MSR_DESC1	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC2	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
MSR_DESC3	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**[Ask if C11 = 1]. Record for each Measure Type mentioned in C11]**

**C12P. How has the productivity changed? [Do not read] (Multiple Responses Accepted)**

1. Equipment allows work to be performed more efficiently/quickly (Follow-up: Why?)
2. Other (Please specify)
88. Refused
99. Don't know

**[Ask if C12 = 2]. Record for each Measure Type mentioned in C11]**

**C12N. How has the productivity changed? [Do not read] (Multiple Responses Accepted)**

1. Equipment allows work to be performed less efficiently/slower (Follow-up: Why?)
2. Other (Please specify)
88. Refused
99. Don't know

Indirect Effects:

**D1. Since you participated in PG&E's Equipment Incentive Program for Business, have you purchased any other energy efficiency equipment for your business? (Mark one)**

1. Yes
2. No [Skip to D6]
88. Refused [Skip to D6]
99. Don't know [Skip to D6]

**D2. What equipment have you purchased? [Do not read] (Multiple Responses Accepted)**

1. Lighting Equipment / Lighting Controls
2. HVAC Equipment / HVAC Controls
3. Process System
4. Refrigeration/Freezer Equipment / Refrigeration/Freezer Controls
5. Dishwashers/Sanitizers
6. Cooking Equipment
7. Insulation
8. Windows
9. Solar System

- 10. Water Heating Equipment
- 11. Water Cooling Equipment
- 12. Agricultural Equipment
- 13. Clothes Washers
- 14. Pool Equipment
- 15. Cool Roof
- 16. Laundry Ozone System
- 17. Hotel Room Key Controls
- 18. Occupancy Based Thermostat
- 19. General Energy Management System
- 20. Retro-commissioning
- 21. Other (Please specify)
- 88. Refused
- 99. Don't know

**[Ask for each equipment type mentioned in D2]**

**D3. How influential was your experience with PG&E's Equipment Incentive Program in your decision to make that purchase? (Mark one)**

- 1. Very Influential
- 2. Somewhat Influential
- 3. Not Very Influential
- 4. Not At All Influential
- 88. Refused
- 99. Don't know

**[Ask if D3 = 1]**

**D4. Why do you say that? [Do not read] (Mark one)**

- 1. My contractor (who installed this/these measures) recommended it
- 2. My PG&E Account Rep recommended it
- 3. My PG&E field rep recommended it during an Energy Analysis/Energy Audit
- 4. Was motivated by the energy savings of the measures I received incentives for
- 5. Other (Please specify)
- 88. Refused
- 99. Don't know

**[Ask for each equipment type mentioned in D2]**

**D5. Did you receive an incentive from PG&E for this equipment?**

- 1. Yes
- 2. No
- 88. Refuse
- 99. Don't know

**D6. Since you participated in PG&E's Equipment Incentive Program, has your business changed any behaviors or business practices to save energy? (Mark one)**

- 1. Yes

- 2. No [**Skip to B1**]
- 88. Refused [**Skip to B1**]
- 99. Don't know [**Skip to B1**]

**[Ask if D6=1]**

**D7. What new energy efficiency practices has your business adopted?** (*Multiple Responses Accepted*)

- 1. Turn off the lights that are not in use
- 2. Use daylighting instead of lights during the day
- 3. Turn off computers when not in use/at night
- 4. Raise Air Conditioning temperature setpoint
- 5. Lower Heating temperature setpoint
- 6. Other (Please specify)
- 88. Refused
- 99. Don't know

**[Ask for each behavior change mentioned in D7]**

**D8. How influential was your experience with PG&E's Equipment Incentive Program on your decision to make that behavioral change?** (*Mark one*)

- 1. Very Influential
- 2. Somewhat Influential
- 3. Not Very Influential
- 4. Not At All Influential
- 88. Refused
- 99. Don't know

**[Ask if D8=1]**

**D9. Why do you say that?** (*Mark one*)

- 1. My contractor (who installed this/these measures) recommended it
- 2. My PG&E Account Rep recommended it
- 3. My PG&E field rep recommended it during an Energy Analysis/Energy Audit
- 4. Was motivated by the energy savings of the measures I received incentives for
- 5. Other (Please specify)
- 88. Refused
- 99. Don't know

### Barriers to Participation

**Some people may have doubts or reservations about participating in an energy efficiency program through PG&E. PRIOR to purchasing your energy efficient equipment, can you tell me if you had any doubts or concerns about the following items? Think about each one and tell me if it was major concern, moderate concern, minor concern or not a concern.**

**B1. Finding a qualified contractor to do the installation** (*Mark one*)

- 1. Major concern

- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B1=1]**

**B2. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B3. Being able to find parts or a qualified technician to maintain equipment (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B3=1]**

**B4. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B5. That the amount of energy your equipment will save may be exaggerated (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B5=1]**

**B6. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B7. That the energy savings would not be worth the higher price (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern

- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B7=1]**

**B8. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B9. The required paperwork, delays, and other potential hassles of working with PG&E (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B9=1]**

**B10. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B11. The quality and performance of the energy efficient equipment (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B11=1]**

**B12. Briefly, what happened and how did you overcome this concern? (Mark one)**

- 1. Record Response
- 88. Refused
- 99. Don't know

**B13. Customer or employee dissatisfaction with the new equipment (Mark one)**

- 1. Major concern
- 2. Moderate concern
- 3. Minor concern
- 4. Not a concern
- 88. Refused
- 99. Don't know

**[ASK IF PREVIOUS B13=1]**

**B14. Briefly, what happened and how did you overcome this concern? (Mark one)**

1. Record Response
88. Refused
99. Don't know

**B15. Uncertainty about the economy and the future of your business (Mark one)**

1. Major concern
2. Moderate concern
3. Minor concern
4. Not a concern
88. Refused
99. Don't know

**[ASK IF PREVIOUS B15=1]**

**B16. Briefly, what happened and how did you overcome this concern? (Mark one)**

1. Record Response
88. Refused
99. Don't know

Effects of Multiple Programs

**Now, I would like to ask you about the ease of finding information about PG&E energy efficiency programs.**

**M1. Have you ever had any confusion trying to understand which PG&E energy efficiency programs, financial incentives, and other energy efficiency services are available and applicable to your business since January 2006? (Mark one)**

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

**[Ask if M1=1, else skip to M4]**

**M2. Tell me about that: [DO NOT READ]**

1. Could not find information about a program I was looking for (Follow-up: Where did you look?)
2. Could not figure out if my business was eligible (Follow-up: For which program?)
3. There was not enough information on the PG&E website
4. My Account Rep did not know enough about the programs
5. I did not know who to contact to get information
6. All the options are overwhelming
7. There is no central place to get all the information
8. Was given conflicting information from various people that work at PG&E
9. Other (Please specify)

- 88. Refused
- 99. Don't know

**[Ask if M1=1, else skip to M4]**

**M3. Overall, how serious a problem was this for you, very serious, somewhat serious, or not very serious? (Mark one)**

- 1. Very serious
- 2. Somewhat serious
- 3. Not very serious
- 88. Refused
- 99. Don't know

**M4. Have you ever had any confusion trying to figure out who to contact or how to access various PG&E energy efficiency offerings for your business since January 2006? (Mark one)**

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

**[Ask if M4=1, else skip to M7]**

**M5. Tell me about that: [DO NOT READ]**

- 1. Did not know who to contact to get more information (Follow-up: What information were you looking for)
- 2. My Account Rep referred me to the wrong person
- 3. My Account Rep did not know enough about the program (Follow-up: What program?)
- 4. Did not know what phone number to call
- 5. Did not know what website to visit
- 6. Made an inquiry (phone call, e-mail) to the listed contact but never heard back
- 7. All the options are overwhelming
- 8. There is no central place to get all the information
- 9. Other (Please specify)
- 88. Refused
- 99. Don't know

**[Ask if M4=1, else skip to M7]**

**M6. Overall, how serious a problem was this for you, very serious, somewhat serious, or not very serious? (Mark one)**

- 1. Very serious
- 2. Somewhat serious
- 3. Not very serious
- 88. Refused
- 99. Don't know

Overall Suggestions:

**T1. What would you do to improve the PG&E Equipment Incentive Program? [DO NOT READ] *(Multiple responses accepted)***

1. Less paperwork
2. Paperwork that is easier to understand and complete
3. Faster turnaround time to receive incentive check
4. Have a list of recommended/approved contractors
5. Higher incentive amounts
6. Rebates for more types of equipment (Follow-up: What type of equipment?)
7. More knowledgeable Account Reps
8. Make the eligibility requirements clearer
9. More thorough/better design assistance
10. Other (Please specify)
88. Refused
99. Don't know

**T2. If you could change one thing about this program, what would that be? [DO NOT READ] *(Mark one)***

1. Less paperwork
2. Paperwork that is easier to understand and complete
3. Faster turnaround time to receive incentive check
4. Have a list of recommended/approved contractors
5. Higher incentive amounts
6. Rebates for more types of equipment (Follow-up: What type of equipment?)
7. More knowledgeable Account Reps
8. Make the eligibility requirements clearer
9. More thorough/better design assistance
10. Other (Please specify)
88. Refused
99. Don't know

**T3. What would get more businesses like yours to participate in the program? [DO NOT READ] *(Multiple responses accepted)***

1. Higher incentives/Lower upfront cost of equipment
2. Rebates for more types of equipment (Follow-up: What type of equipment?)
3. Less paperwork
4. If the company's decision-maker was more knowledgeable about/receptive to energy efficiency
5. If regional facilities had more control over their equipment decisions (rather than following national corporate specifications)
6. Better economy
7. If it was easier to figure out what programs they were eligible for
8. If the equipment was more reliable
9. Other (Please Specify)
88. Refused
99. Don't know



**T4. What other types of programs or offerings could PG&E provide to help you reduce the energy your business uses? [DO NOT READ] (Multiple responses accepted)**

1. Walk-through and point to specific things that can be improved
2. Programs with alternative energy (wind, solar, etc)
3. Demand Response Incentives/Programs
4. Self-Generation Incentives/Programs
5. Higher incentives for energy efficient equipment
6. Rebates for more types of equipment (Follow-up: What type of equipment?)
7. Retrocommissioning or Commissioning
8. Equipment performance testing/ Research emerging technologies
9. List of contractors qualified to install energy efficient equipment
10. More knowledgeable Account Reps
11. Training Classes/Seminars (Follow-up: On what topic?)
12. Other (Please Specify)
88. Refused
99. Don't know

**T5. What energy efficiency service from PG&E have you found most valuable for your business? [DO NOT READ] (Mark one)**

1. Financial Incentives/Rebates
2. Energy Audit/Analysis
3. Information from Account Rep
4. Demand Response Programs
5. Design Assistance
6. Retrocommissioning or Commissioning
7. Training Classes/Seminars
8. Other (Please Specify)
88. Refused
99. Don't know

**T6. What was the most difficult thing about your experience with PG&E's Equipment Incentive Program for Business? [DO NOT READ] (Mark one)**

1. Paperwork that had to be filled out
2. Post-installation inspection
3. Finding a contractor to install the equipment
4. Figuring out if I was eligible
5. Getting the correct information from the Account Rep
6. Waiting a long time for the incentive check
7. Trusting that the equipment will perform well
8. Trusting that the equipment will generate the promised energy savings
9. Learning about how to do energy efficient design
10. Getting approval from management at my company
11. Other (Please Specify)

- 88. Refused
- 99. Don't know

**T7. Have you recommended or do you plan to recommend PG&E's Equipment Incentive Program for Business to others? (Mark one)**

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

**Firmographics**

**F0. What business sector does your firm belong to? (Mark one)**

- 1. Hotel
- 2. Motel
- 3. Full-Service or Sit-Down Restaurant
- 4. Fast Food or Limited Service Restaurant
- 5. Cafeteria-Style Dining Establishment
- 6. Winery
- 7. Bar
- 8. Gas Station
- 9. Large Grocery Store
- 10. Small Grocery Store/Convenience Store
- 11. Laundromat
- 12. Big Box Store/Large Retail Store/Large Chain Retail Store
- 13. Small Specialty Retail Store
- 14. Department Store
- 15. Other, specify
- 88. Refused
- 99. Don't know

**F1. Do you lease or own your facility? (mark one)**

- 1. Lease
- 2. Own
- 3. Other, specify
- 88. Refused
- 99. Don't know

**F2. How many locations does your company have in California? (mark one)**

- 1. 1
- 2. 2 to 4
- 3. 5 to 10
- 4. 11 to 25
- 5. Over 25
- 88. Refused

99. Don't know

**[If contact has multiple locations that received [MSR\_DESC1, MSR\_DESC2, MSR\_DESC3], ask about just one location for the remaining questions. Record city]**

**F3. What is the approximate TOTAL square footage of your facility at this location (IF NEEDED, [SITE\_ADDR1])? (mark one)**

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
88. Refused
99. Don't know

**F4. What is the approximate AIR-CONDITIONED square footage of your facility at this location (IF NEEDED, [SITE\_ADDR1])? (mark one)**

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
88. Refused
99. Don't know

**F5. About how many employees do you have at this location (IF NEEDED, [SITE\_ADDR1])? (mark one)**

1. 1 to 5
2. 6 to 10
3. 11 to 20
4. 21 to 50
5. 51 to 100
6. Over 100
88. Refused
99. Don't know

**F6. How many years has your company conducted business at this location (IF NEEDED, [SITE\_ADDR1])? (mark one)**

1. Less than five years
2. 6 to 10 years
3. 11 to 20 years
4. 21 to 30 years
5. More than 30 years
88. Refused
99. Don't know

**F7. Do you have anyone devoted full-time as a building engineer or facility manager? (mark one)**

1. Yes
2. No
3. Other, specify
88. Refused
99. Don't know

**F8. Approximately, what percentage of your facility's ANNUAL OPERATING cost is associated with your [UTILITY] BILL? (mark one)**

1. 0-9%
2. 10-19%
3. 20-29% / 25%
4. 30-39%
5. 40-49%
6. 50-59%
7. 60-69%
8. 70-79% / 75%
9. 80-89%
10. 90-100%
88. Refused
99. Don't know

Your responses will remain confidential. May I get your name and title in case I need to call you back?

SHOW NAME

SHOW TITLE

Enter name \_\_\_\_\_

Enter title \_\_\_\_\_

Direct line \_\_\_\_\_

Respondent City \_\_\_\_\_

Thank you for participating in our survey.

Enter interviewer name:

## APPENDIX C: IN-DEPTH INTERVIEW GUIDE

## PG&E Retail & Hospitality Sector Process Evaluation

### *Participant Interview Guide*

*July 14, 2010*

Hello, my name is \_\_\_\_\_ and I work for ECONorthwest, an energy research firm based in Portland, Oregon. We are conducting research on behalf of PG&E to understand how [TYPE OF BUSINESS] make decisions about new equipment and energy efficiency.

We are calling your business because our records show that you participated in the [NAME OF PROGRAM], and we'd like to talk you about your company's experience.

I'd like to speak to someone at your business who is responsible for making decisions about buying equipment that affects your energy use.

I would like to conduct a brief interview with you, which should only take about 20 minutes to complete. Your answers will help PG&E to improve these types of programs in the future. [SCHEDULE INTERVIEW AS NEEDED]

### **Participation Verification**

1. First, I want to confirm that you got a rebate for [MEASURE] through the [NAME OF PROGRAM]. Is that correct?

1A. **If No**—Did you get a rebate for some other energy-saving equipment? What kind of equipment?

**If No, T&T.**

**[If Yes, go to 2]**

### **Firmographics**

2. What's your job title and what's your role regarding energy?
3. Does your business have an energy manager—someone who is responsible for identifying ways to reduce energy use?

### **Marketing and Communication**

4. How did your company learn about the [NAME OF PROGRAM]?

Probe on following potential answers:

- Account Executive [find out if they have an Account Executive, aka Account Representative]
- Contractor
- Energy Efficiency Program staff at PG&E
- Direct mail advertisement
- Word of mouth
- PG&E Course or Workshop
- Trade shows or Trade Journals

5. One reason we are calling companies like yours, is because PG&E wants to learn how to reach other businesses in your industry to encourage them to participate in the rebate programs. What do you think are the most effective ways to reach companies similar to yours who have never used PG&E’s rebate programs?

**PROBE ON – strengths and weaknesses of each**

- Email
- Direct mail
- Trade associations and trade shows [Read appropriate organizations from table below.
- Ads in trade journals
- PG&E website
- Websites like Linked In, Facebook, or Twitter? [KEEP QUESTION OPEN-ENDED, FIND OUT WHAT THEY KNOW]
- Others?

