



FINAL REPORT PROCESS EVALUATION OF CON EDISON'S RESIDENTIAL APPLIANCE BOUNTY PROGRAM

**Prepared for:
Con Edison**



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Executive Summary

Conclusions and Recommendations

Overall, the Appliance Bounty program is well run. It is not, however, currently meeting its goals. There are some areas for improvement and opportunities to facilitate more efficient program oversight and impact evaluation.

A concern identified in the evaluation was that a significant percentage of the program participants gave responses indicating that they may have recycled their appliance without the incentive from Con Edison (i.e., free ridership). If further research confirms this finding, program design changes may be necessary for the program to cost effectively achieve its objectives.

Detailed findings and recommendations are presented below¹.

Program Planning and Design

As of October 2011, Con Edison had achieved 19% of the 2010-2011 program goal.² A program re-launch was completed in the summer of 2011, which included updated marketing materials, the addition of freezers to the program and updated incentive amounts. This re-launch was successful in increasing participation, although program targets remain unmet.

The program participation targets, initially set for refrigerators, assumed that 41 percent of all secondary refrigerators in the Con Edison territory would be recycled through the program over the course of the three-year program. This high participation target is likely contributing to Con Edison's difficulties in reaching its participation and savings goals. The addition of stand-alone freezers as qualifying measures may help address this issue, though customers' willingness to part with their only stand-alone freezer may be less than their willingness to part with a secondary refrigerator.

Several issues identified suggest that net savings for the program may be significantly lower than projected. The impact evaluation for this program should examine these issues more rigorously to determine whether the program's cost effectiveness is in jeopardy. The issues identified include the following:

- Only 25 percent of surveyed program participants indicated they would have kept their recycled refrigerator if there had been no Con Edison program and no incentive. However, it is not typically a simple task for customers to dispose of their refrigerators and freezers.

¹ Please note: While database information was analyzed after the change in incentives and re-launch of program marketing materials during the summer of 2011, program participants were interviewed before the re-launch occurred. It is possible that the re-launch of the program materials has affected some of the results obtained.

² As of December 31, 2011, Con Edison reported that it had achieved 50% of the program goal, or 7,905 MWh. Reported energy savings acquired are ex ante and have not been confirmed by an independent impact evaluation.

- A significant portion of participants (48 percent) indicated that their recycled refrigerator had been plugged in only occasionally or not at all.
- Just under half (43 percent) of respondents indicated that the refrigerator recycled through the program was replaced. In most cases, the energy savings attributable to the program will be equal to the energy savings of the recycled appliances. However, in cases where the program actually induced the replacement, the energy savings must reflect the difference between the consumption of the recycled unit and its replacement. While induced replacements are not expected to represent a significant percentage of participation, additional research should be conducted in the impact analysis to assess the induced replacements.
- Approximately a quarter (22 percent) of respondents indicated that their refrigerator recycled through the program was 10 years old or less. This is a self-reported age. Based on ages of appliances collected through similar programs, we suspect that customers are under-reporting age of appliances.³

Recommendations for Program Planning and Design

Con Edison should continue to work with its updated program marketing materials and incentive levels to maintain higher participation levels.

Issues identified above suggest that net savings for the program may be significantly lower than projected. The impact evaluation for this program should examine these issues more rigorously, along with refrigerator/freezer part use factors and the extent to which the program may be causing appliance replacements (induced replacements), to determine whether the program's cost effectiveness is in jeopardy.

Infrastructure Development

The information collected during the appliance collection visit and recorded in the program databases is generally adequate for program management, reporting, and evaluation. The program's quality control procedures in respect to customer eligibility and equipment eligibility are robust.

On average, the time between appliance collection and rebate payment is four weeks, which is within the expected payment timeframe.

Marketing and Customer Acquisition

Bill inserts were the most commonly cited source of program awareness and the most influential source of marketing material on participants' decision to participate. The incentives were reported as the main benefit of participation.

³ A review of the detailed implementation contractor database, which was received after the draft process evaluation report was completed, indicates that only 1.1% of the recycled appliances are less than 10 years old. The age in this database is based on review of the appliance manufacturer's label by the implementation contractor.

Due to lower than expected participation, JACO and Honeywell re-designed the program marketing materials during the summer of 2011. Freezer collection was also added to the program and incentives were adjusted so that higher incentives were offered. These program improvements have helped to enhance participation rates.

