

**SMART EQUIPMENT CHOICES (SEC) PROGRAM  
MARKET CHARACTERIZATION, MARKET ASSESSMENT,  
AND CAUSALITY EVALUATION**

Final Update Report

Prepared for  
**New York State Energy  
Research and Development Authority**

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Project Number 7721



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# TABLE OF CONTENTS

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<b>SECTION 1: INTRODUCTION .....</b>	<b>1-1</b>
1.1 Components of the SEC Update .....	1-1
<b>SECTION 2: INTEGRATED DATA COLLECTION (IDC) – WORK EFFORT &amp; RESULTS .....</b>	<b>2-1</b>
2.1 Responses to Freeridership Questions .....	2-1
2.2 Responses to Spillover Questions .....	2-5
2.3 Net-to-Gross Ratio and Net Savings.....	2-7
2.4 Satisfaction with the SEC Program.....	2-7
<b>SECTION 3: SUMMARY OF MCAC RESULTS AND KEY FINDINGS.....</b>	<b>3-1</b>

## Appendices

Appendix A: Data Collection Instrument

## **LIST OF FIGURES**

---

Figure 2-1. Responses to Freeridership Questions.....	2-3
Figure 2-2. Measure-Specific Free Ridership Estimates.....	2-4
Figure 2-3. Responses to Spillover Questions .....	2-6

## **LIST OF TABLES**

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Table 2-1. IDC Survey Status (Surveys Mailed Subsequent to Comprehensive Evaluation).....	2-1
Table 2-2. Comparison of Freeridership Results to Prior Evaluation .....	2-5
Table 2-3. Net Factor, Market Factor, and NTG Ratio .....	2-7

## SECTION 1:

# INTRODUCTION

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In early 2005, the Market Characterization, Market Assessment, and Causality (MCAC) evaluation contractor team completed a comprehensive evaluation of the **New York Energy \$mart<sup>SM</sup>** Smart Equipment Choices (SEC) Program. This comprehensive evaluation covered the period from program inception through year-end 2004. In 2006 and again in 2007, the MCAC Team was tasked with updating certain aspects of the earlier comprehensive evaluation effort. This report discusses the results of the update work. For a full perspective on the MCAC evaluation results for the SEC Program, this report should be reviewed in conjunction with the earlier report entitled *New York Energy \$mart<sup>SM</sup> Smart Equipment Choices (SEC) Program Market Characterization, Market Assessment, and Causality Evaluation Final Report*.<sup>1</sup>

In 2006, the SEC Program was combined with the Commercial/Industrial Performance Program (CIPP), and these programs now operate as the Enhanced Commercial/Industrial Performance Program. This report focuses only on the SEC component.

## 1.1 COMPONENTS OF THE SEC UPDATE

This update focuses on analyzing responses received from the Integrated Data Collection (IDC) effort being conducted for the SEC Program. Note that only those IDC results generated subsequent to the completion of the comprehensive MCAC evaluation of the SEC Program are discussed in this update report.

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<sup>1</sup> Summit Blue Consulting, **New York Energy \$mart<sup>SM</sup>** Smart Equipment Choices (SEC) Program Market Characterization, Market Assessment, and Causality Evaluation Final Report, June 2005.



## SECTION 2:

# INTEGRATED DATA COLLECTION (IDC) – WORK EFFORT & RESULTS

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The 2005 MCAC evaluation effort involved the development of data collection protocols that could be integrated with SEC implementation to facilitate on-going and near real-time data collection for evaluation. The MCAC Team worked closely with NYSERDA staff to develop a protocol for collecting data as part of the standard program implementation practices and customer correspondence associated with the SEC Program. This protocol, termed Integrated Data Collection (IDC), garners participant feedback in near real-time on attribution/causality, and represents an important source of information as a supplement to more traditional retrospective survey efforts. The logic behind this approach is that end-use customers and market actors will have a better idea of the factors influencing their decisions the closer the survey is in time to the decision itself.

The SEC Program has fewer contacts with participants than other NYSERDA programs, so there are limited opportunities for integrated survey efforts. As a result, the IDC effort for the SEC Program consists of a single post-installation survey administered after the incentive has been sent to the program participant. At this point, respondents are asked to complete a short survey. Detailed information regarding the SEC IDC effort including a map of the IDC process and a summary of the topics covered in the IDC survey was presented in the 2005 comprehensive evaluation report and is therefore not repeated here.

This report summarizes only the IDC survey responses generated subsequent to the completion of the 2005 comprehensive MCAC evaluation, since the initial IDC responses were analyzed in the comprehensive evaluation. Since the 2005 evaluation, 268 IDC surveys have been mailed to SEC Program participants and 147 completed surveys have been returned to the MCAC Team (Table 2-1). This gives a response rate of approximately 55%. As mentioned above, given the program's limited opportunities for contact and follow-up with the participants, the MCAC Team considers this to be a reasonable response rate.