Retail			Hospitality		Name
Grocery	Gen'l	Restaurant	Hotel	Amusement	
			X		California Hotel and Lodging Association
			X		California Association of Bed and Breakfast Inns
			X		California Lodging Industry Association
			X		California Tourism Industry
X	X				Edison Electric Institute
X		X			Food Marketing Institute
		X			Healthcare Foodservice Management
		X			National Restaurant Association
		X	X		International Hotel/Motel and Restaurant Show



## **Motivation**

6. Why did your company choose to buy the energy-efficient equipment and get the rebate through the [NAME OF PROGRAM]?

Probe on following potential answers:

- Lowers operating costs, more cost-effective in long-term to buy energy-efficient equipment
  - Helps the company gain an advantage over competitors
  - Want the company to be seen as an environmentally conscious organization
  - Parent company policy
  - Concerns about global warming
  - Pursuing green certification (i.e., LEED, Green Business Program, Green Globes)
7. Does your company have any plans to invest in energy-efficient equipment or remodels?
- If yes**, what projects or technologies are you considering? Would you be interested in getting more information about this technology?
8. What would motivate your company to continue to purchase energy-efficient equipment?
9. Has the current economic downturn affected your ability to consider investments in energy-saving equipment or upgrades? Do you think that your firm would be more interested in energy-saving equipment if the economy were stronger?

## **Barriers and Drivers to participation**

10. I would like to get your opinion on some of the programs PG&E offers businesses. Would you be interested in these programs? Why or why not?

- **Rebates** that partially off-set the cost of a new equipment purchase [READ EXAMPLE FOR APPROPRIATE BUSINESS TYPE]
  - **Grocery**-T8 Light bulbs, door gaskets
  - **General Retail**-T8 light bulbs, accent lighting
  - **Restaurants**-CLFs, Strip curtains
  - **Hotels**-Occupancy sensors, CFLS, packaged terminal AC units
  - **Amusement**-T8 light bulbs, CLFs
- **Financing**—either through on-bill financing where PG&E finances a low-interest loan and you pay it pay through your bill OR a low-interest loan from a local government.
- **Energy Audit**—where someone comes to your site, surveys your energy use, and makes recommendations about reducing energy use. The audits can be large, and very tailored to your business, or a smaller, less detailed survey.
- **Technical Assistance** – to help you evaluate energy efficient equipment you are considering for your facility
- Help finding **qualified vendors** that provide energy efficiency services and equipment.
- Assistance with meeting the requirements of **AB110310**--ENERGY STAR benchmarking?

*Thank you for your time and good information.*

## PG&E Retail & Hospitality Sector Process Evaluation

### *Non-Participant Interview Guide*

#### *General Retail*

*June 15, 2010*

[IF YOU GET A PERSON]

Hello, my name is \_\_\_\_\_ and I work for ECONorthwest, an energy research firm based in Portland, Oregon. We are conducting research on behalf of PG&E to understand how Retailers make decisions about new equipment and energy efficiency.

I'd like to speak to someone at your business who is responsible for making decisions about buying equipment that affects your energy use.

I would like to conduct a brief interview with you, which should only take about 20 minutes to complete. Your answers will help PG&E to improve these types of programs in the future. [SCHEDULE INTERVIEW AS NEEDED]

[IF YOU GET AN ANSWERING MACHINE]

Hello, my name is \_\_\_\_\_ and I work for ECONorthwest, an energy research firm based in Portland, Oregon. We are conducting research on behalf of PG&E to understand how Retailers make decisions about new equipment and energy efficiency.

I would like to conduct a brief interview with someone at your business who is responsible for making decisions about buying equipment that affects your energy use. The interview should take about 15 minutes to complete. Your answers will help PG&E to improve these types of programs in the future. I will call you back sometime tomorrow or the next day.

#### **Awareness of programs**

1. First, have you heard of PG&E's energy efficiency programs for commercial customers? They are the programs that offer rebates and financial incentives to encourage companies to buy energy efficient equipment.

[if no, go to 2]

1A. **if yes**, Have you ever participated in any of these programs?

1B. **if 1A=yes**, Why did you participate?

1C. Was it a favorable experience? Why or why not?

1C. **if 1A=no**, Why haven't you participated?

### **Firmographics**

2. What kind of business is this?
3. What's your job title and what's your role regarding energy?

### **EE sophistication**

4. Does your business have an energy manager—someone who is responsible for identifying ways to reduce energy use?
5. When your company purchases new equipment or makes changes to the building, does it take energy consumption into consideration? For example, would you buy a more expensive piece of equipment if it used less energy than a lower-cost model? Is that kind of factor part of your firm's decision-making process?

#### **If 5=yes, probe how they make decisions:**

5A. Do you have specific plans to purchase equipment that could reduce your energy use?

5B. Does your company take into account the Return on Investment, or the payback period of new equipment? By payback period, I mean the number of years it would take to recover the costs of the energy-efficient equipment. What is an acceptable payback period?

#### **If 5=no, probe how they make decisions**

5C. What are the reasons you don't purchase energy-efficient equipment [PROBE ON CAPITAL COSTS, PAYBACK, FINANCING CONSTRAINTS]

### **Marketing and Communication**

PG&E has a variety of programs designed to reduce energy use by their commercial customers. Typically, the upfront costs of the more efficient equipment are higher, but over the long term that equipment lowers the company's energy costs. Through these programs, PG&E subsidizes the purchase of a more energy efficient model.

6. If PG&E wanted to reach a person at your business who is responsible for making decisions about energy-efficient equipment, what would be the most effective way to reach the decision makers.

**PROBE ON – strengths and weaknesses of each**

- Email
- Direct mail
- Trade associations and trade shows [Read appropriate organizations from table below.
- Ads in trade journals
- PG&E website
- Websites like Linked In, Facebook, or Twitter? [KEEP QUESTION OPEN-ENDED, FIND OUT WHAT THEY KNOW]
- Others?

<u>Retail</u>		<u>Hospitality</u>		<u>Name</u>
<u>Grocery</u>	<u>Gen'l Restaurant</u>	<u>Hotel</u>	<u>Amusement</u>	
		X		California Hotel and Lodging Association
		X		California Association of Bed and Breakfast Inns
		X		California Lodging Industry Association
		X		California Tourism Industry
X	X			Edison Electric Institute
X		X		Food Marketing Institute
		X		Healthcare Foodservice Management
		X		National Restaurant Association
		X	X	International Hotel/Motel and Restaurant Show

**General Business Concerns**

7. What do you think are your business’s primary concerns about future operations?

**PROBE ON – strengths and weaknesses of each**

- Current recession
- New environmental legislation? what about...
  - **Statewide environmental legislation—AB1103.** This requires non-residential buildings to be rated for energy efficiency and mandates

disclosure of a buildings' energy data and rating of the previous year to prospective buyers, lender, and renters of the entire building.

- Legislation affecting carbon emissions?
- Local or regional legislation? [We don't need to educate them, just find out if something bugging them.]

## **Barriers and Drivers to participation**

8. I would like to get your opinion on some of the programs PG&E offers businesses. How appealing or unappealing do you find:

- **Rebates** that partially off-set the cost of a new equipment purchase [READ EXAMPLE FOR APPROPRIATE BUSINESS TYPE]
  - **Grocery**-T8 Light bulbs, door gaskets
  - **General Retail**-T8 light bulbs, accent lighting
  - **Restaurants**-CLFs, Strip curtains
  - **Hotels**-Occupancy sensors, CFLS, packaged terminal AC units
  - **Amusement**-T8 light bulbs, CLFs
- **Financing**—either through on-bill financing where PG&E finances a low-interest loan and you pay it pay through your bill OR a low-interest loan from a local government.
- **Energy Audit**—where someone comes to your site, surveys your energy use, and makes recommendations about reducing energy use. The audits can be large, and very tailored to your business, or a smaller, less detailed survey.
- **Technical Assistance** – to help you evaluate energy efficient equipment you are considering for your facility
- Help finding **qualified vendors** that provide energy efficiency services and equipment.
- Assistance with meeting the requirements of **AB110310**--ENERGY STAR benchmarking?

*Thank you for your time and good information.*

## **APPENDIX D: SEGMENTATION MAPS**

There are 6 maps for each of the 5 segments (and an additional 6 maps for the general retail category).

Map 1 shows participants (dots) by market program (third-party, government partnership, local government partnership and PG&E target market) and the fraction of annual energy usage that was saved during 2006-2009 by zip code. (General retail has another set of maps showing sub-segments)

- Energy (kWh)
- Demand (kW)
- Gas (therms)

Map 2 shows non-participants (dots) by customer size and their annual energy usage by zip code (general retail has another set of maps showing sub-segments)

- Energy (kWh)
- Demand (kW)
- Gas (therms)