Only about two-thirds of participants in the Residential Direct Install (RDI) program having secondary refrigerators or stand-alone freezers (i.e., RDI participants who qualified for the Appliance Bounty program) reported being aware of the Appliance Bounty program, even though the RDI program is designed in part to inform customers about other programs in which they participate.⁴

Navigant's survey of non-participants reveals that although a significant proportion of non-participants are aware of the program (~ 40%) and eligible appliances and incentives, they still elect not to participate, primarily because they are still using/still feel they need their appliances. This suggests that they perceive the program as a method for disposing of unwanted or broken appliances rather than as a way to save energy by getting rid of high-energy-use functioning appliances. Indeed, participant survey results indicate that having a way to finally dispose of unwanted appliances was a much more important driver of participation in the program than were saving energy or reducing energy costs.

Marketing Recommendations

Incentives are the most commonly cited reason for participation while the bill inserts are the most cited source of program awareness. Navigant suggests that Con Edison continues to focus advertisements on the incentives available for participation in the program, on the corresponding savings which can be achieved, and on the wasting of energy that occurs when old, inefficient appliances are being used.

Increased efforts should be made on the part of the RDI program to ensure that RDI participants with qualifying appliances are made aware of the Appliance Bounty program.

Program Delivery

An assessment of the appliance collection process and appliance recycling process found that both are occurring as expected and in accordance with program guidelines. Participants report being 'very satisfied' with collection crews and the assessment found that the collection process was occurring smoothly.

Approximately half of the participants contacted Con Edison about the program at some point, and those who did indicated a high level of satisfaction with the interaction.

Satisfaction with the Program

Participants indicated a high level of satisfaction with the collection crews, with the incentive levels and with the timing of receiving their rebate.

⁴ Con Edison eventually petitioned the DPS for termination of the RDI program, which had not been achieving its mission.



A high proportion of participants (78 percent) indicated that they recommended the program to others, thus corroborating their high level of satisfaction.

Recommendations to Enhance Satisfaction with the Program

To ensure continued high satisfaction with the program, Con Edison should continue to monitor the time between appliance collection and rebate payment to ensure it remains low.

Interactions with Other Programs

Participant awareness of other programs offered by Con Edison is very low.

Recommendations for Interactions with Other Programs

Increase cross promotion of other Con Edison programs to enhance participation in those programs and help enhance the Con Edison brand as the 'trusted advisor' on energy efficiency.

Introduction

Navigant Consulting, Inc. (Navigant) is leading a series of process evaluations for energy efficiency programs that Consolidated Edison (Con Edison) is delivering as part of its Energy Efficiency Portfolio Standard (EEPS) Utility Administered programs, as ordered by the New York State Department of Public Service (NYSDPS). Navigant and its team (KEMA Inc., APPRISE Inc., and SERA) were selected to complete process evaluations for all of the Companies' EEPS programs through a competitive bid process.

Con Edison (The Company) is committed to independent and transparent program evaluations. Con Edison's Section Manager for Measurement, Verification & Evaluation is administering the process evaluation. This Section Manager reports directly to the Director of Energy Efficiency Programs to maintain internal independence.

This report is a process evaluation for the Appliance Bounty (AB) Program administered by Con Edison. Results of this evaluation will also be reviewed by the NYDPS, as the oversight agency for this evaluation. All goals presented in this report were established by program design. All savings estimates are ex ante, and have not been confirmed by an independent impact evaluation.

1. Background

In May 2007, the New York Public Service Commission (PSC) initiated a proceeding to design an electric and natural gas energy efficiency portfolio standard (EEPS). This order was in response to then-Governor Eliot Spitzer's goal of reducing energy usage by 15 percent by 2015. Responsibility for administering the new programs was split between the investor-owned utilities and the New York State Energy Research and Development Authority (NYSERDA). On June 23, 2008, the PSC issued an order establishing the EEPS target, approving the EEPS programs, and requiring the utilities to file their program proposals within 90 days.

The program was approved by the NYSDPS for two years on January 4, 2010. Con Edison filed its Appliance Bounty Program Implementation Plan with the NYSDPS on March 5, 2010 and awarded an implementation contract for the program to Honeywell on March 31, 2010. The program was launched on July 1, 2010.