**Table 2-1. IDC Survey Status (Surveys Mailed Subsequent to Comprehensive Evaluation)**

	Number of Surveys Mailed	Number of Completed Surveys Returned	Response Rate
SEC	268	147	55%

This IDC effort focuses primarily on attribution/causality. The survey questions center on what the respondents would have done had they not been involved in the SEC Program and any additional actions they have taken (either as part of the project or at a later date) that were not funded by the program but were influenced by NYSERDA. Selected results are presented in the remainder of this section.

### 2.1 RESPONSES TO FREERIDERSHIP QUESTIONS

The IDC surveys contain a series of questions that attempt to determine what actions respondents would have taken in the absence of the SEC Program. In the 2005 comprehensive MCAC evaluation report, the MCAC team estimated free ridership as 65% as calculated by the IDC responses and 52% overall based on the retrospective and IDC surveys. The responses analyzed for this update report are similar enough to those presented in the comprehensive evaluation report that no modifications to that freeridership estimate are recommended at this time.

Figure 2-1 summarizes the responses to the freeridership questions. More than half of the respondents (58%) said that prior to becoming aware of the SEC Program, they had been planning to install the measures for which they received incentives via the SEC Program (first column, Figure 2-1). This value alone would indicate a high level of freeridership, with roughly half of all participants indicating that they had been planning to install the measures that received program incentives before they even learned of the program's existence.<sup>2</sup> However, the attribution questions on the IDC surveys are designed to further refine the freeridership estimate by asking questions about whether the participant was influenced by the program to install higher efficiency measures or to install the measures significantly earlier than they would have without the program's help, thereby increasing the savings attributable to the program.

The first of these influencing questions asked respondents whether the program increased the energy efficiency level of the measures installed, to which 73% of IDC respondents said yes (third column, Figure 2-1). This indicates that nearly three-quarters of participants were influenced by the program to install higher efficiency measures, so even if they were already planning to install the measures, the additional savings attained by installing higher efficiency measures are attributable to the SEC Program.

The next question asked respondents about the *likelihood* that they would have installed measures at the same level of efficiency had they not participated in the program. Only 36% of end-use customers responded that they definitely would have installed measures at the same level of efficiency if they had not participated in the SEC Program (second column, Figure 2-1). Sixteen percent indicated that they definitely would *not* have installed the measures, and 41% said they may have. Of those respondents who say they may have installed the measures, the average likelihood given was 64%. Those participants who indicated that they may have installed the measures may have been planning to install lower efficiency measures, or they may have been considering installing fewer measures of the same or lower efficiency, or they may have not had plans to install efficiency measures at all, so the SEC Program likely influenced some or all of the energy savings attained by those participants.

Also, 33% of end-use customers indicated that installation was accelerated due to the influence of the program by an average of more than 18 months (fourth column, Figure 2-1).

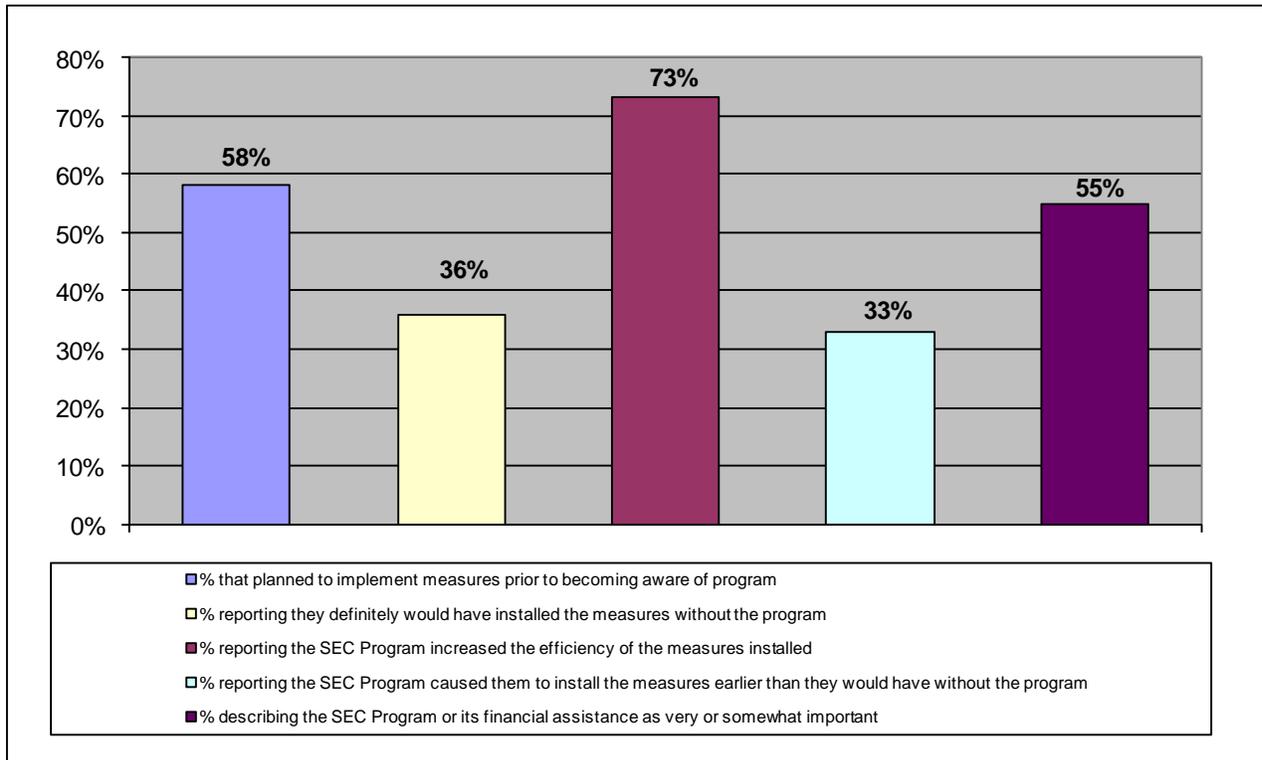
Respondents were also asked to rate the importance of the SEC program and its financial assistance on the decision to install high efficiency measures. On a scale of 1 to 5, with 1 being "not at all important" and 5 being "very important, 55% of respondents rated the program as a 4 or 5, somewhat or very important (fifth column, Figure 2-1).<sup>3</sup> Interestingly, more respondents (77%) rated the importance of improvements in non-energy impacts (e.g., lighting quality, comfort, equipment maintenance) as somewhat or very important. However, this does not necessarily indicate that the program and its incentives were less important in the decision-making process, but rather that respondents place a high value on these non-energy impacts and perhaps would be less inclined to install the high efficiency measures without them.