### **Maps – Attachments**

General Retail

General Retail by sub-segment

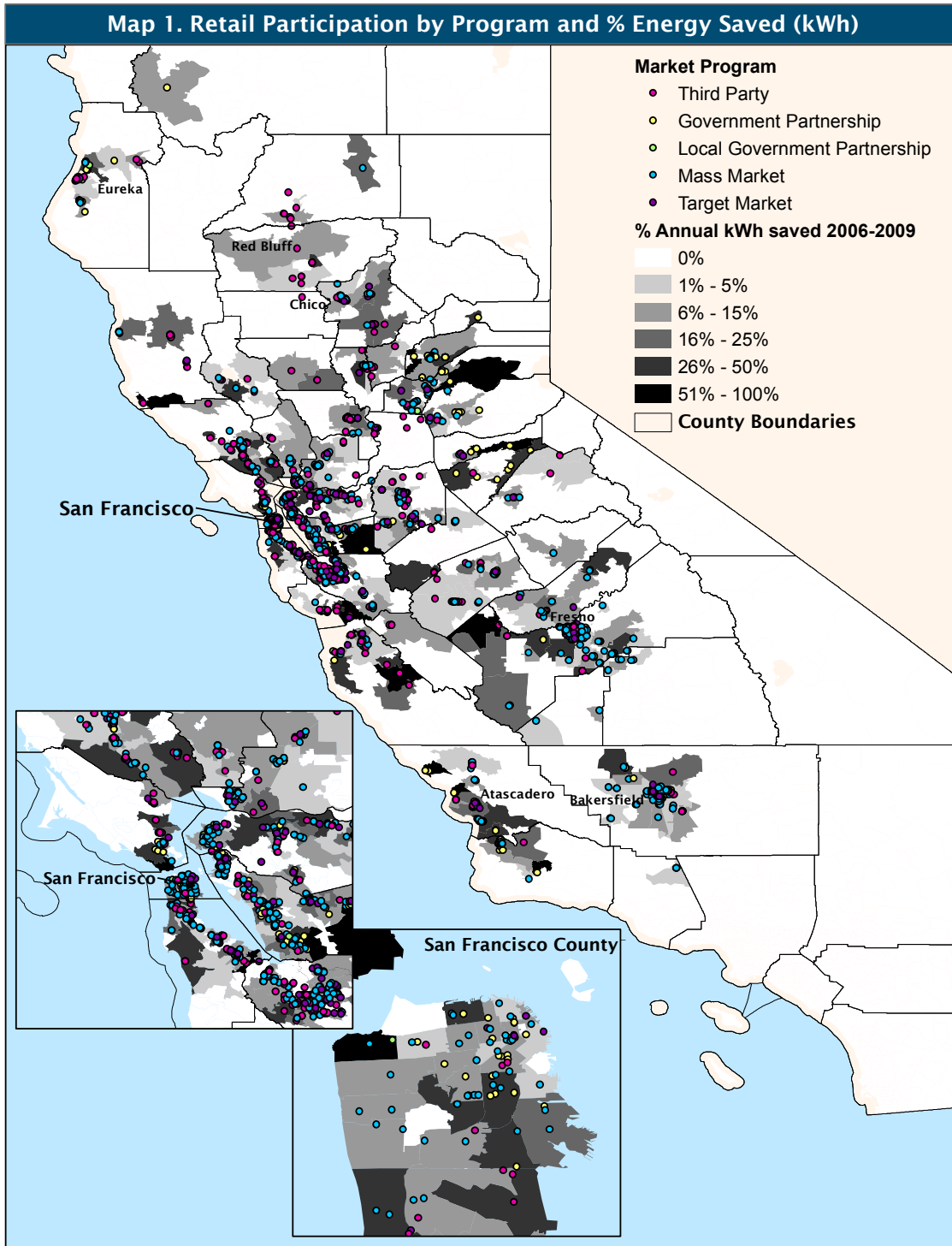
Grocery

Restaurants

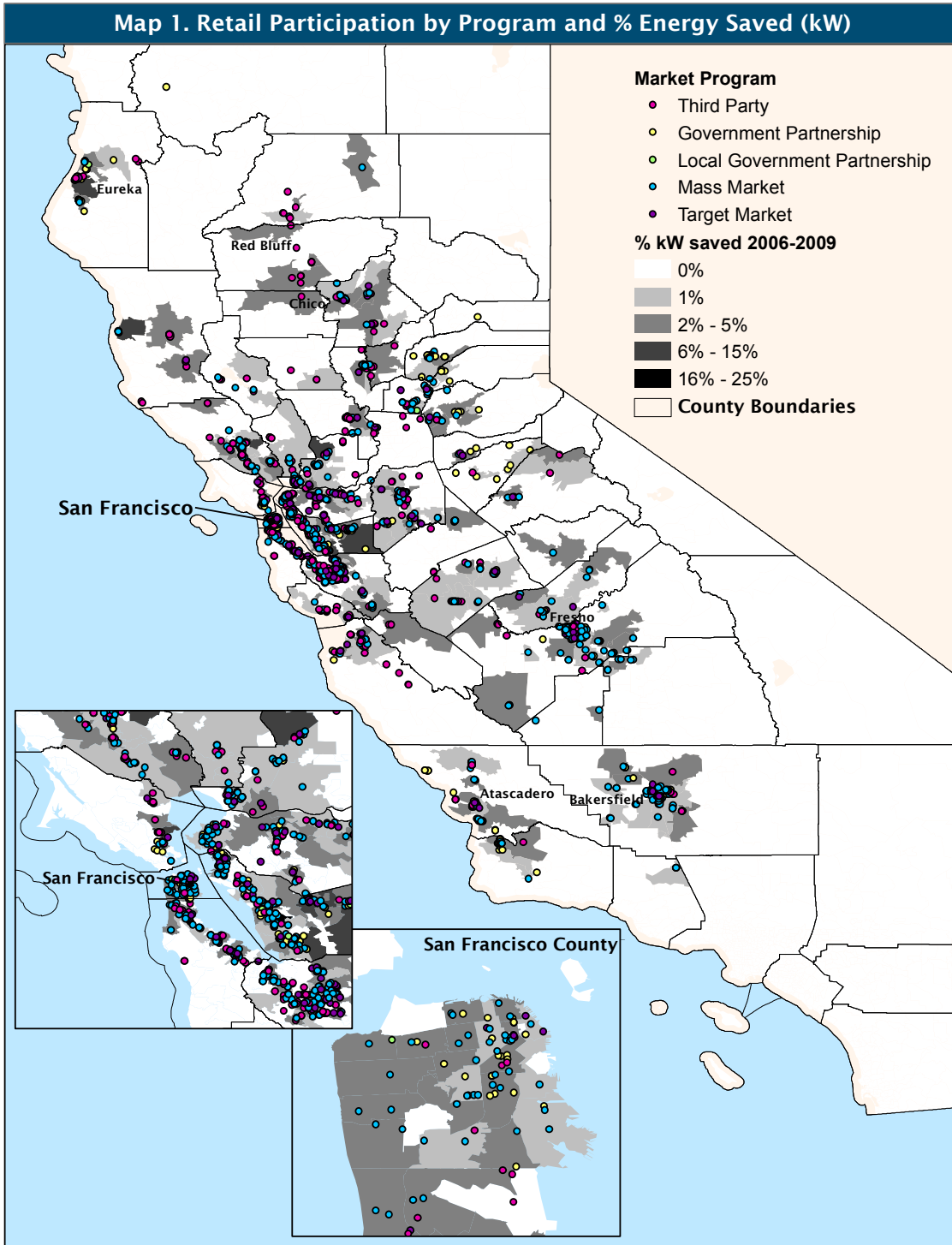
Amusement and Recreation

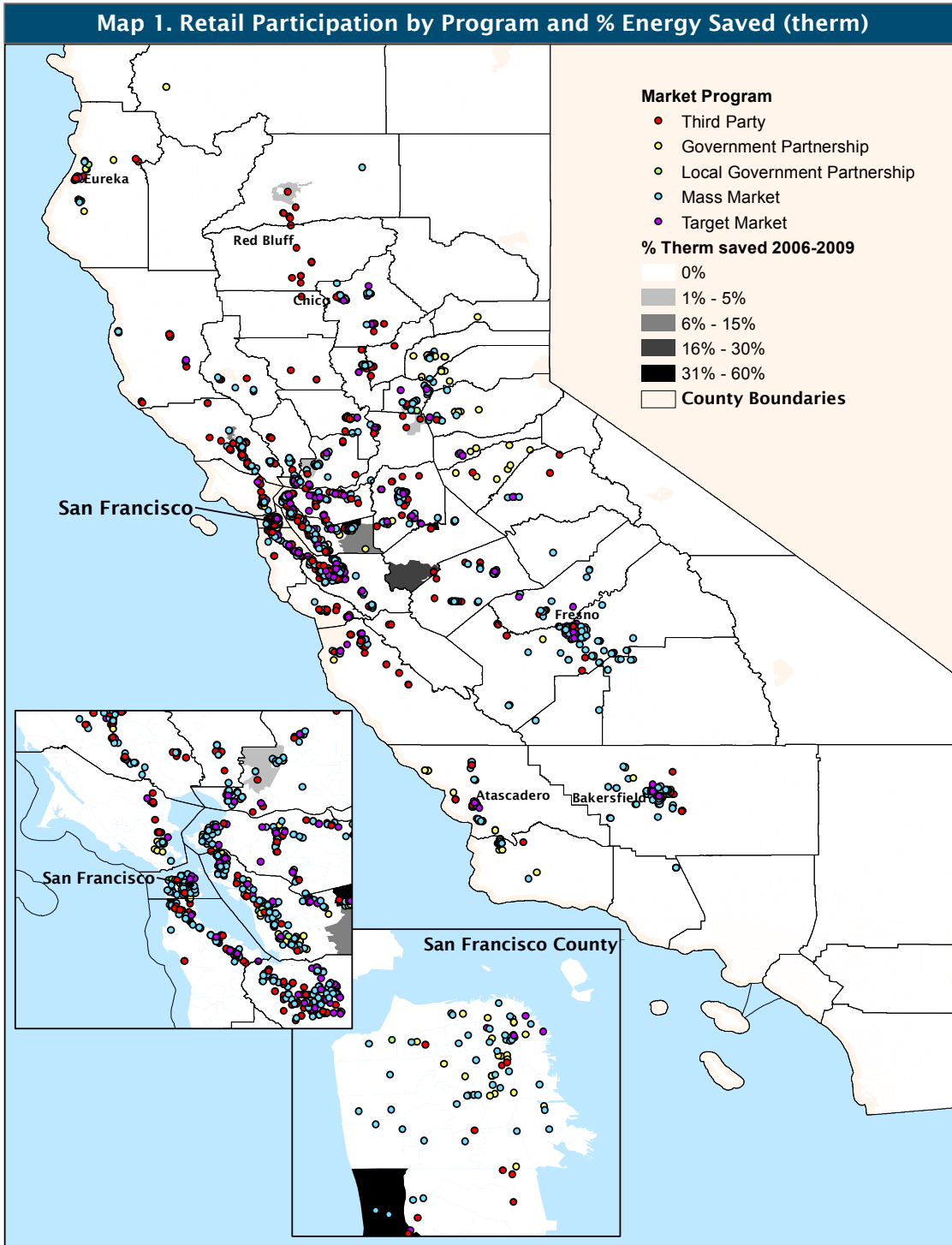
Hotels

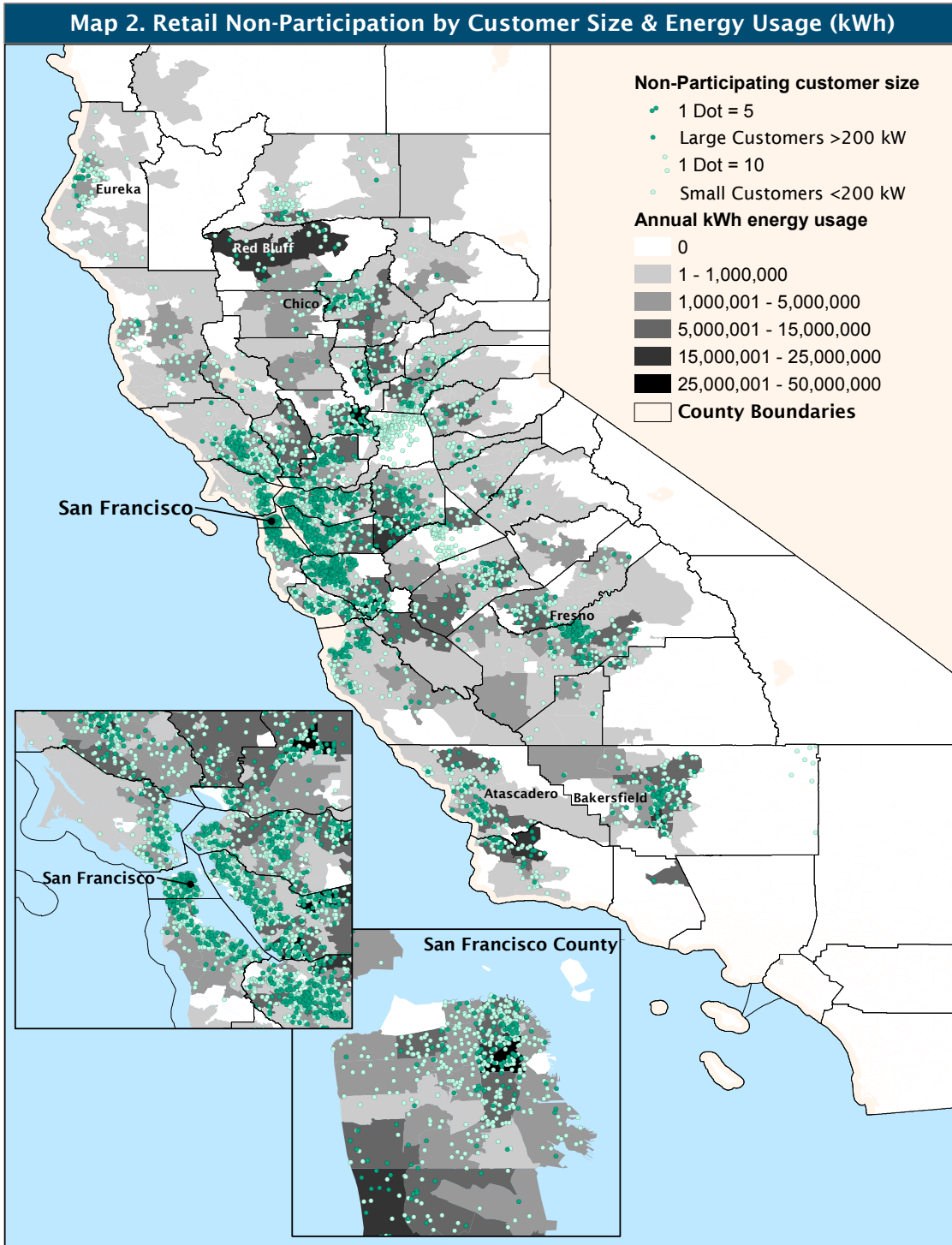
Attachment: General Retail Maps