2. Program Description

Con Edison designed its Appliance Bounty Program for free removal of old inefficient refrigerators and air conditioner units. The program is open to customers in residential dwellings with one to four units. JACO Environmental, Inc. (JACO) has been given the opportunity to support Honeywell in delivering this program to the approximately 1.3 million residential customers of Con Edison that reside in structures that contain 1-4 dwelling units. The units are collected at customer homes at no charge to the customer by an experienced program delivery contractor. The original incentives and list of qualifying appliances were modified in the summer of 2011 based on lower participation than expected. Table 2-1 presents the original and revised list for qualifying appliances and associated incentive levels.

Table 2-1: Qualifying Appliances and Incentive Levels

Appliance	Original Incentive	Incentive Beginning August 1 st 2011
Refrigerator	\$30	\$50
Window AC	\$35	\$20
Wall AC	\$100	\$20
Freezer	N/A	\$50

When the appliance is collected by JACO, the participant signs an electronic hand held device to indicate that their contact information is correct and that the number and type of appliances collected has been correctly entered. This information then enters the Con Edison system for incentive payment processing.

2.1 Program Goals and Objectives

The Appliance Bounty Program is designed to cost-effectively contribute to New York State's and New York City's energy efficiency goals.

Table 2-2 and Table 2-3 summarize the Program's participation and savings goals taken from the updated NYSDPS orders approving Con Edison's electric and gas programs⁵. Due to delays in program start-up, the program goals for 2010 - 2011 were combined into a single goal to be achieved by December 31, 2011.

Table 2-2: Appliance Bounty Program Savings Goals

Program Type	2010	2011	Total
Electric (MWh)	2,508	13,177	15,685
Electric (MW)	1.0	4.0	5.0

Table 2-3: Appliance Bounty Program Participation Goals

Program Type	2010	2011	Total
Refrigerators	6,215	20,718	26,933
Air Conditioners	311	2,072	2,383
Appliance Total	6,526	22,790	29,316

Table 2-4 shows the savings achieved by the program as of October 2011, which are significantly lower than the initial goal for the program.

⁵NYPSC Order "Granting Rehearing, Reaffirming Utility Shareholder Incentives for 2009 Through 2011, and Adjusting Certain Program Targets and Budgets" – August 22, 2011.

Table 2-4: Appliance Bounty Program Savings Performance

2010-2011 Savings Goal (MWh)	Savings Acquired up to October 2011 (MWh)	Percent of Goal Acquired
15,685	2,958 ⁶	19%

3. Evaluation Objectives

The overall objective of the Appliance Bounty Program process evaluation is to assess the effectiveness and efficiency of program design, delivery and implementation processes. The overall goal is to provide clear and actionable recommendations to support the program in improving operations and meeting its savings goals.

This process evaluation addresses the following six program processes:

- Program planning;
- Infrastructure development;
- Marketing and customer acquisition;
- Program delivery;
- Satisfaction with the program; and
- Interactions with other programs.

Program goals are substantial. Con Edison is committed to meeting these goals and is most interested in process evaluation findings that will assist it in accelerating program activity and yield strong cross-program promotion and awareness benefits.

4. Overview of Evaluation Methodology

The research and findings expressed in this report are based upon the following evaluation activities:

- Review of program and marketing materials;
- Review of program tracking system, data, and other documents;
- In-depth interviews with:
 - Con Edison staff
 - Honeywell staff delivering the Con Edison Appliance Bounty Program
 - JACO staff responsible for collection and disposal of appliance and contributing to program delivery
- Customer telephone surveys with:
 - Program participants

⁶ As of December 31, 2011, Con Edison reported that it had achieved 50% of its savings goal, or 7,905 MWh. Reported energy savings acquired are ex ante and have not been confirmed by an independent impact evaluation.

- Program non-participants
- Follow-alongs with JACO staff to observe the appliance collections process.

A full description of the Evaluation Methodology is provided in Appendix B.

5. Organization of Report

This report is organized around the six broad research areas. Two sections follow this introduction:

- » Key Findings - discusses the key findings of the research conducted.
- » Conclusions and Recommendations - provides recommendations for improving the program.