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<sup>2</sup> The response to a question about whether the respondent asked for high efficiency equipment or if the vendor/installer recommended seems to confirm that roughly half of respondents had at least been considering installing high efficiency equipment prior to program participation. Forty-one percent of respondents said they asked for high efficiency equipment, 42% said the vendor/installer recommended, 8% didn't know whose idea it was, and 9% said "other", generally indicating that it was a combination of asking for high efficiency *and* the vendor/installer recommending it.

<sup>3</sup> Just 8% of respondents said that the program and its assistance was "not at all important."

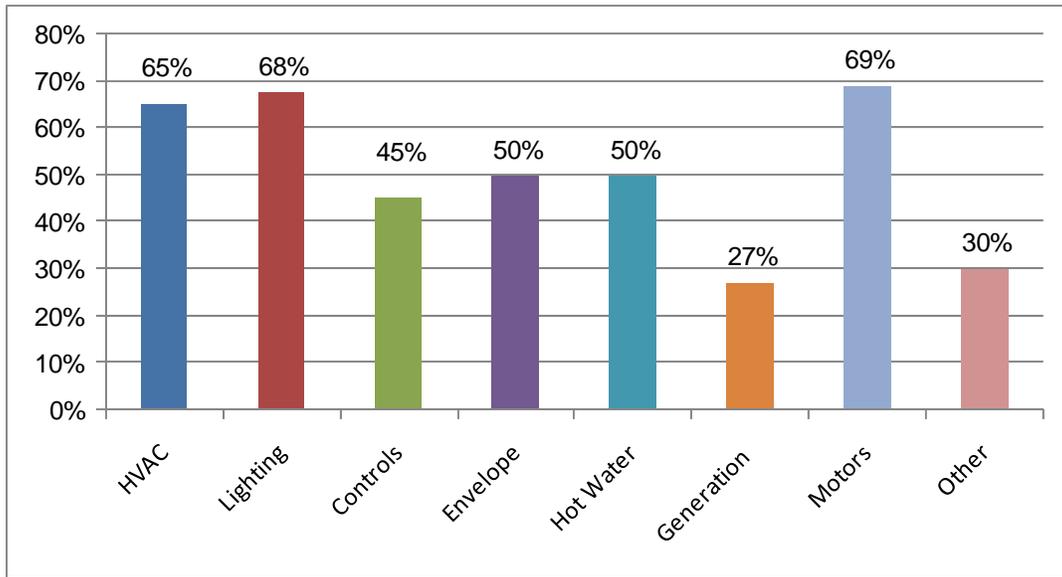
**Figure 2-1. Responses to Freeridership Questions**



Source: IDC survey responses; N =147.

Respondents were also asked to estimate the share of measures that would be installed in the absence of the program, both for individual measure categories and an overall best estimate. Figure 2-2 shows the share of measures that respondents indicated would have been installed *at the same level of efficiency* without the SEC program. Motors, lighting, and HVAC show free ridership of 60% or more (unadjusted for the influencing factors described above). Generation, controls, and “other” measures have the lowest level of free ridership. After answering the measure-specific questions, respondents were asked to provide a lower, upper, and best estimate of the share of measures that would have been installed anyways. The average best estimate was 60%, with an upper bound of 64% and a lower bound of 37%.