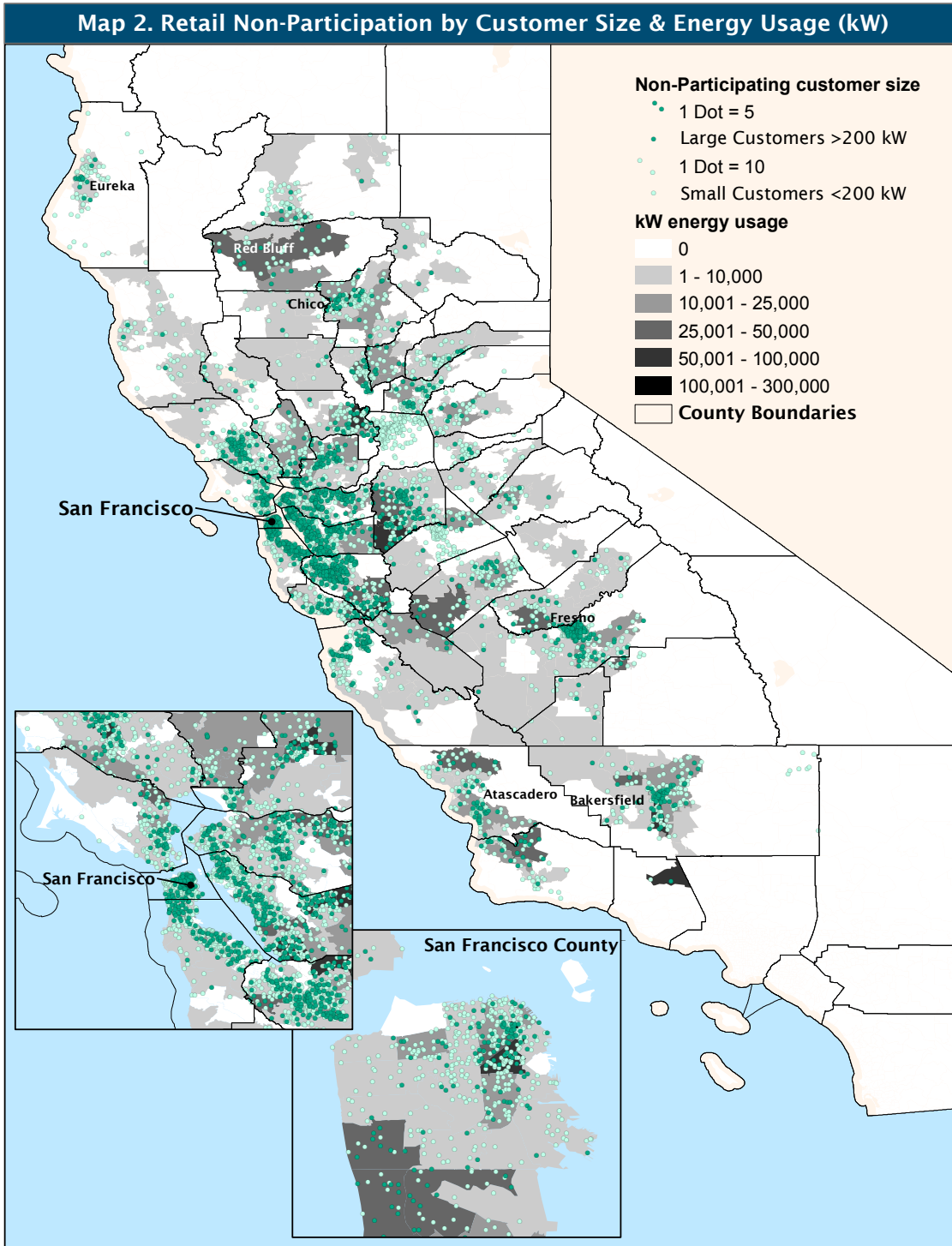


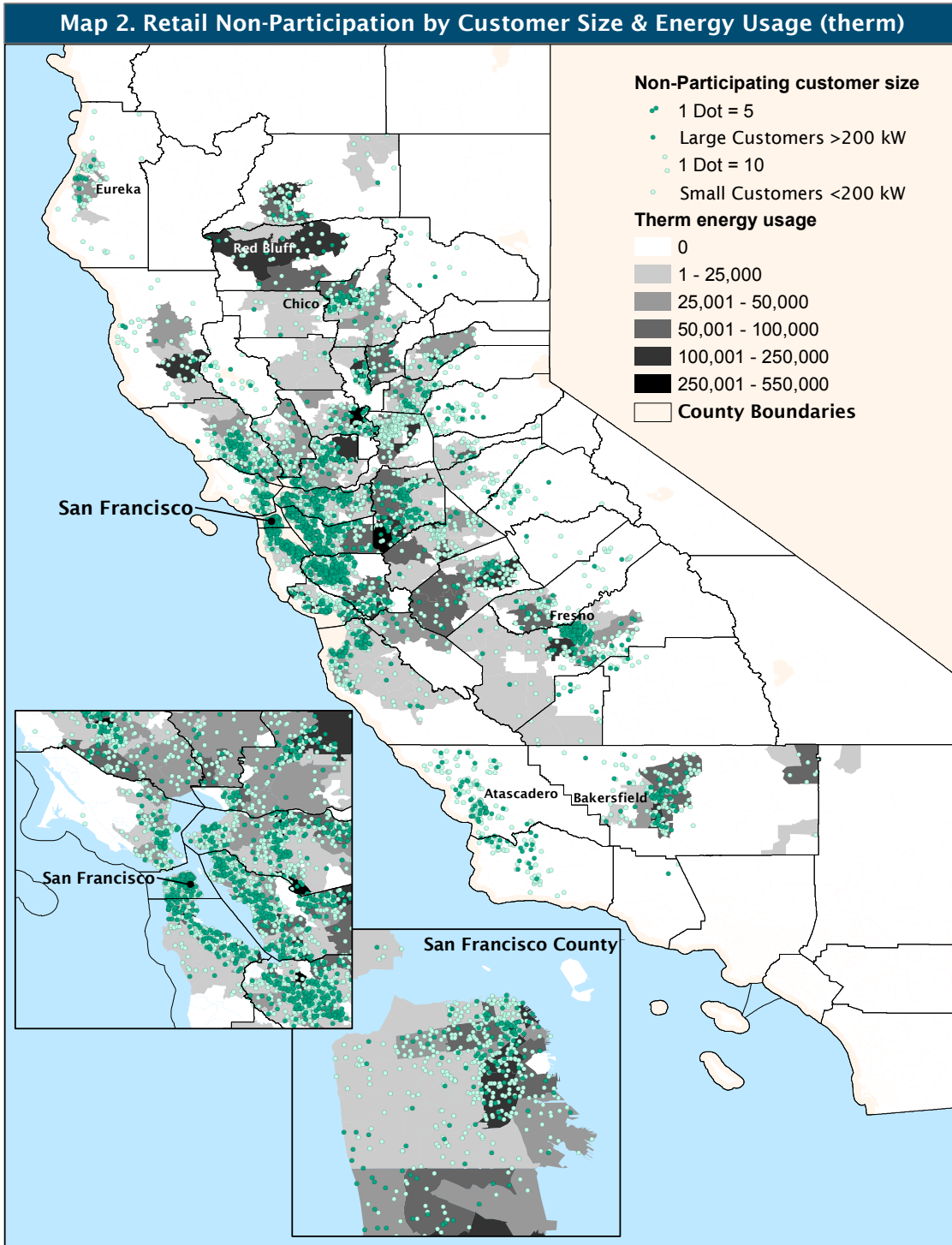




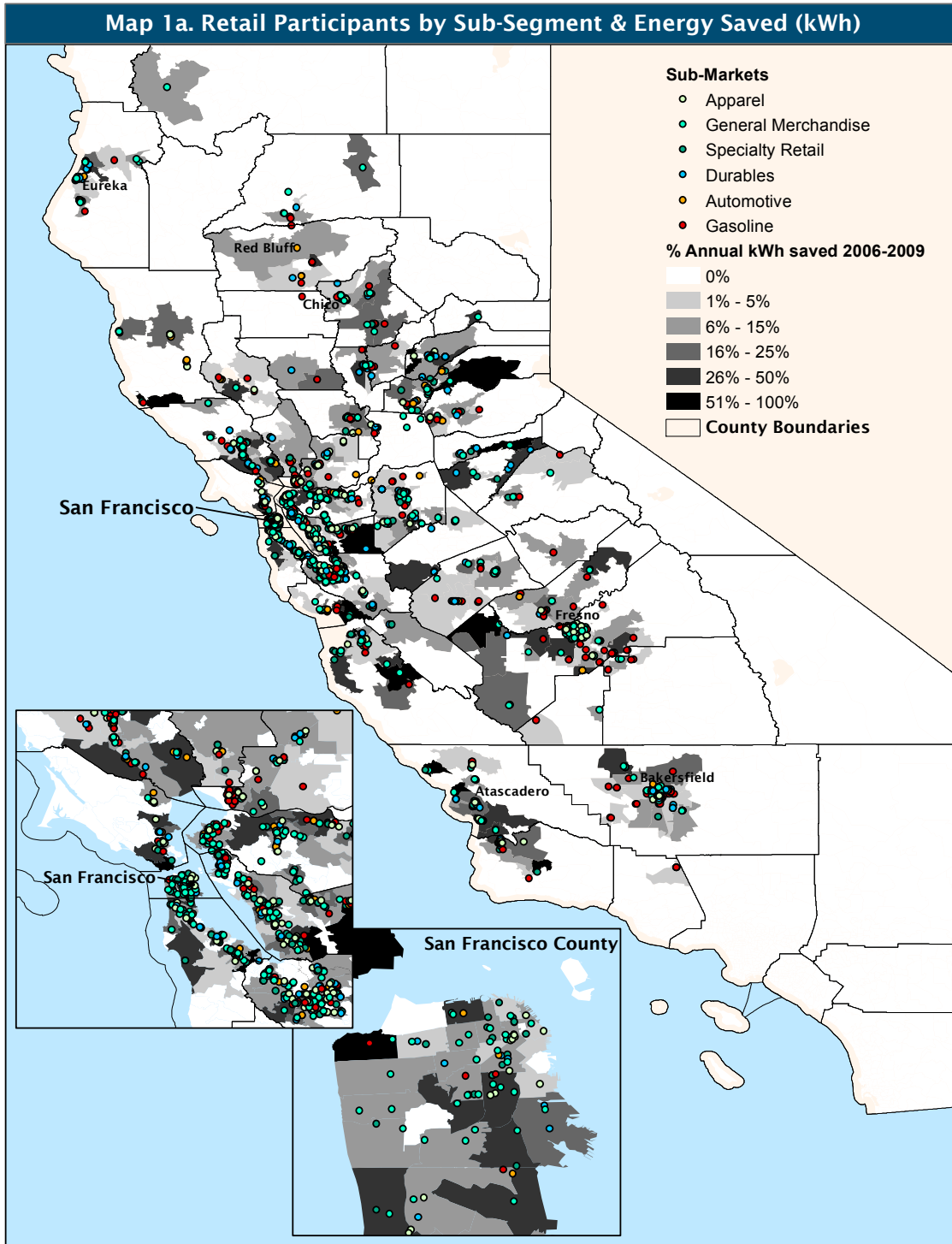


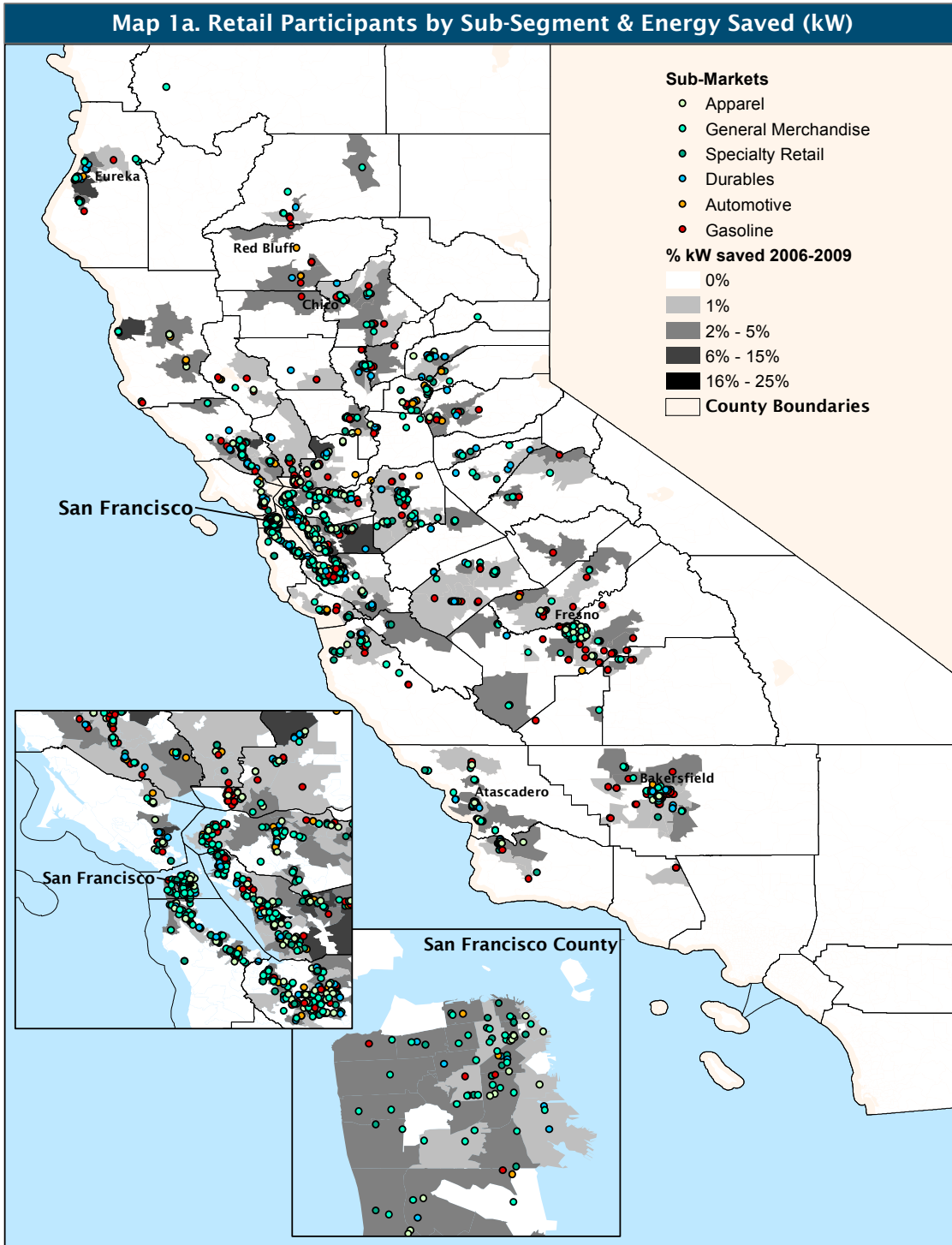


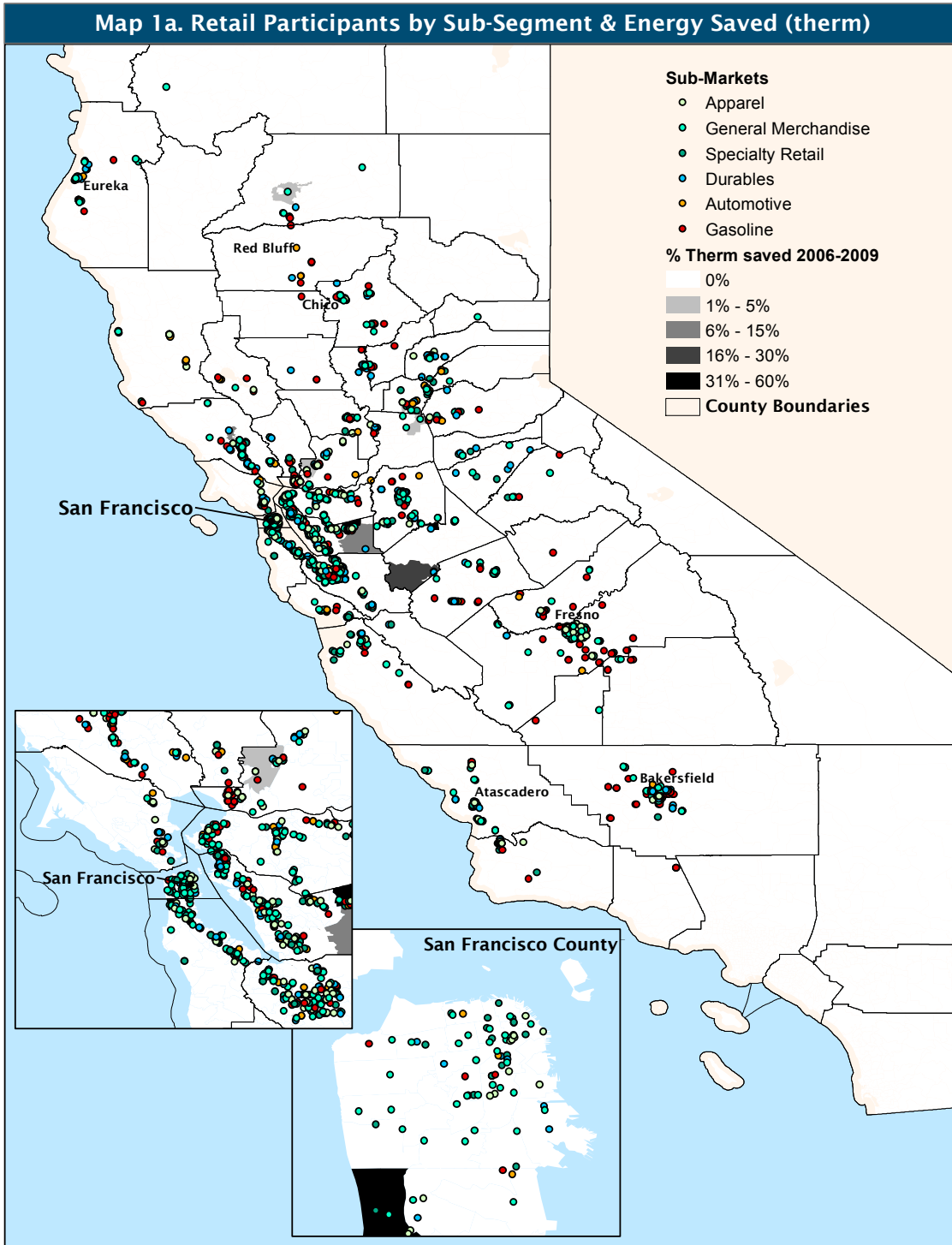




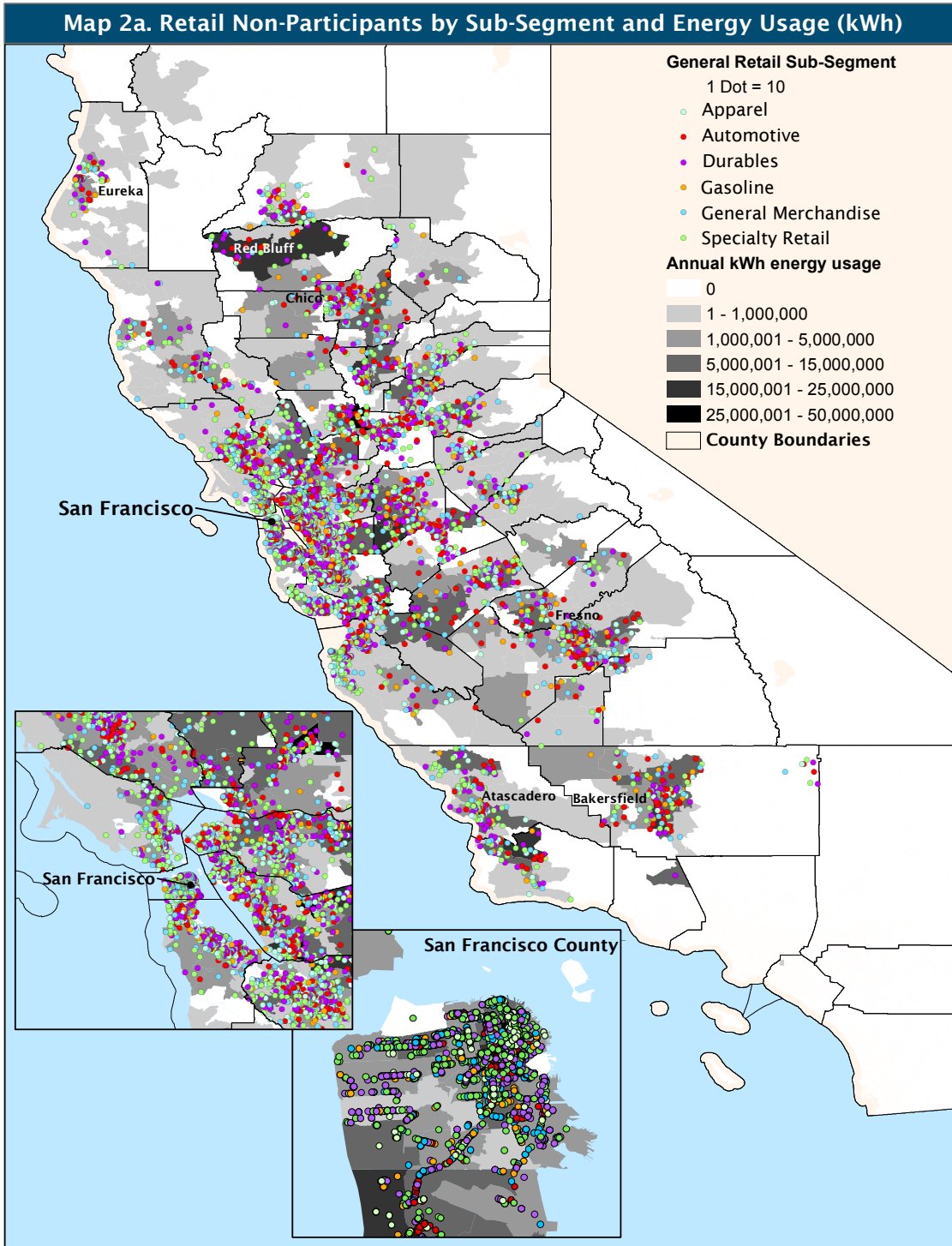
*Attachment: General Retail Maps by sub-segment*