Key Findings

6. Participation Summary

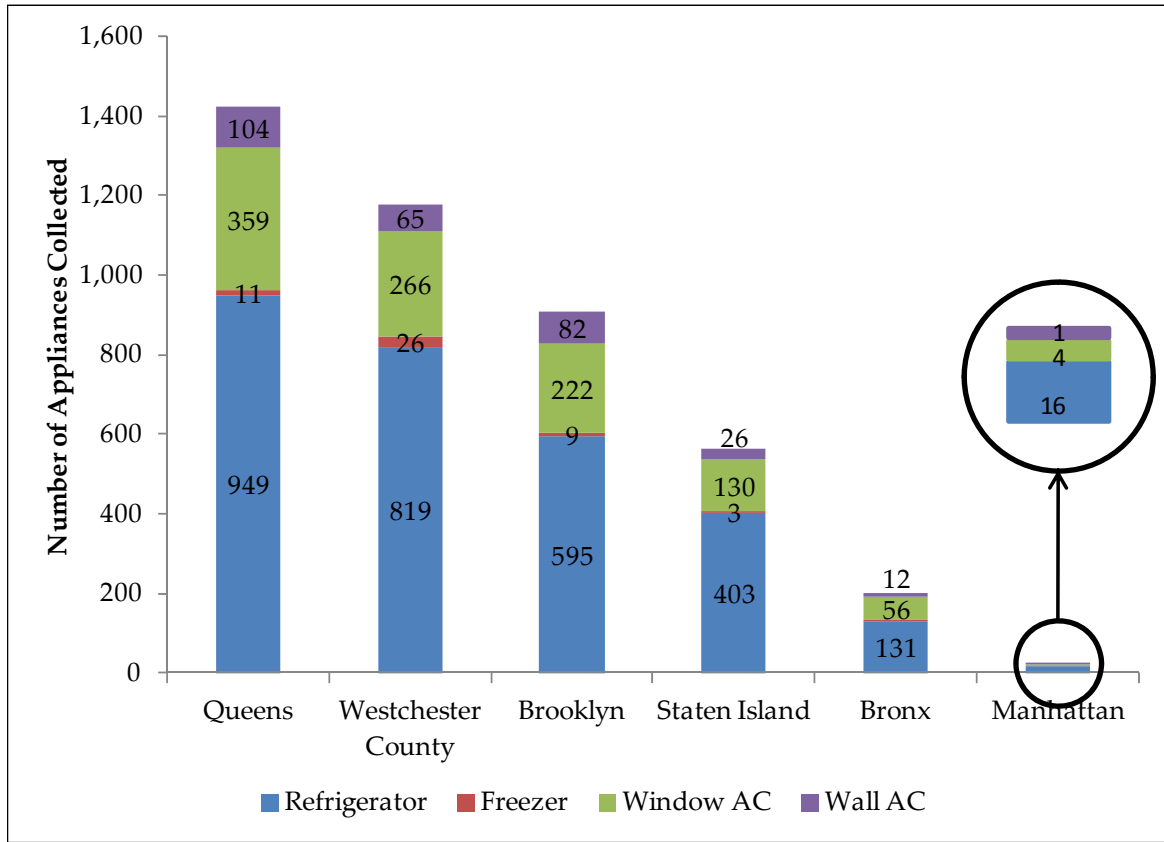
As of September 30th 2011, Con Edison had a total of 2,788 participants who received incentives for recycling 4,292 units through the Appliance Bounty program. The average number of appliances recycled per customer was 1.54. The breakdown by type of units recycled through the program is shown below in Table 6-1.

Table 6-1: Units Recycled Through Appliance Bounty Program

Type of Unit	Number of units	Proportion (%)
Refrigerator	2,913	68
Freezer	52	1
Window AC	1,037	24
Wall AC	290	7

Participation varied by specific borough of New York City and Westchester County. Figure 6-1 illustrates that while total participation varied by location, the proportion of each type of unit recycled was very similar across all areas.

Figure 6-1: Number and Type of Units Recycled by Location



As of October 2011, Con Edison had spent approximately 24 percent of its Appliance Bounty program budget. Table 6-2 shows a breakdown of where the spending occurred. Due to much lower participation than anticipated, very little of the incentive budget had been spent as of October 2011.

Table 6-2: Con Edison Appliance Bounty Program Costs⁷

Budget Category	Program Budget (2010-2011)	Program Expenditures (to Oct 2011)	Percent Incurred
Incentives	\$3,972,916	\$377,808	10%
Administration & Planning	\$298,908	\$201,516	67%
Implementation	\$498,180	\$283,633	57%
Marketing & Training	\$606,860	\$418,788	69%
Evaluation	\$282,993	\$94,913	34%
Total Program Budget	\$5,659,857	\$1,376,658	24%

Source: Con Edison EEPs Program Costs by Cost Component (Budget vs. Actual), Oct 2011.