**Figure 2-2. Measure-Specific Free Ridership Estimates**



Source: IDC survey responses; HVAC N=41, lighting N=92, controls N=30, envelope N=21, hot water N=25, generation N=17, motors N=54, other N=10.

Table 2-2 compares the freeridership results of the current analysis to those reported in the 2005 comprehensive MCAC evaluation report. At first glance, the current IDC results may indicate somewhat higher freeridership than the retrospective survey results from the 2005 evaluation: higher average likelihood of installing the measures without the program, more respondents reporting that they had plans to install prior to becoming aware of the program, fewer respondents reporting that the program moved installation of the measures sooner in time. However, one of the most important pieces of information is the share of respondents who indicate that the SEC program increased the energy efficiency of the measures installed. Nearly three-quarters (73%) of the current IDC respondents indicated that the program increased the energy efficiency of the measures installed, and 68% of the 2005 IDC respondents said the same. These percentages are both significantly higher than the retrospective survey results, which show that only 18% of respondents reported that the program increased the efficiency of the installed measures. This difference is not unexpected, since the IDC surveys are completed much closer in time to the actual decisionmaking, and as time passes and respondents' recall diminishes, they often forget some of the aspects of the program that helped them make decisions to install energy-efficient equipment.

**Table 2-2. Comparison of Freeridership Results to Prior Evaluation**

	Results from 2005 MCAC Evaluation Report		Results from Current Update Report (IDC Surveys)
	Retrospective Surveys	IDC Surveys	
Average likelihood of installing without the SEC program	52%	71%	67%
Share describing the importance of the SEC program and its financial assistance as a 4 or 5 (5=very important)	64%	n/a	55%
Share reporting they had plans to install measures prior to becoming aware of the SEC program	51%	45%	58%
Share reporting that the SEC program moved installation sooner in time	54%	44%	33%
Share reporting that the SEC program increased energy efficiency of the measures installed	18%	68%	73%

These responses imply that many participants in the SEC Program are considering energy-efficient options prior to learning about the program; however, the financial incentives help overcome barriers to the purchase and installation of energy efficiency measures (*i.e.*, higher incremental costs for energy efficiency measures, lack of information regarding performance and/or energy savings of energy-efficient options, etc.). While there are some true freeriders, as is expected, in many instances the program incentives drive customers to install higher efficiency measures than they would have in the absence of the program. Many respondents (84%) indicated that their familiarity with energy efficient measures and equipment increased significantly or somewhat as a result of participating in the project. Comments by respondents illustrate these findings:

*“The SEC program reduced the payback period for high efficiency motors and VSD to levels acceptable per owners’ typical policy on investments.”*

*“I was able to install better lights because the program made me more aware of what is available.”*

*“I would probably have interspersed the high efficiency lighting with some incandescents.”*

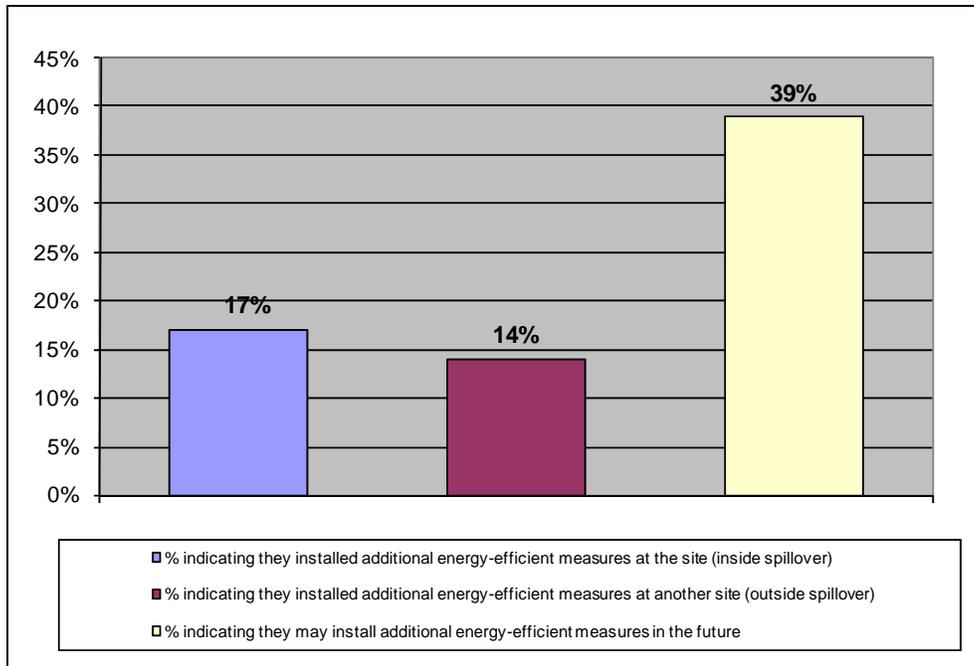
*“Our company installed the most efficient lights for our application as standard good business practice. We applied for the rebate only because you are giving it away.”*