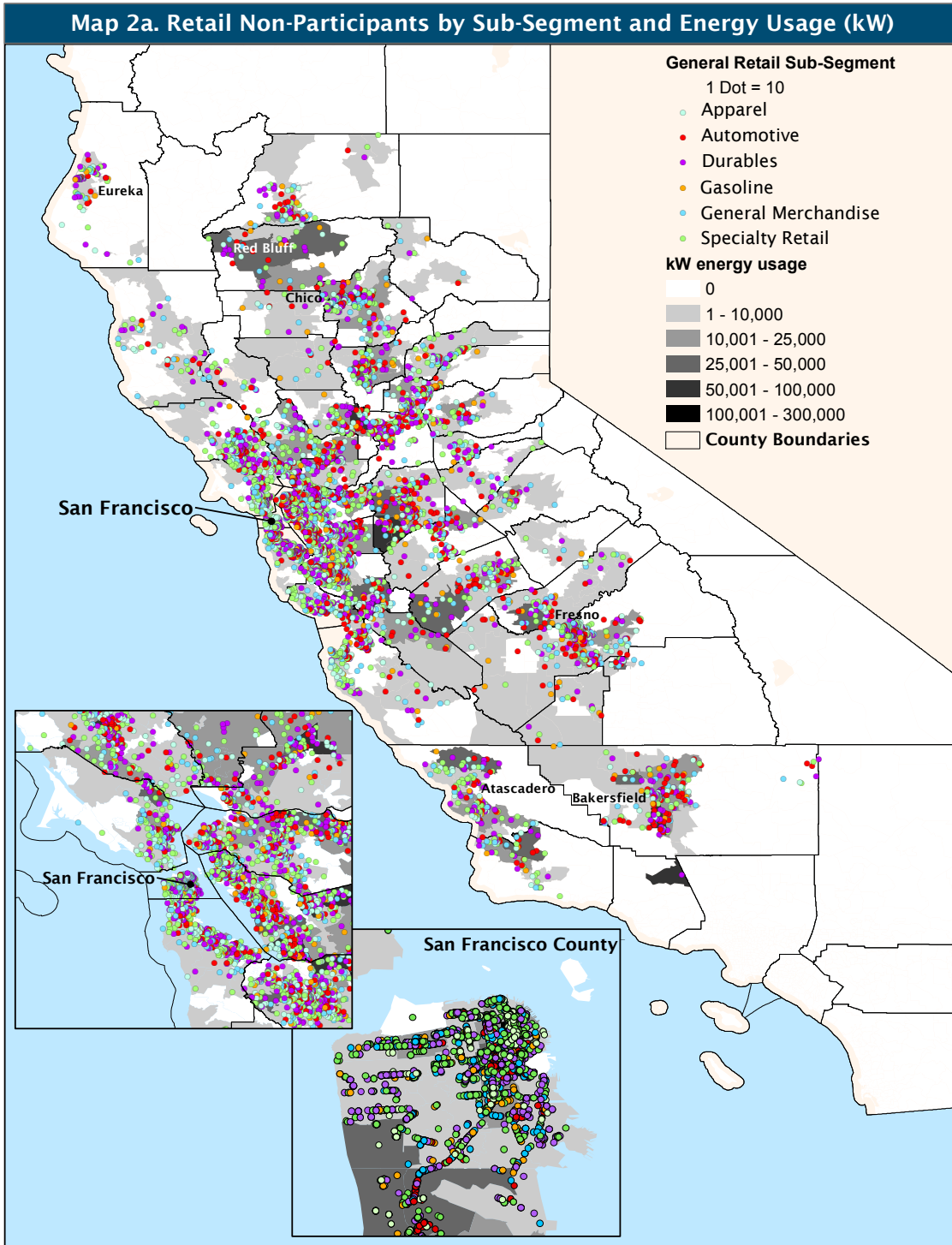


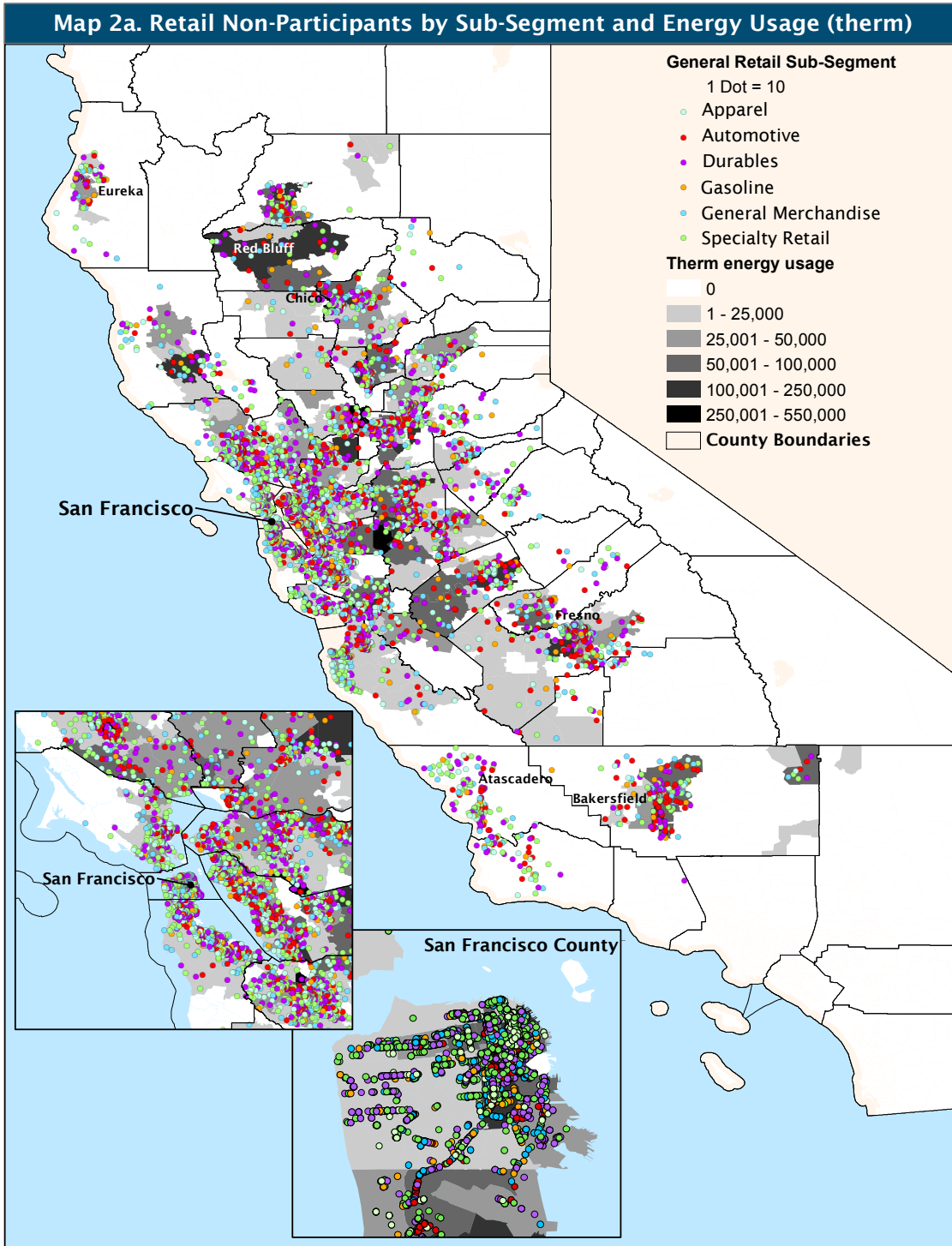




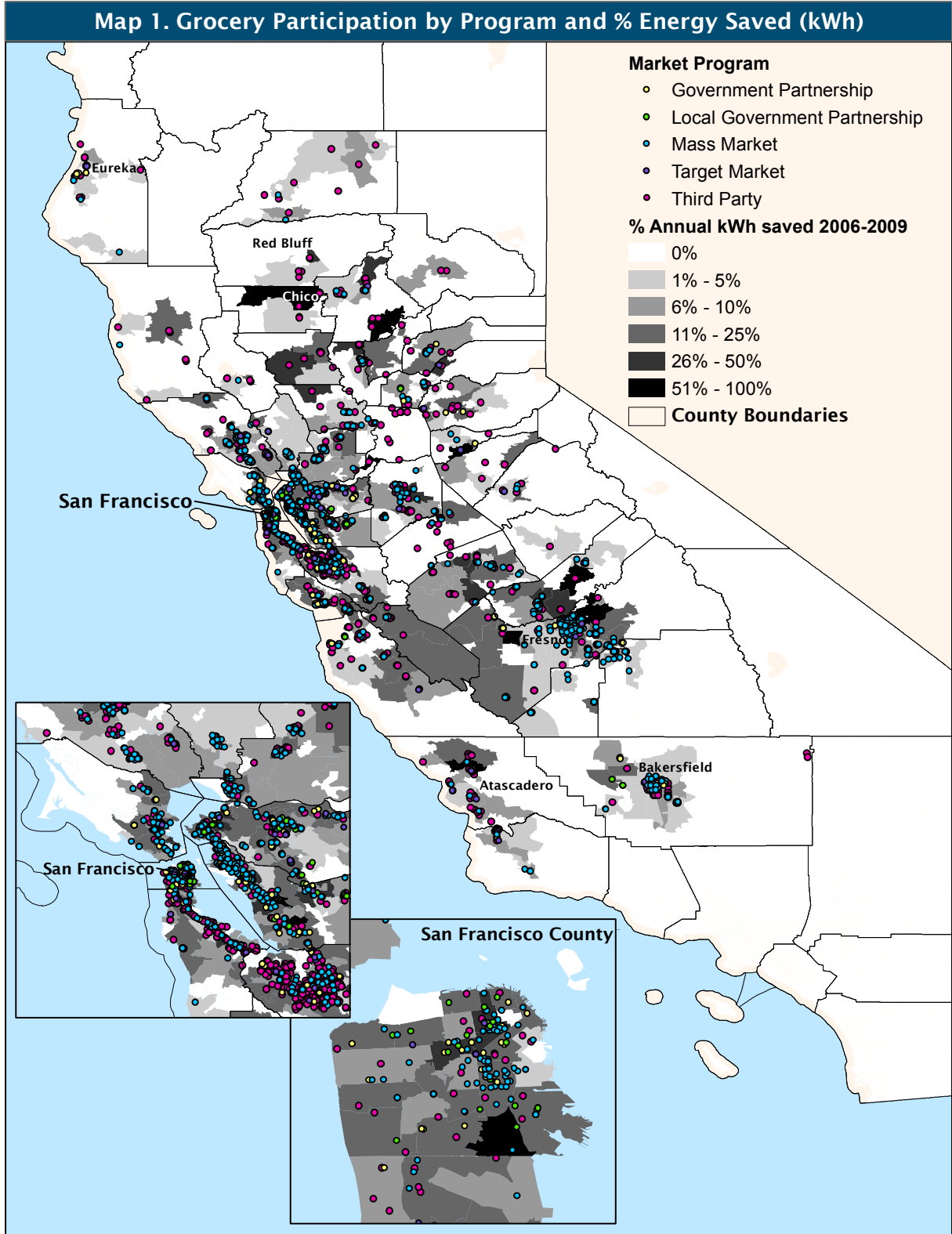


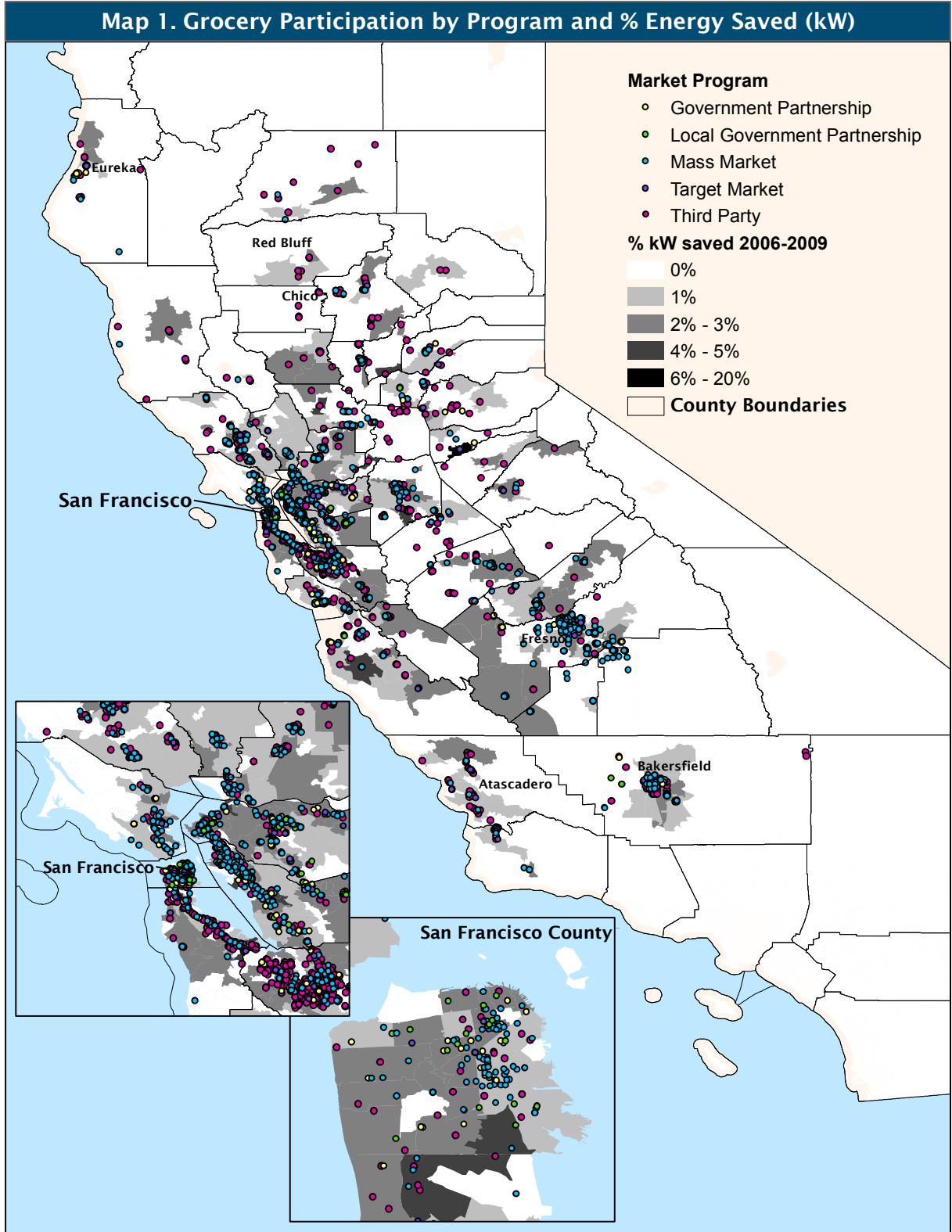


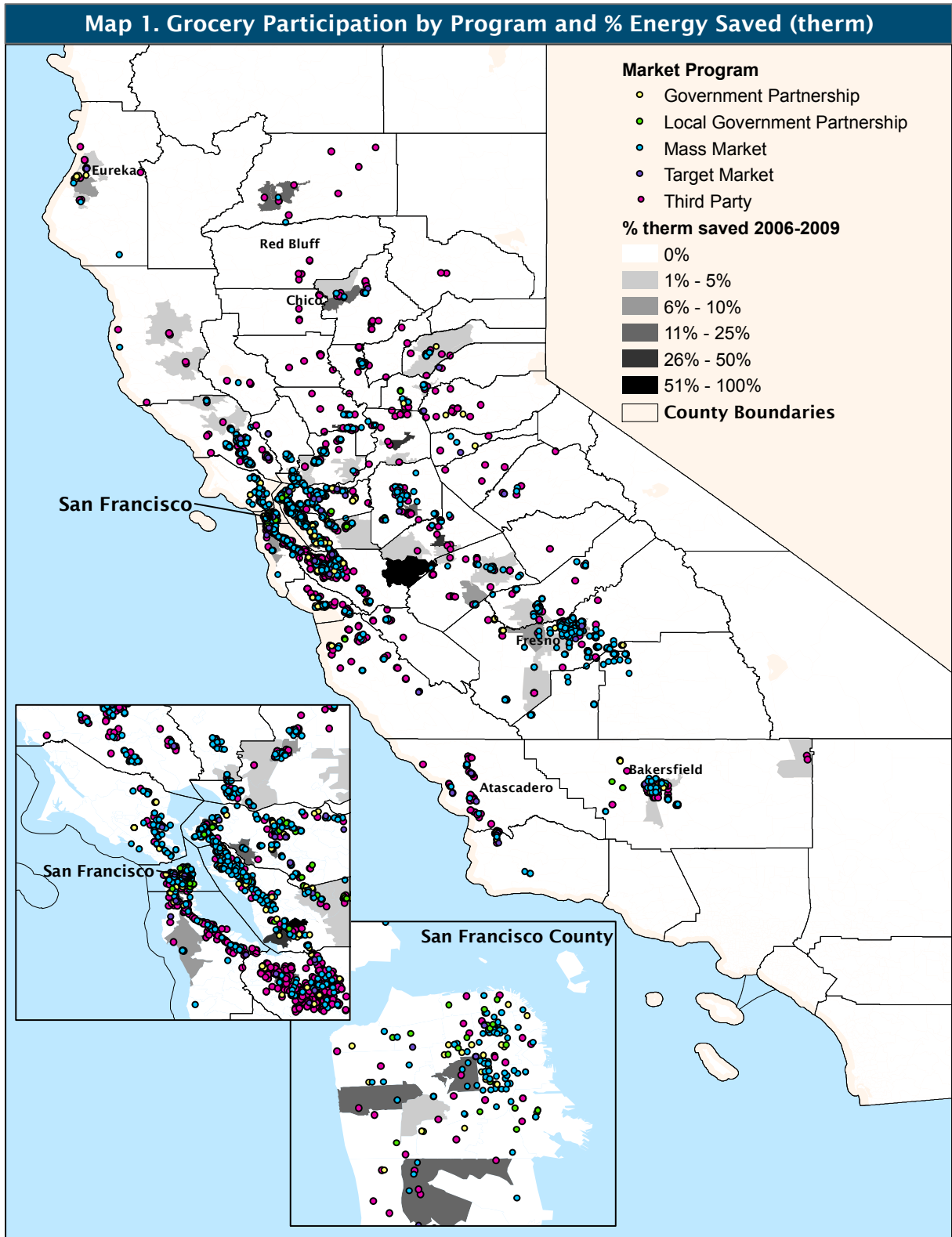


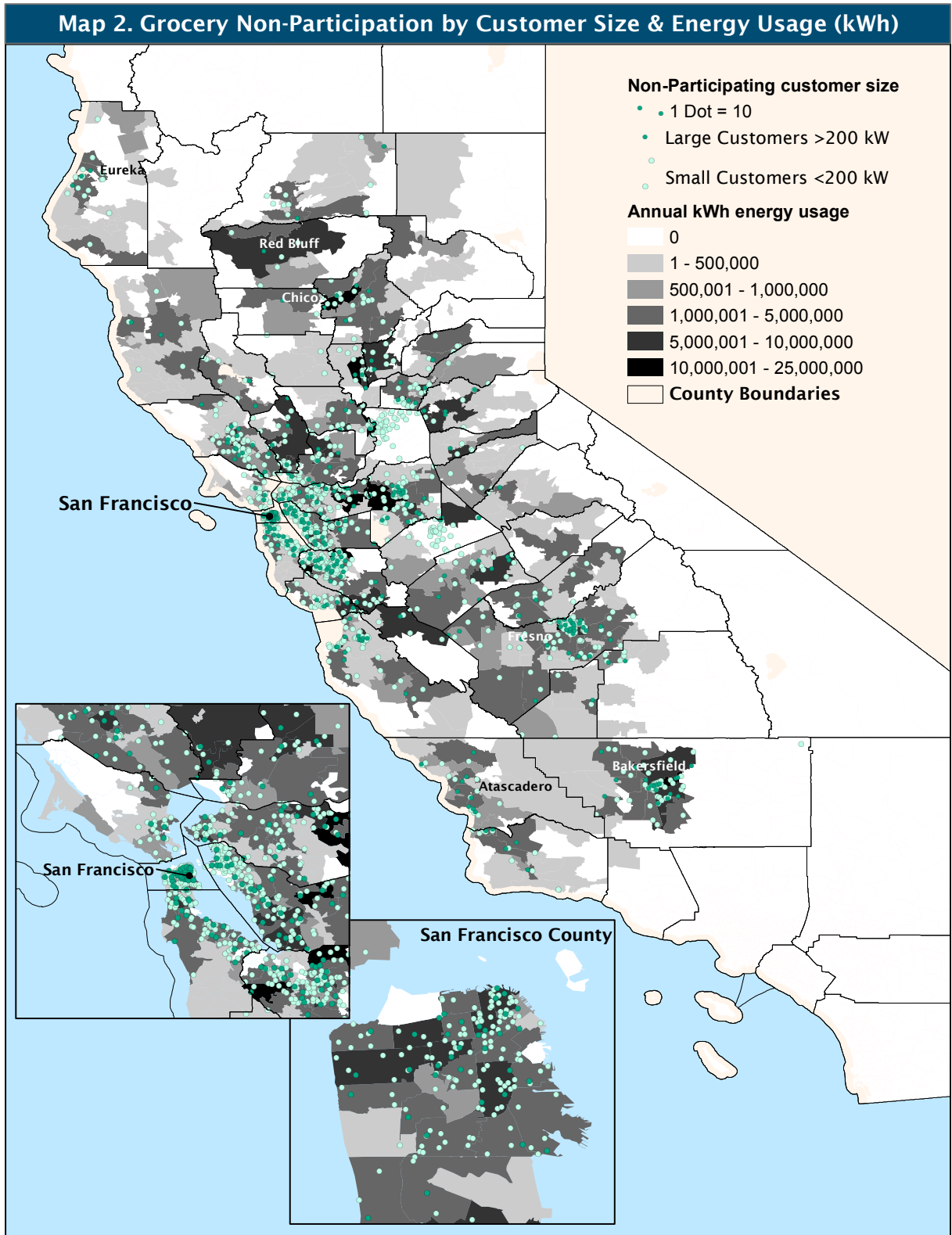