6.1 Demographics of Surveyed Participants and Non-Participants

Samples of those who recycled a refrigerator or freezer through the Con Edison program (participants), and those who did not recycle a refrigerator or freezer (non-participants) were surveyed as part of this evaluation. Table 6-3 provides a comparison of key demographics for the 179 surveyed participants and the 308 surveyed non-participants. Participants were surveyed between June 30 and July 10, 2011. Non-participant surveys were completed as subsets of two separate surveys. The first subset was part of the Residential Direct Install (RDI) program process evaluation participant survey, which was completed between October 3 and October 24, 2011. The second subset was part of a combined RDI and Appliance Bounty non-participant survey, which was completed between November 9 and December 14, 2011. (Both programs targeted customers living in 1- to 4-family dwellings.)

The non-participants surveyed as part of the RDI participant survey (RDI part/AB non-participants) are not, strictly speaking, representative of all Appliance Bounty program non-participants, but rather only of such non-participants who also were participants in the RDI program. Some lack of representativeness was accepted, in order to ensure that a substantial number of surveys were conducted with individuals who had heard of the program and had not participated in it (rather than merely those who might not even know about the program). RDI participants are likely to know more about the Appliance Bounty program, because the home energy auditor associated with that program was supposed to notify RDI participants about other programs for which they may qualify. Customers surveyed through the combined RDI-Appliance Bounty non-participant survey (RDI/AB non-participants) are much more representative of the population of Appliance Bounty non-participants.⁸ For this reason, the results from these two surveys are presented separately, to distinguish the Appliance Bounty non-participants who participated in the RDI program, from general program non-participants.

As indicated, a greater proportion of the surveyed participants and non-participants from the RDI participant population have university or college degrees, relative to non-participants from the RDI/AB

⁷ The total expenditures for the Appliance Bounty program totaled \$2,054,463; which included expenditures incurred at 12/31/11 (\$2,052,722) and other costs associated with projects that were initiated in 2011, but completed during 2012.

⁸ The only non-representativeness of this group is associated with excluding customers who were RDI participants (who happened to be Appliance Bounty non-participants). As noted earlier, such customers were addressed specifically in the other Appliance Bounty non-participant survey.

non-participant survey sample. It is difficult to assess income levels due to the high refusal rate to answer income related questions.

Table 6-3: Appliance Bounty Program Participant and Non-Participant Demographics

	Participants (n=179)		Non-Participants (n=149) - RDI/AB Non-Participants		Non-Participants (n=159) - RDI Participants/AB Non-Participants	
	Count	Percentage	Count	Percentage	Count	Percentage
Household Income*						
Below \$80,000	71	40%	52	35%	44	28%
Above \$80,000	47	26%	55	37%	81	51%
Education						
University/College Degree	109	61%	78	52%	108	68%

*Does not sum to 100% due to the remaining sample giving a “prefer not to say” response.

Table 6-4 provides a comparison of key household demographics for the surveyed participants and non-participants. The only significant difference between participants and non-participants is the number of refrigerators currently in the home. ⁹ A significantly larger proportion of participants have only 1 refrigerator in their homes. This is consistent with expectations since they likely have just had one refrigerator removed through the program.

⁹ Participants have already had one refrigerator removed, while non-participants qualified for the survey on the basis of having either two refrigerators or a stand-alone freezer.