## **2.2 RESPONSES TO SPILLOVER QUESTIONS**

Respondents were also asked to answer a series of questions to determine whether their participation in the SEC Program caused them to install additional energy efficiency measures without a program incentive. A review of the IDC results reported in the 2005 comprehensive MCAC evaluation shows that the amount of spillover as calculated from the IDC responses was estimated at 28% total spillover, 6% inside spillover, 8% outside spillover, and 14% non-participant spillover. Based on the IDC and retrospective surveys analyzed for the 2005 MCAC evaluation, spillover of 45% was determined. Similar to freeridership, survey responses analyzed for this update report indicate that spillover of approximately the same amount reported in the 2005 comprehensive MCAC evaluation report is likely occurring. For example, 17% of respondents reported that their experience with the program had caused them to install additional efficiency measures at the participating project site that did not go through the SEC Program (*i.e.*, inside spillover). In addition, 14% reported that since participating in the SEC Program, they had installed additional energy efficiency measures in projects other than those that participated in the program (*i.e.*, outside spillover). Respondents who reported outside spillover indicated that they installed these measures at an average of three additional sites (one reported 10 additional sites). Also, 39% of respondents indicated that while they had not installed any additional energy efficiency measures at other

facilities yet, they may do so in the future. This further demonstrates the influence that the SEC Program is having on respondents' awareness of energy-efficient options. Figure 2-3 summarizes the responses to the spillover questions.

**Figure 2-3. Responses to Spillover Questions**



Source: IDC survey responses; N = 147, except for column three, which is n=76, because only the newer version of the IDC survey gave respondents the option to say “no, but maybe in the future”.

Respondents who reported inside spillover were also asked to estimate the magnitude of the savings attained by the spillover measures relative to the measures installed through the SEC Program. Of those respondents reporting inside spillover, 76% indicated that the savings of the additional measures were similar to or less than the savings associated with the measures installed through the SEC Program. These respondents who indicated that the savings were less than those associated with the incented measures estimated the savings at 29% of the savings of the incented measures.

Comparison to the IDC results reported in the 2005 comprehensive MCAC evaluation shows that the percentage of respondents reporting inside spillover has increased from 11% to 17%, while the percentage of respondents reporting outside spillover has remained nearly the same at 15% (as compared to 14% in the 2005 evaluation). While the percentage of IDC respondents reporting inside spillover this year is greater than for the 2005 IDC respondents, it is very similar to the percentage of the 2005 retrospective survey responses (20%).

Comments from respondents illustrate the influence that NYSERDA is having on the installation of energy efficient measures at other facilities:

*“It gives us a de facto standard to use when buying new equipment.”*

*“Program definitely brought to light efficiency measures not considered. Very valuable in defining measures needed and most efficient pattern of equipment replacement or new equipment installations to return the maximum savings of energy and related costs.”*

*“Would look into any project which worked as well as this one.”*

### 2.3 NET-TO-GROSS RATIO AND NET SAVINGS

Several indicators suggest that the SEC Program is having a significant influence on participants' installation of energy-efficient equipment. Responses to the IDC surveys analyzed for this update report are similar enough to those from the 2005 comprehensive MCAC evaluation that no modifications to the freeridership or spillover estimates are recommended at this time.

**Table 2-3. Net Factor, Market Factor, and NTG Ratio**

<b>Net Factor<sup>1</sup></b> <i>1 minus Freeridership</i>	<b>Market Factor<sup>1</sup></b> <i>1 plus Total Spillover</i>	<b>Net-To-Gross Ratio<sup>1</sup></b>
0.48 (0.41 – 0.55)	1.45 (1.35 – 1.55)	0.70 (0.60 – 0.80)

<sup>1</sup>Values in parentheses represent realistic ranges for net factor, market factor, NTG ratio, and net savings given the data collected and the weighting factors used. See comprehensive MCAC evaluation report for more details.

### 2.4 SATISFACTION WITH THE SEC PROGRAM

Participants in the SEC Program were not directly asked about their satisfaction with the program via the IDC surveys; however, respondents were given the opportunity to provide general comments about their programmatic experience. On the whole, participants' comments were very complimentary, particularly in regard to customer service and responsiveness to inquiries. Several respondents indicated that they felt the incentive levels should be raised, either in general or for a specific measure (*e.g.*, VSDs) or sector (*e.g.*, non-profit, multi-family). A few respondents indicated that there was an excessive amount of paperwork and bureaucratic red tape, but overall most respondents seemed to be satisfied with the ease of participation.