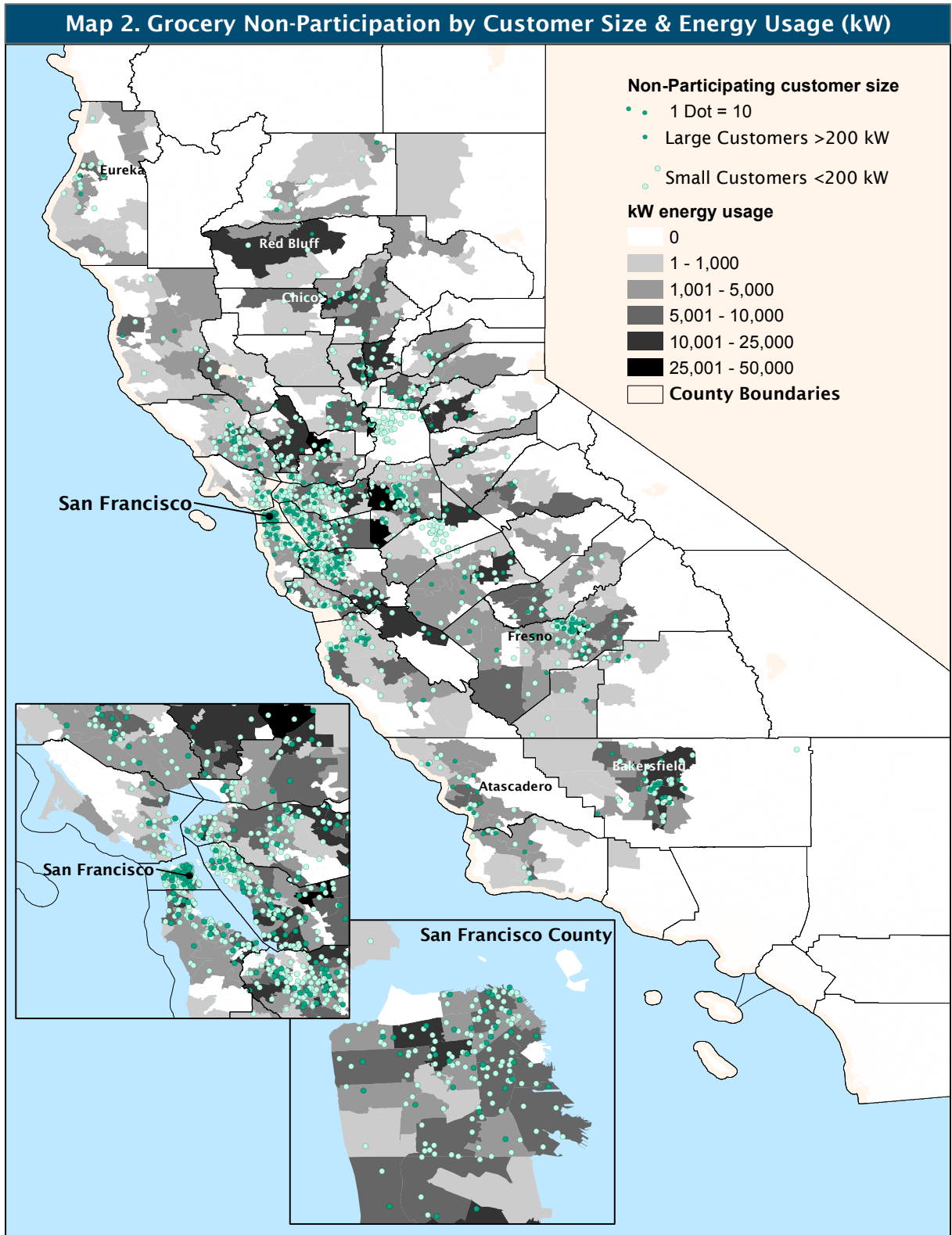
*Attachment: Grocery Store Maps*



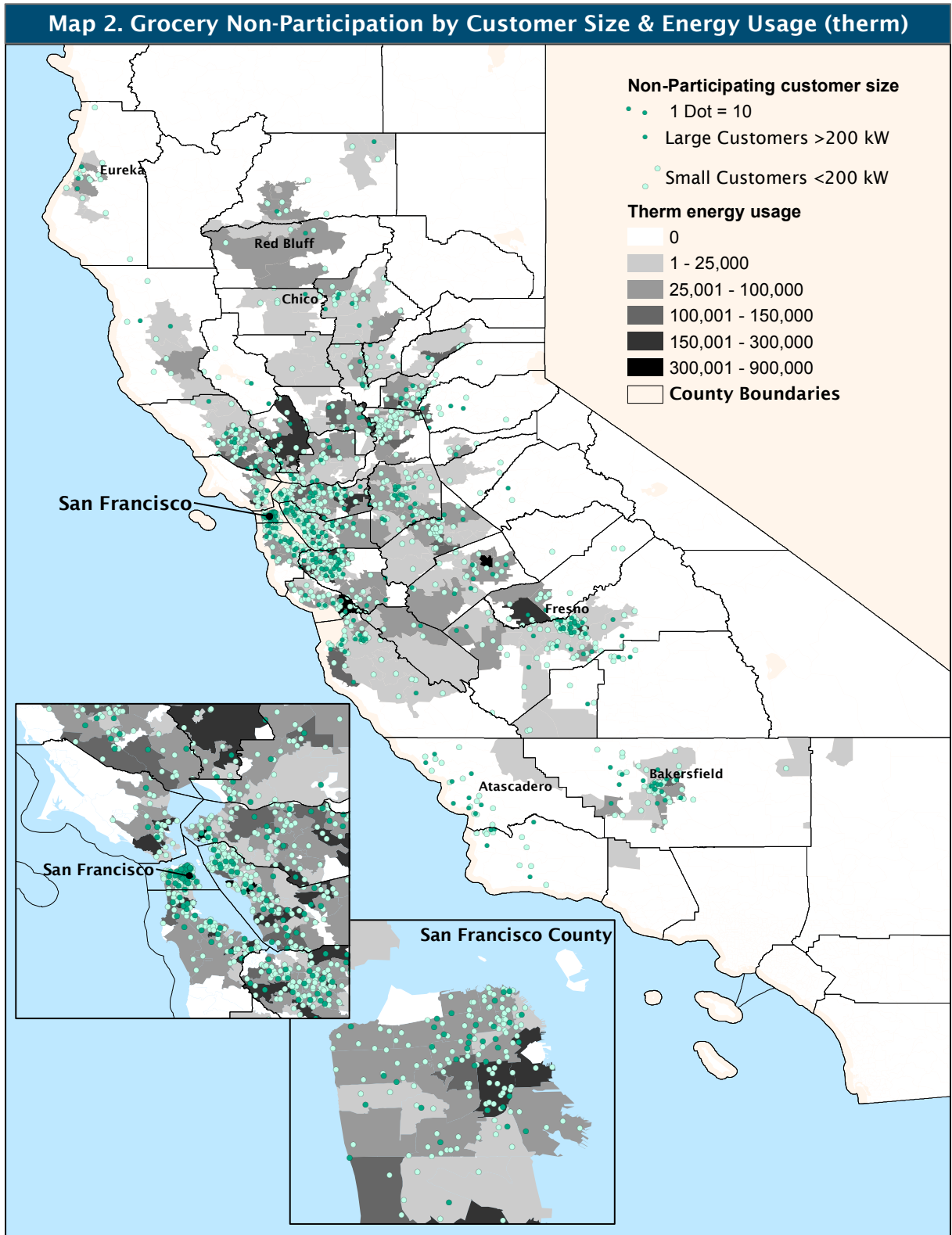




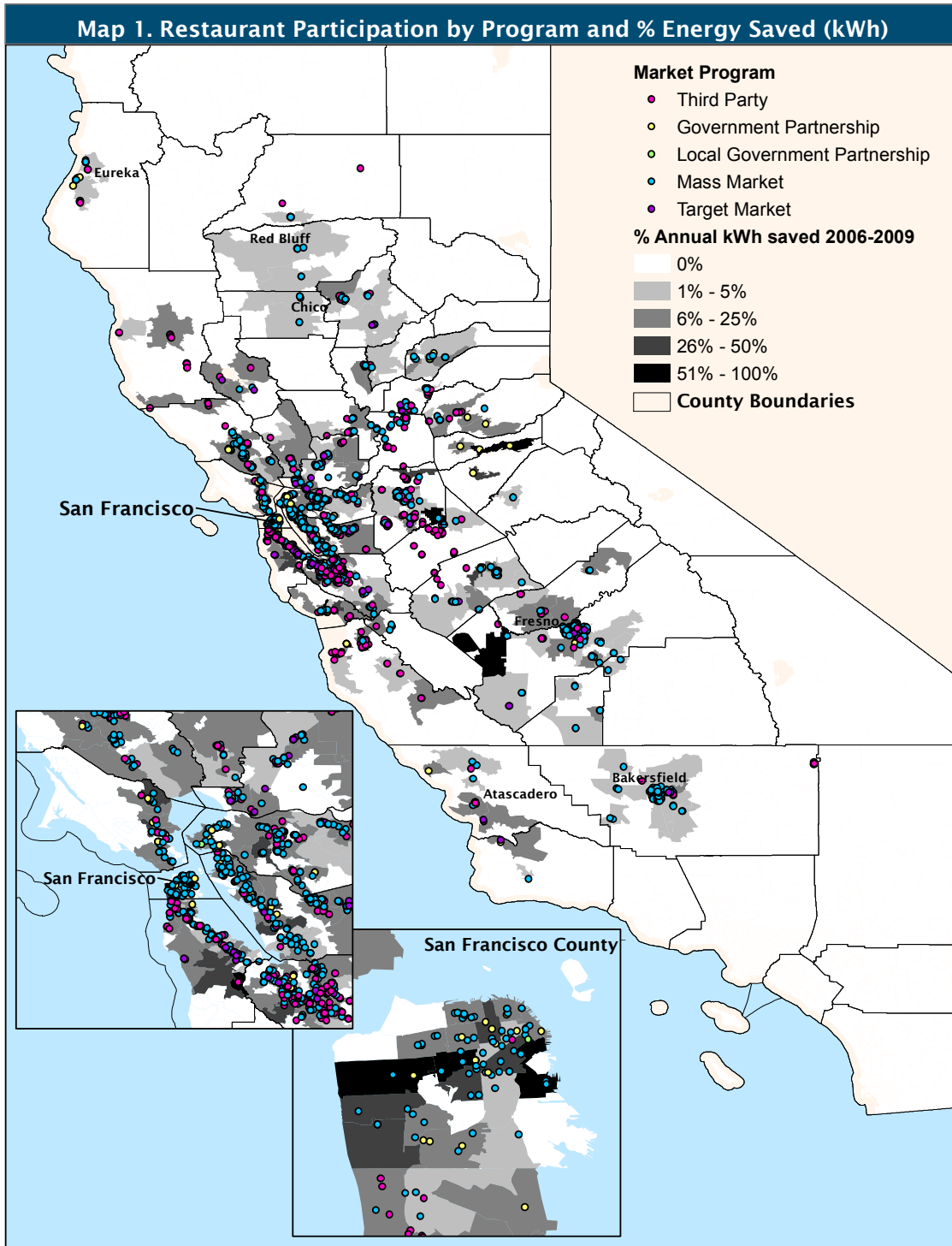


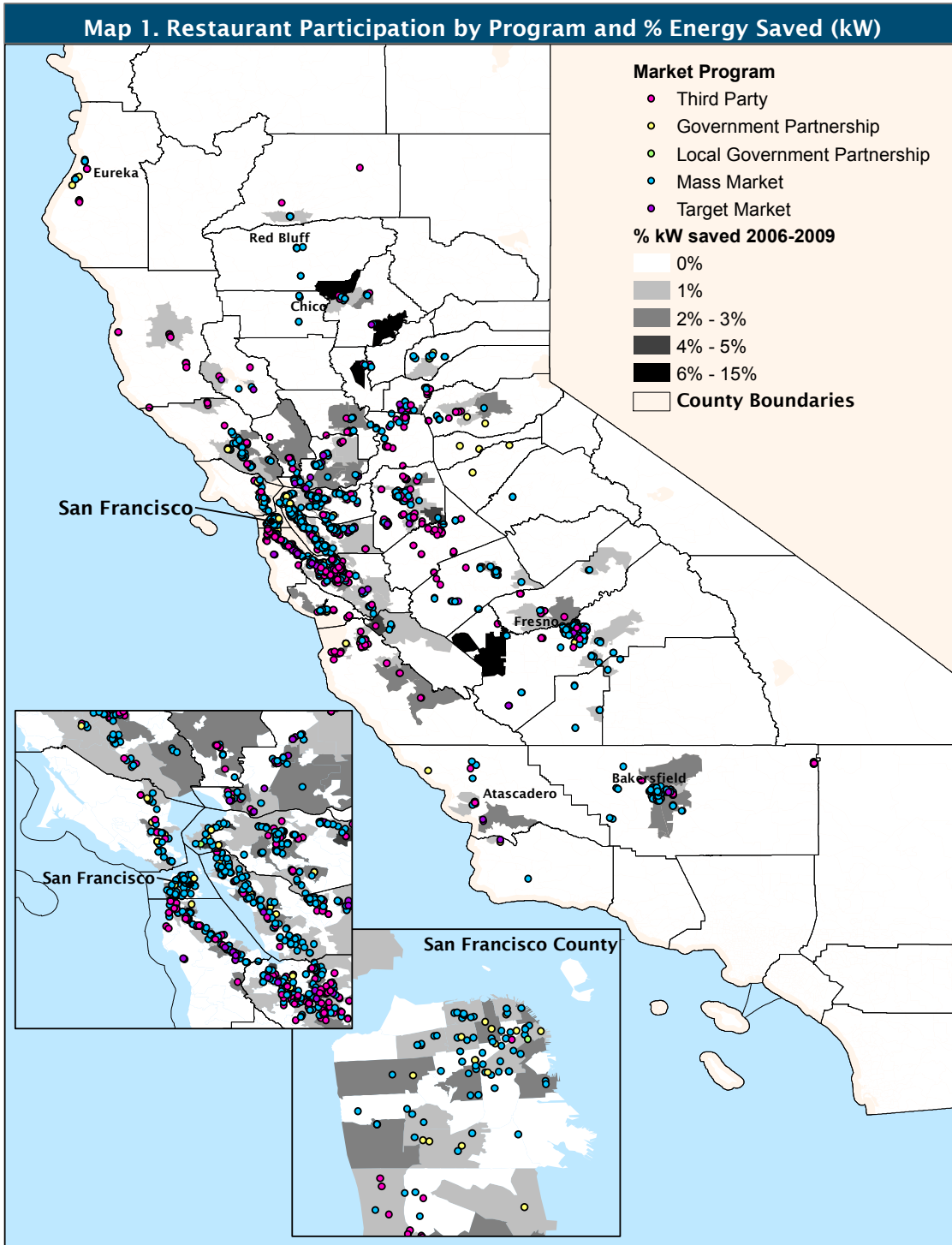


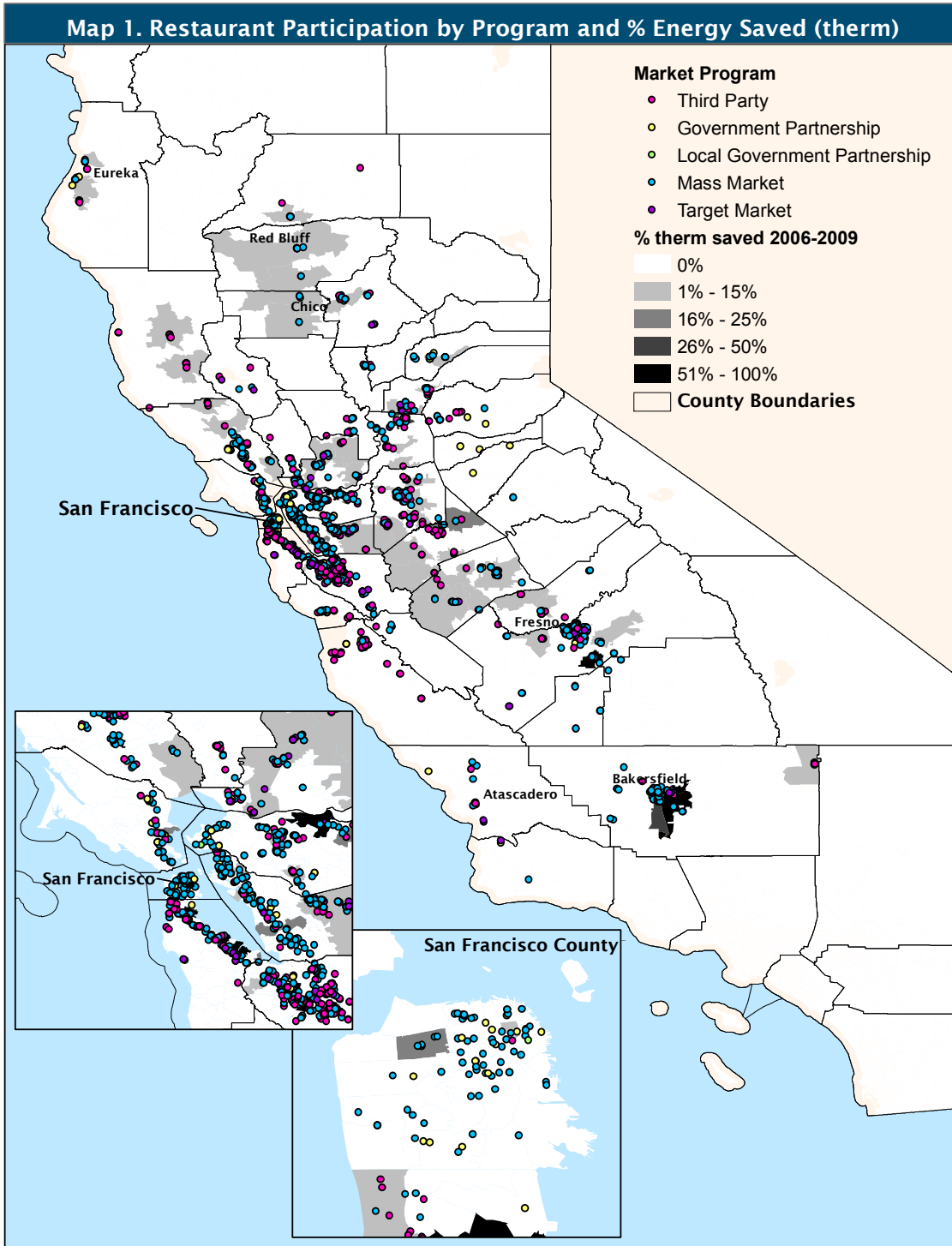