## SECTION 3:

### SUMMARY OF MCAC RESULTS AND KEY FINDINGS

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The IDC research findings presented in this update report generally correspond to the results presented in the 2005 comprehensive MCAC evaluation report. For example:

- Several indicators suggest that the SEC Program is having a significant influence on participants' installation of energy-efficient equipment. The IDC results summarized in this update report are similar enough to those reported in the 2005 comprehensive MCAC evaluation report that no modifications to the freeridership or spillover estimates are recommended. Some of the findings supporting this recommendation include:
  - Fewer than half of IDC respondents (36%) stated that they definitely would have installed the incented measures if they had not participated in the SEC Program. In addition, nearly three-quarters of respondents (73%) stated that they would have installed lower efficiency measures had they not received incentives via the SEC Program. Both of these figures are very similar to the IDC results from the 2005 comprehensive MCAC evaluation and indicate that the program has a significant influence on participants' installation of energy-efficient measures.
  - The 2005 comprehensive MCAC evaluation report pointed out a sizable difference in the impacts attributable to the program between data obtained from the retrospective surveys and the IDC effort, stating that 68% of IDC respondents reported that the program increased the efficiency of measures installed, compared to only 18% of retrospective survey respondents. The IDC surveys completed since the 2005 MCAC report confirm the original IDC data, with 73% of respondents stating that the program increased the efficiency of measures installed. This suggests that the program is influencing participants to install higher efficiency measures than they otherwise would have without the program, to a greater extent than what the 2005 retrospective survey data alone would indicate.
  - Thirty-three percent of respondents to the current IDC effort indicated that the program caused them to install the energy-efficient measures sooner than they would have, compared to 44% and 54% of the 2005 evaluation's IDC and retrospective survey respondents, respectively. These results indicate that the program continues to influence participants to install the measures earlier than they otherwise would have without the program although the level of influence may be diminishing slightly.
  - Survey responses indicate that spillover of the same amount as that reported in the 2005 comprehensive MCAC evaluation is likely occurring. For example, 17% of IDC respondents reported that their experience with the program had caused them to install additional efficiency measures that did not go through the SEC Program at the participating project site. This figure is somewhat higher than the percentage of IDC respondents reporting the existence of inside spillover in the 2005 comprehensive MCAC evaluation report (11%), but very similar to the percentage of retrospective survey respondents reporting inside spillover (20%). In addition, 15% percent of current IDC respondents reported the existence of outside spillover in other non-participating projects, which is nearly the same percentage as reported by the 2005 evaluation's IDC respondents (14%).
- Anecdotally, the IDC surveys indicate that participant satisfaction with the SEC Program appears high and consistent with past views. These high satisfaction levels contribute to the growing

perception that NYSERDA's involvement encourages proactive implementation of energy efficiency measures.

The analysis conducted for this update report and other MCAC evaluation efforts makes use of data collected via IDC surveys as a supplement to the data collected via more traditional and comprehensive retrospective survey efforts. The IDC surveys have been streamlined to reduce the time required for SEC Program participants to respond and contain only the key MCAC questions related to the program. While the IDC approach has certain limitations due to its abbreviated nature and lack of trained interviewers conducting the surveys, results generated to date by the IDC efforts have been useful for confirming trends identified during the comprehensive MCAC program evaluations and have been instrumental in enabling MCAC update reports to be prepared for programs not receiving full MCAC evaluations in any given year.

## **APPENDIX A: DATA COLLECTION INSTRUMENTS**

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Smart Equipment Choices (SEC) Post-Project Decisionmaking Tracking [older version of IDC Survey]

Smart Equipment Choices (SEC) Post-Project Customer Decisionmaking [current version of IDC Survey]



**SMART EQUIPMENT CHOICES (SEC)  
POST-PROJECT DECISIONMAKING TRACKING**

---

Name \_\_\_\_\_ Date \_\_\_\_\_

Firm Name \_\_\_\_\_ Phone \_\_\_\_\_

Project/Facility Address \_\_\_\_\_

Project City / State / Zip \_\_\_\_\_ NYSERDA Project Number \_\_\_\_\_

**A1. Prior to your becoming aware of the Smart Equipment Choices (SEC) program, were you planning on implementing any of the measures for which you received incentives? If yes, about what share of these measures would have been the same or better efficiency as those covered under SEC?**

- No     Yes     Don't know
- About what percent at the same efficiency level? \_\_\_\_\_%
- Which ones? \_\_\_\_\_

**A2. What would you say is the likelihood you would have installed measures of the same efficiency level if it had not been for the SEC Program and its financial incentives?**

- Definitely would NOT have installed the measures
- Definitely WOULD have installed the measures anyway
- MAY HAVE installed the measures anyway, even without the program
- → about what percent likelihood? \_\_\_\_\_% → which measures? \_\_\_\_\_
- Don't know