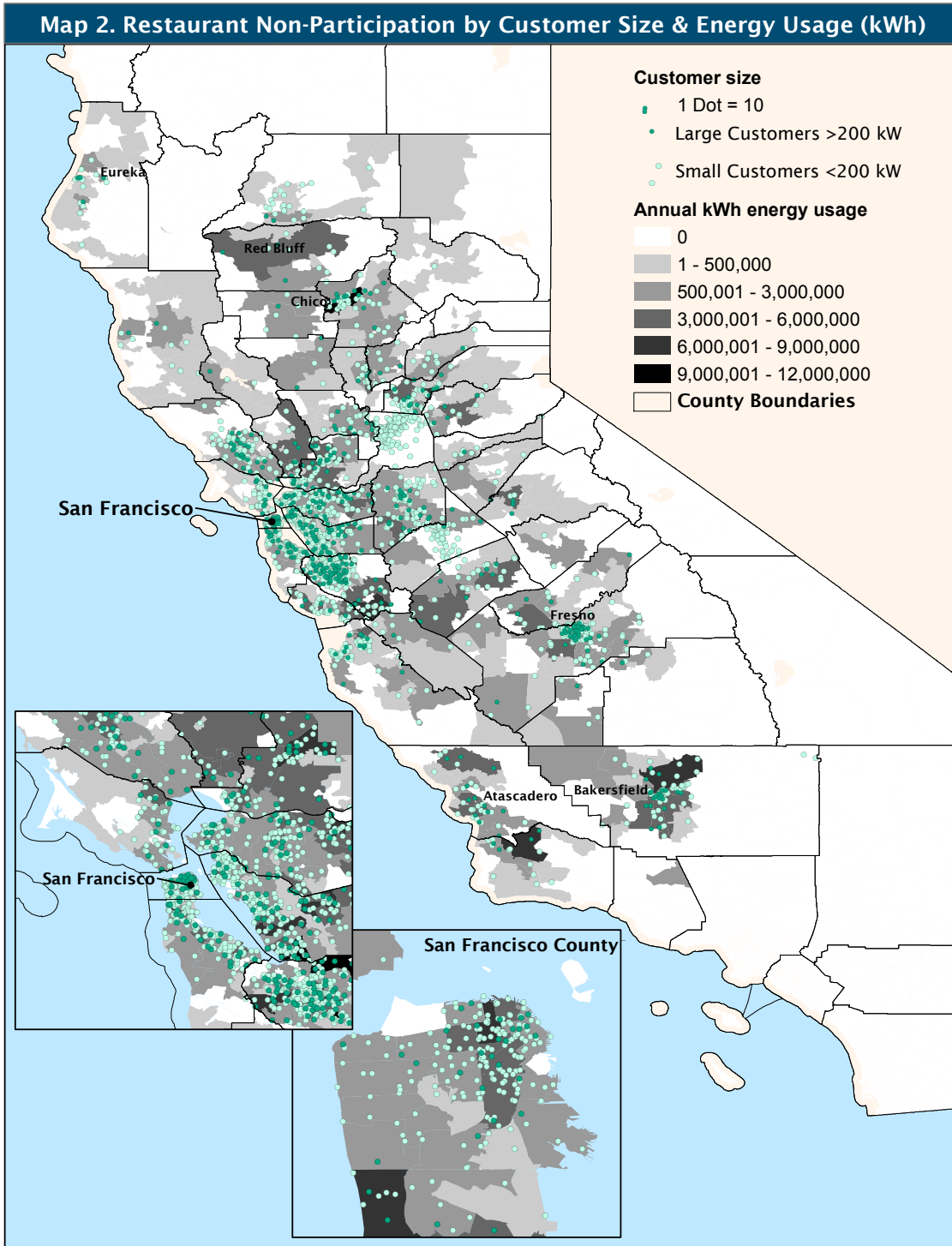


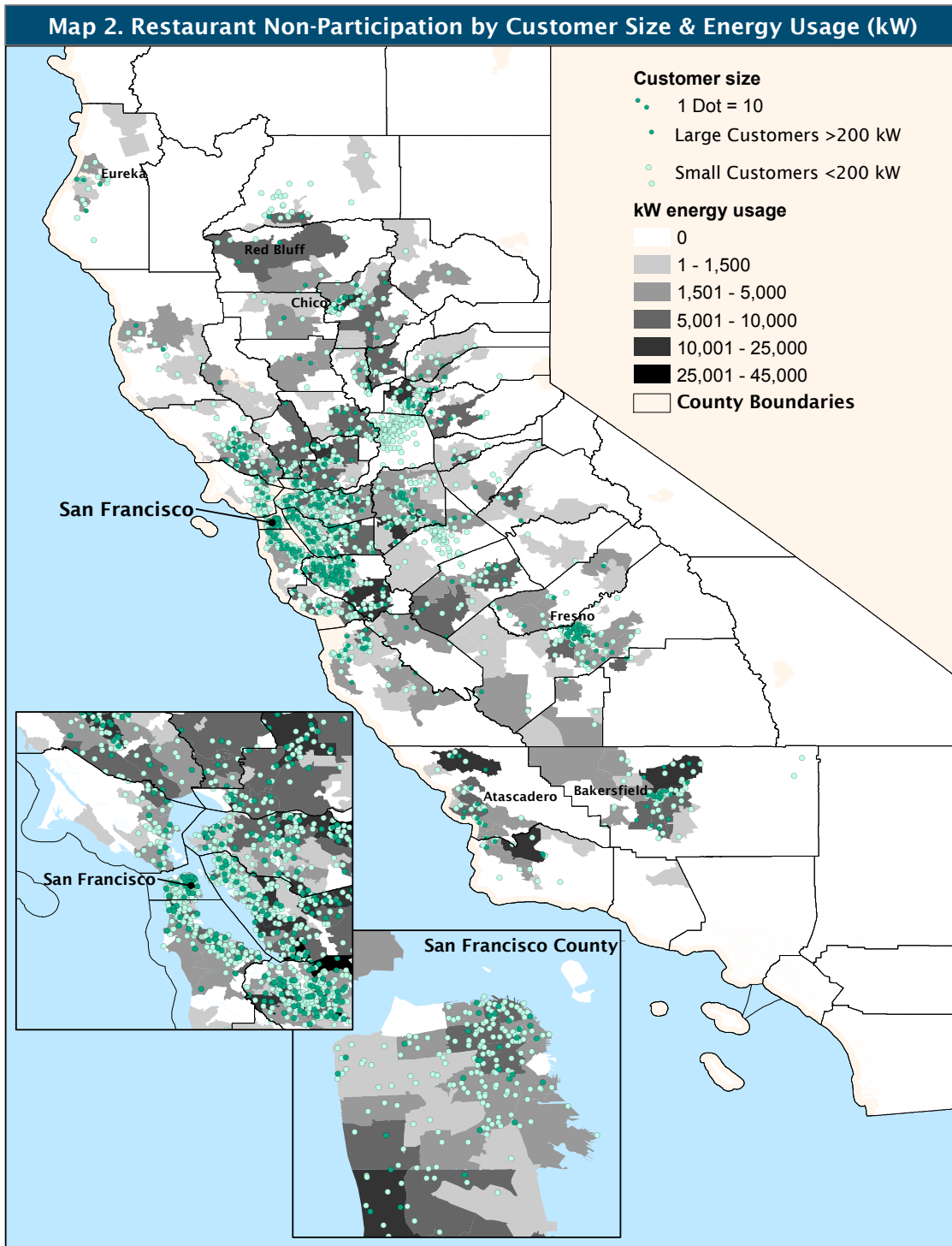
*Attachment: Restaurant Maps*

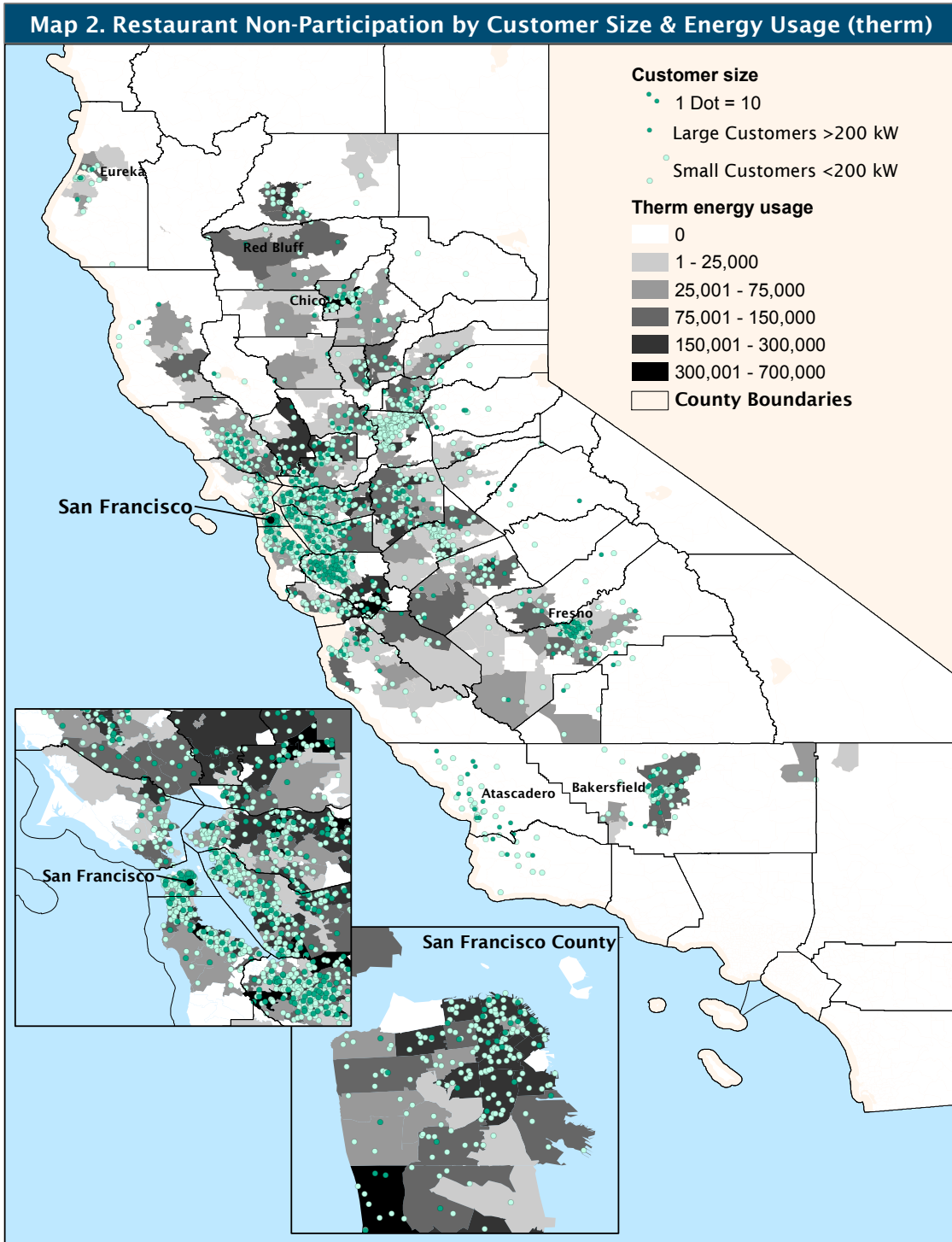




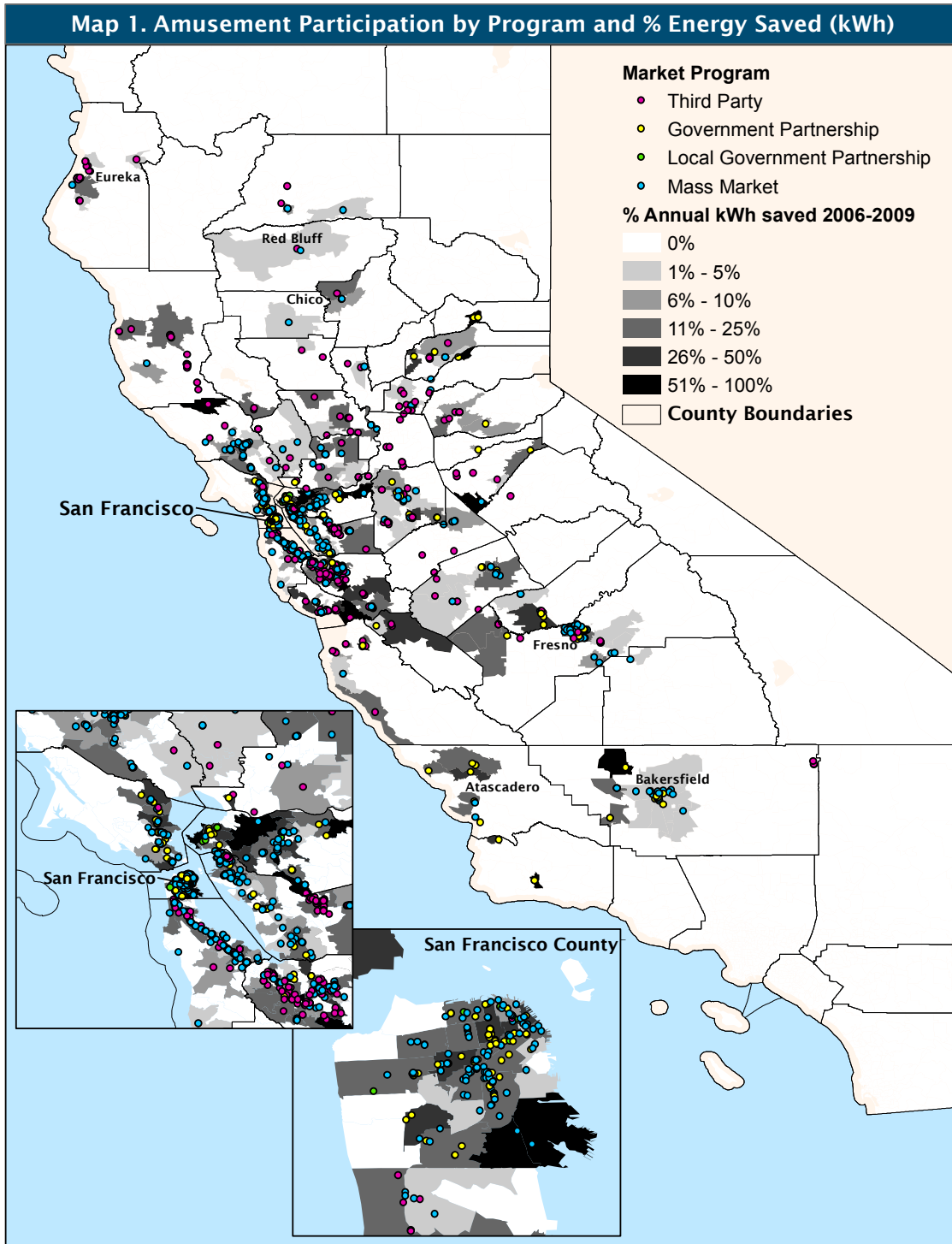




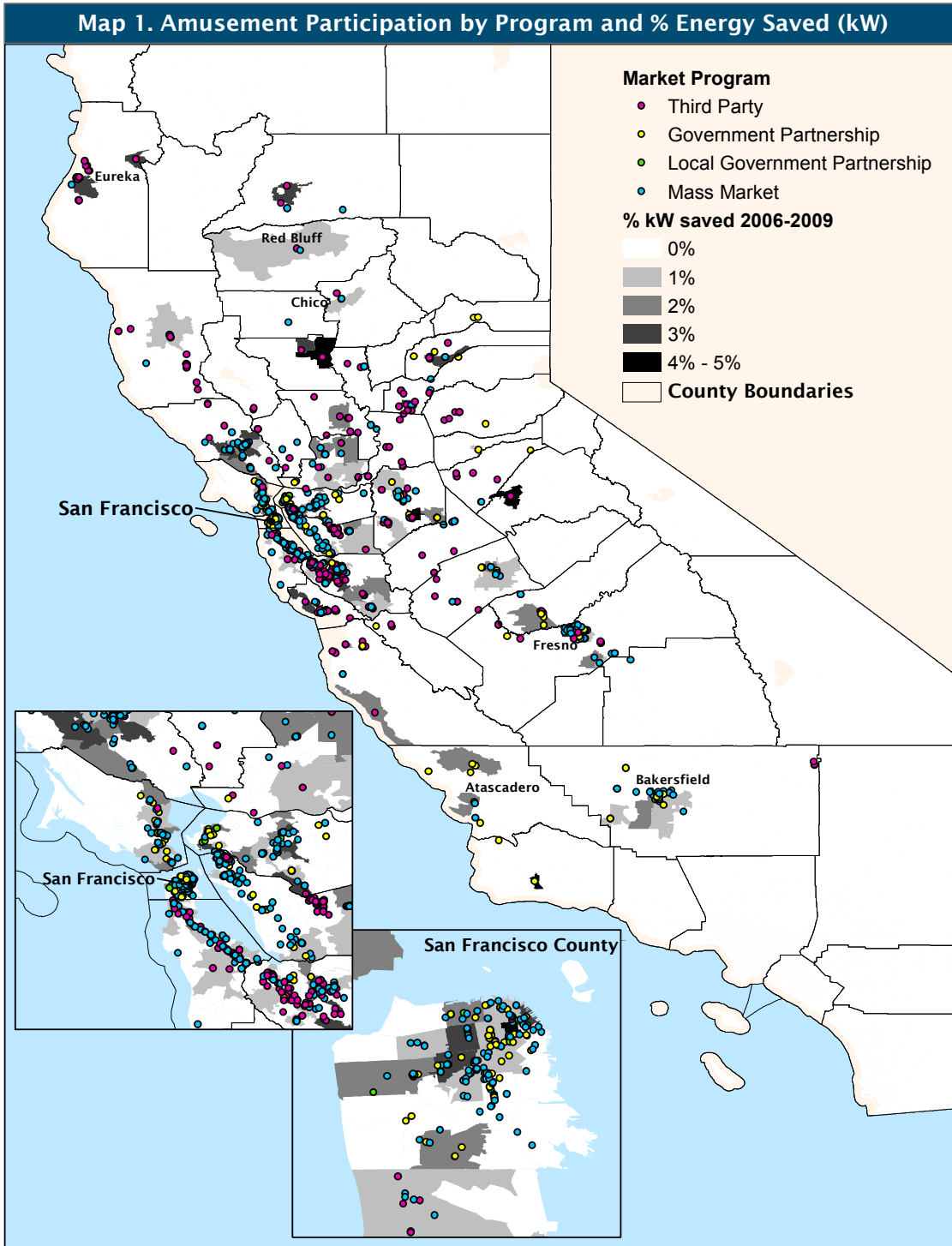