**A3. Did the program increase the energy-efficiency level of the measures you installed?**

- No     Yes → Which ones? \_\_\_\_\_     None installed     Don't know

**A4. If you had not participated in the SEC Program or received the financial incentives, what share (or percent) of measures of the same level of energy efficiency that you installed under the program do you estimate you would have installed anyway? Answer only for those measure types you installed. Please also answer for "overall".**

Measures / end use type	Percent that would have been installed without program	Measure / end use type	Percent that would have been installed without program
HVAC equipment		Generation	
Lighting		Motors / VSDs	
Building controls		Other (specify)	
Building envelope			
Hot water		<b>→Overall Percent →</b>	

**A5. In general, did the SEC Program or its assistance cause you to install these measures earlier (or later) than you would have without the program?**

- No
- Yes → About how much earlier? \_\_\_\_\_(number of months)
- Yes → About how much later? \_\_\_\_\_(number of months)
- Don't know

**A6. Did your experience with the program cause you to install any additional energy-efficient measures or technologies at this site that did not go through the SEC program – *measures you wouldn't have installed without the program's influence?***

- No → Go to Question A7
- Yes
- Don't know → Go to Question A7

**A6a. (IF A6=yes) On average, would you estimate the energy savings from these extra energy-efficiency measures to be more than, similar to, or less than the savings from the energy-efficiency measures from the SEC project to which this form is attached?**

- Less than current project → About what percentage of the savings from the current project? (Enter a value less than 100%) \_\_\_\_%
- About the same size
- Larger than current project → About what percentage of savings from the current project? (Enter a value greater than 100%) \_\_\_\_%

**OVER→**

**A6b. (IF A6=yes) About what share of these additional savings were influenced by the SEC program? (Enter a value up to 100%) \_\_\_\_%**

**A6c. (IF A6=yes) Thinking about these extra energy-efficiency (EE) measures from Question A6... Which types of measures were installed beyond what you received incentives for under the SEC Program? Please check Y(yes) or N(no) for the major groupings of measures.**

Table A6b. Measures / end use type	Circle if these EE measures installed beyond SEC	Measure / end use type	Circle if these EE measures installed beyond SEC
HVAC equipment	N Y	Hot water	N Y
Lighting	N Y	Generation	N Y
Building controls	N Y	Motors / VSDs	N Y
Building envelope	N Y	Other (specify)	N Y

**A7. Did your experience with the Smart Equipment Choices Program cause you to install any additional energy efficiency measures or technologies at other jobs or facilities in New York (excluding Long Island) beyond what you would have done otherwise?**

- No → Go to Question A8
- Yes → About how many other facilities were influenced? \_\_\_\_\_
- Don't know → Go to question A8

**A7a. (IF A7=yes) On average, would you estimate the average energy savings per building from these measures to be more than, similar to, or less than the savings from the energy efficiency measures from the project to which this form is attached (e.g. consider the total effect from both the size of the project and the number of measures installed; for instance, the answer might be "same" if the building is larger, but fewer efficient measures were installed)?**

- Less than current project → About how much smaller, in percentage terms? (Enter a value less than 100%) \_\_\_\_%
- About the same size
- Larger than the current project → About how much larger, in percentage terms? (Enter a value greater than 100%) \_\_\_\_%

**A7b. (IF A7=yes) About what share of these savings were influenced by the SEC program?  
 (Enter a value less than 100%) \_\_\_\_\_ %**

**A8. On a scale from 1 to 5, where 1 is "not important at all" and 5 is "very important, please indicate how important each of these factors is in selecting the measures installed under the program?"**

<b>Factor</b>	<b>Importance (circle 1 per line)</b>
The SEC financial incentive	1 2 3 4 5 Don't know
Energy efficiency	1 2 3 4 5 Don't know
First cost / initial cost	1 2 3 4 5 Don't know
Lifetime operating cost	1 2 3 4 5 Don't know
Supplier (distributor, vendor, etc.) recommendation	1 2 3 4 5 Don't know
Contractor or service provider recommendation	1 2 3 4 5 Don't know
24 hour or rapid availability	1 2 3 4 5 Don't know

**A9. Do you believe that contractors or buildings that have not participated in the SEC have been influenced to install higher efficiency measures in buildings in New York State (excluding Long Island) because of the influence of the SEC?**

- No
- Yes
- Don't know / refused

**A10. Did you have to have to ask for high-efficiency equipment or systems, or did the vendor / installer recommend it?**

- I asked for it
- Vendor / installer recommended it
- Other (specify) \_\_\_\_\_
- Don't know / refused

**A10. Do you have any comments about the program that you would like to provide?**

*Please return this form in the enclosed postage-paid envelope  
 or forward to Summit Blue Consulting, 1722 14<sup>th</sup> Street, Suite 230, Boulder, CO 80302*



**SMART EQUIPMENT CHOICES (SEC)  
POST-PROJECT CUSTOMER DECISIONMAKING**

---

Date \_\_\_\_\_

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Phone \_\_\_\_\_

Project/Facility Address \_\_\_\_\_

Project City / State / Zip \_\_\_\_\_ NYSERDA Project Number \_\_\_\_\_

**1. As a result of participating in the SEC program would you say your familiarity with energy efficiency measures and equipment has...?**

- Increased significantly
- Increased somewhat
- Stayed the same
- Decreased somewhat
- Decreased significantly

**2. Did you have to have to ask for high-efficiency equipment, or did the vendor / installer recommend it?**

- I asked for it
- Vendor / installer recommended it
- Other (specify) \_\_\_\_\_
- Don't know

**EQUIPMENT INSTALLED THROUGH THE SEC PROGRAM...**

**3. Prior to your becoming aware of the SEC program, were you planning on implementing any of the measures you installed?**

- No
- Yes
- Don't know

**4. Did your participation in the program increase the efficiency level of the equipment you installed?**

- No
- Yes
- Don't know

**5. On a scale of 1 to 5, where 1 = "not at all important" and 5 = "very important"...**

**Please indicate how important the SEC program or its financial assistance were in your decision to install measures of the efficiency level you installed at this site?**

(Not at all important)    1   2   3   4   5    (Very important)

**6. What is the likelihood that you would have installed equipment of the same high level of efficiency if it had not been for the SEC program and its financial assistance?**

- Definitely would NOT have installed equipment of the same high level of efficiency
- Definitely WOULD have installed equipment of the same high level of efficiency anyway
- MAY HAVE installed equipment of the same high level of efficiency, even without the program
- about what percent likelihood? \_\_\_\_\_%
- Don't know

**7. Please briefly describe how, if at all, the SEC program influenced your decision to install measures or equipment of the efficiencies installed under the program. Be sure to identify specific measures/equipment.**

8a. If you had not participated in the SEC program or received financial assistance, what share of the measures would you have installed anyway at the same high level of efficiency as the measures installed through the program? (Answer for each of the measure categories relevant to your project.)

Measure / end use	Percent that would have been installed (at high efficiency) without program	Measure / end use	Percent that would have been installed (at high efficiency) without program
HVAC equipment	%	Hot water	%
Lighting	%	Generation	%
Building controls	%	Motors / VSDs	%
Building envelope	%	Other (specify):	%

8b. Overall, across all measure categories, what share of energy savings would have been achieved anyway, even if the program did not exist (e.g., 50% means half of the savings would have been achieved anyway).

Please provide a range (i.e., lower bound, upper bound, and “best estimate”).

Lower bound → \_\_\_\_\_ %      Upper bound → \_\_\_\_\_ %      Best estimate → \_\_\_\_\_ %

9. Did the SEC program or its assistance cause you to install these measures earlier than you would have without the program?

- No
- Yes, earlier → About how much earlier? \_\_\_\_\_ (number of years)     Not in foreseeable future
- Don’t know

10. On a scale of 1 to 5, where 1=“not at all important” and 5=“very important”...

Please indicate how important improvements/reductions in “non-energy” factors (e.g., lighting quality, building comfort, equipment maintenance) are in the value that you place on the equipment/measures you installed at this site?

(Not at all important)    1   2   3   4   5    (Very important)

**OTHER EQUIPMENT INSTALLATIONS...**

11. Did your experience with the program cause you to install any additional energy efficiency measures or technologies at this site that did not go through the SEC program (i.e., *measures that you would not have installed without the influence of the program*)?

- No → Skip to Question 12
- Yes → Continue to Question 11a
- Don’t know → Skip to Question 12

11a. (IF Q11=yes) On average, would you estimate the energy savings from these extra measures to be less than, similar to, or more than the savings from the energy efficiency measures from the SEC project?

- Less than the SEC project → About what percentage of the savings from the SEC project? (Enter a number less than 100%) \_\_\_\_\_ %
- About the same savings
- More than the SEC project → About what percentage of savings from the SEC project? (Enter a number greater than 100%) \_\_\_\_\_ %

**12. Did your experience with the SEC program cause you to install any additional energy efficiency measures or technologies at other facilities in New York State (excluding Long Island) beyond what you would have done otherwise?**

- No, and it is unlikely in the future
- No, but maybe in the future
- Yes → About how many other facilities were influenced? \_\_\_\_\_
- Don't know

**13. Please briefly describe how, if at all, the SEC program has influenced (or is likely to influence in the future) your decisions to install additional high-efficiency measures or equipment either at the SEC project site or at other locations. Identify the types of measures/equipment affected.**

**14. Do you have any comments about the program that you would like to provide?**

*Please return this form in the enclosed postage-paid envelope or forward to:  
Summit Blue Consulting, 1722 14<sup>th</sup> Street, Suite 230, Boulder, CO 80302*