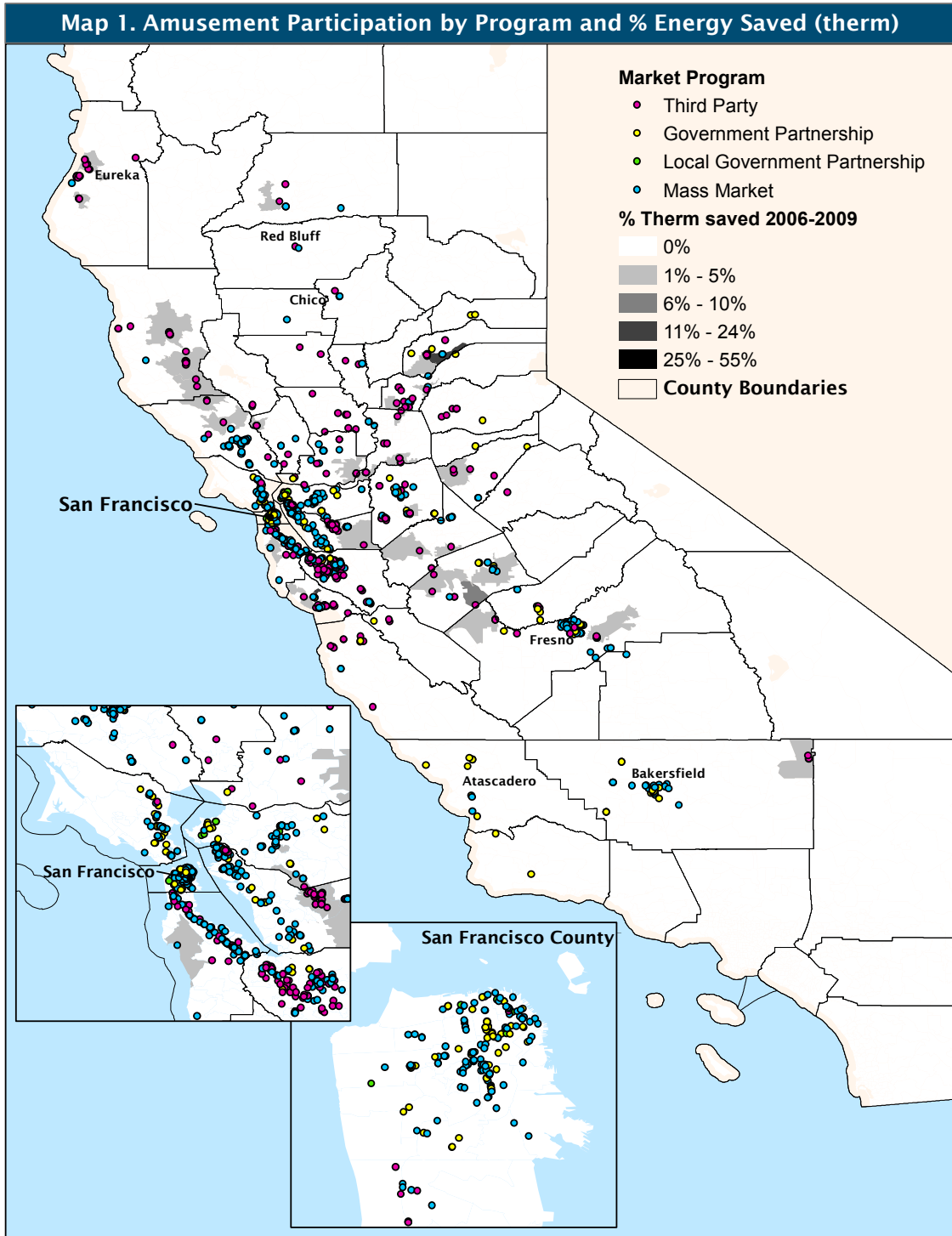


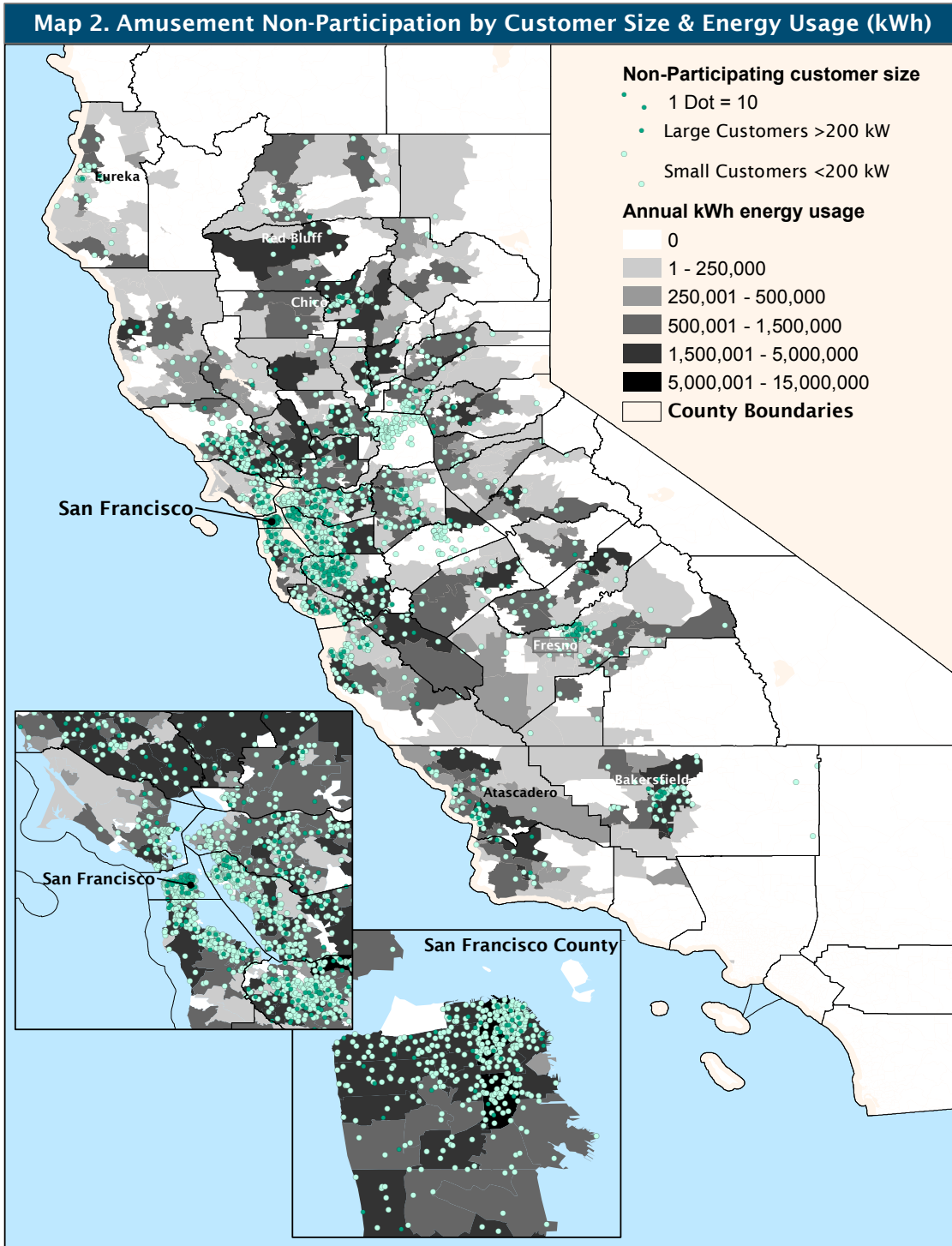
*Attachment: Amusement and Recreation Maps*

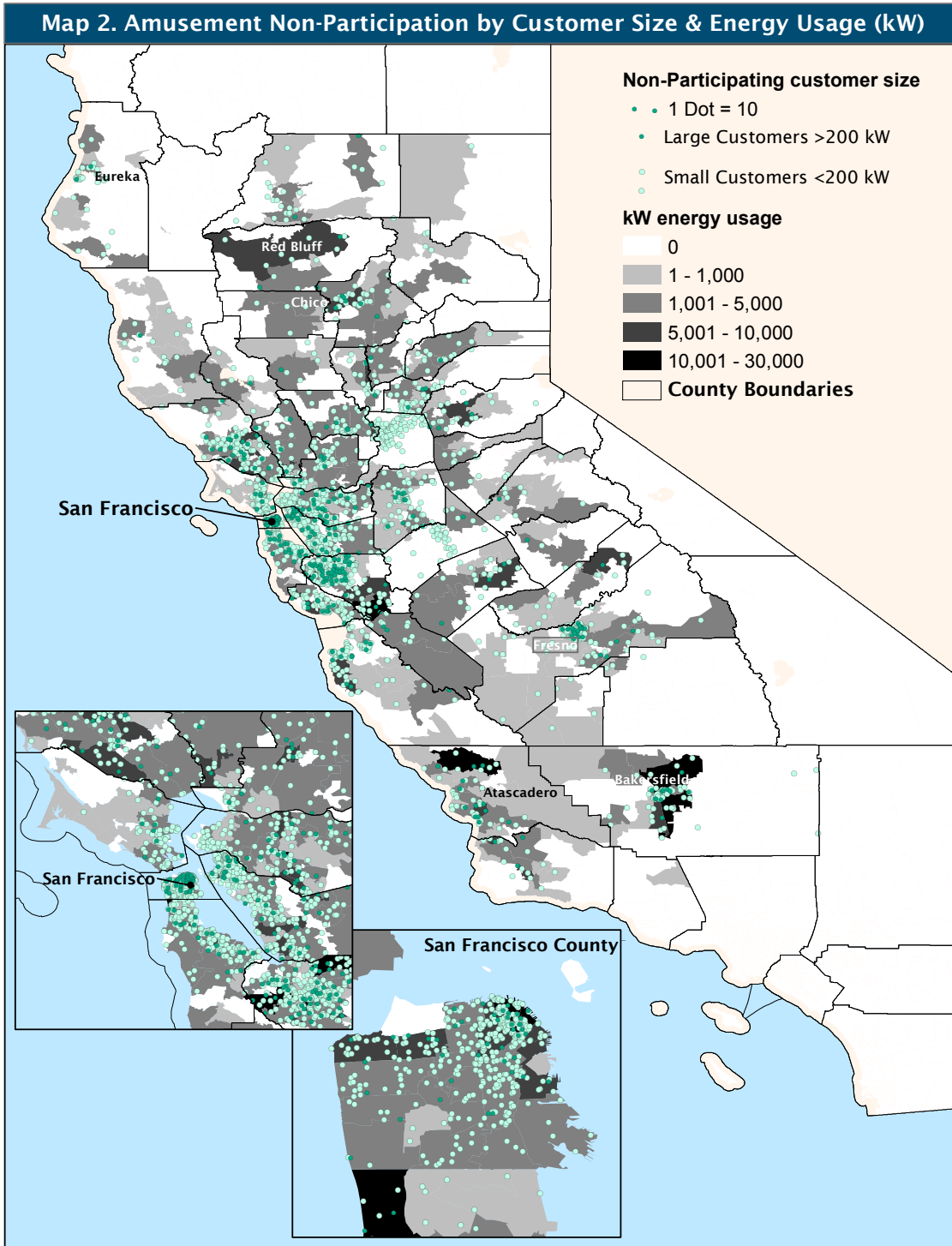


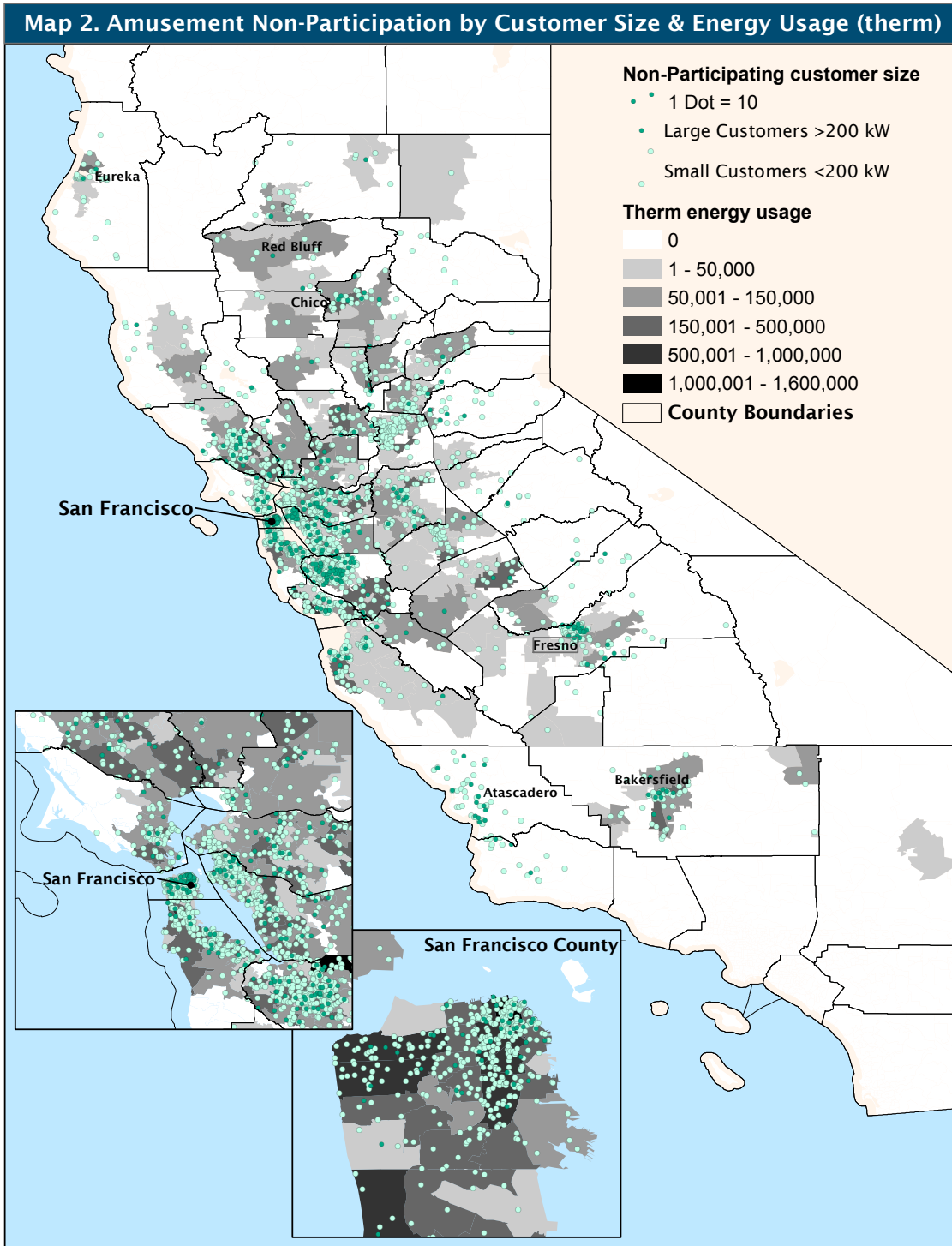












*Attachment: Hotel Maps*