Table 6-4: Participant and Non-Participant Home Information

	Participants (n=179)		Non-Participants (n=149) - RDI/AB Non-Participants		Non-Participants (n=159) - RDI Participants/AB Non-Participants	
	Count	Percentage	Count	Percentage	Count	Percentage
Housing Type						
Single Family Detached	107	60%	70	47%	104	65%
Single Family Attached (1-4 units)	50	28%	77	52%	47	30%
Single Family Attached (>4 units) ⁴	20	11%	0	0%	7	4%
Don't know/Refused	1	1%	2	2%	1	1%
Heat Source						
Natural Gas	141	79%	111	74%		
Electricity	6	4%	1	1%		
Oil	29	17%	33	22%		
Other/Don't know	1	1%	4	3%		
Air Conditioning Type						
Central Air Conditioning	40	22%	28	19%		
Room Air Conditioning	116	65%	109	73%		
Both Room and Central	4	2%	2	1%		
No Air Conditioning	17	10%	8	5%		
Other/Refused	2	1%	1	1%		
Hot Water Heater Type						
Electric	9	5%	13	9%		
Gas	142	79%	115	77%		
Other/Don't know	28	15%	21	14%		
Number of Refrigerators in Home³						
1	113	63%	26	17%	31	19%
2	60	34%	96	65%	107	67%
3	3	2%	23	16%	19	12%
More than 3	1	1%	2	2%	2	1%
Don't know	1	0%	1	1%	0	0%
Number of Freezers in Home³						
1			57	38%	55	35%
2			6	4%	3	2%
3			0	0%	1	1%
None			87	58%	100	63%
Average Length in current home (yrs)	24		21		19	

7. Program Planning and Design

This section discusses the planning and design of the Appliance Bounty program. Section 7.1 discusses program planning, followed by Section 7.2, which examines the program design and goals. Section 7.3 investigates participation in the program and finally, Section 7.4 summarizes the program incentives set by the NYSDPS.

¹⁰ Several respondents in each survey group self-reported themselves as residing in 'multi-family' (greater than 5 units) housing. Navigant believes that many of these respondents live in townhomes that are attached to many other units. Under the program rules, these residences qualify. The sample was derived from the Con Edison database of customers residing in 1 to 4 unit homes.

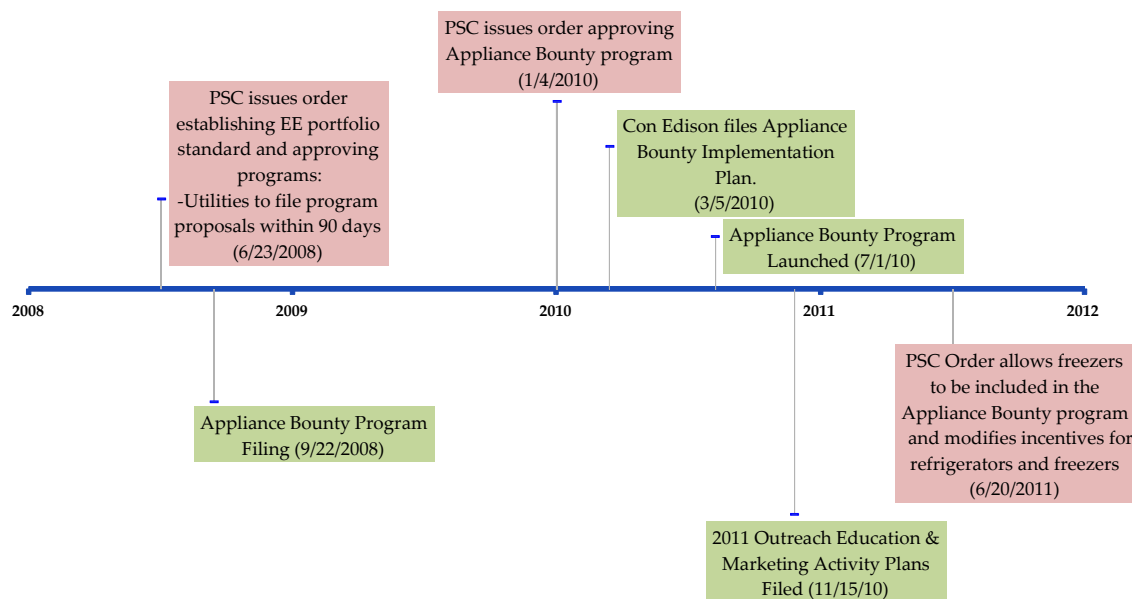
Key findings from Section 7 include the following:

- Con Edison has not met the expected participation or energy savings goals for the program during the 2009-2011 period.
- Approximately half of the non-participants who had heard about the program knew that both refrigerators and freezers were eligible and knew of the program incentives but still chose not to participate.

7.1 Program Planning

The Con Edison Appliance Bounty program was approved by the NYSDPS in January 2010 and was required to launch in July 2010. Figure 7-1 shows key dates along the program timeline, from the initial order to implement the efficiency programs, to launching the program, to program modifications later in the program cycle.

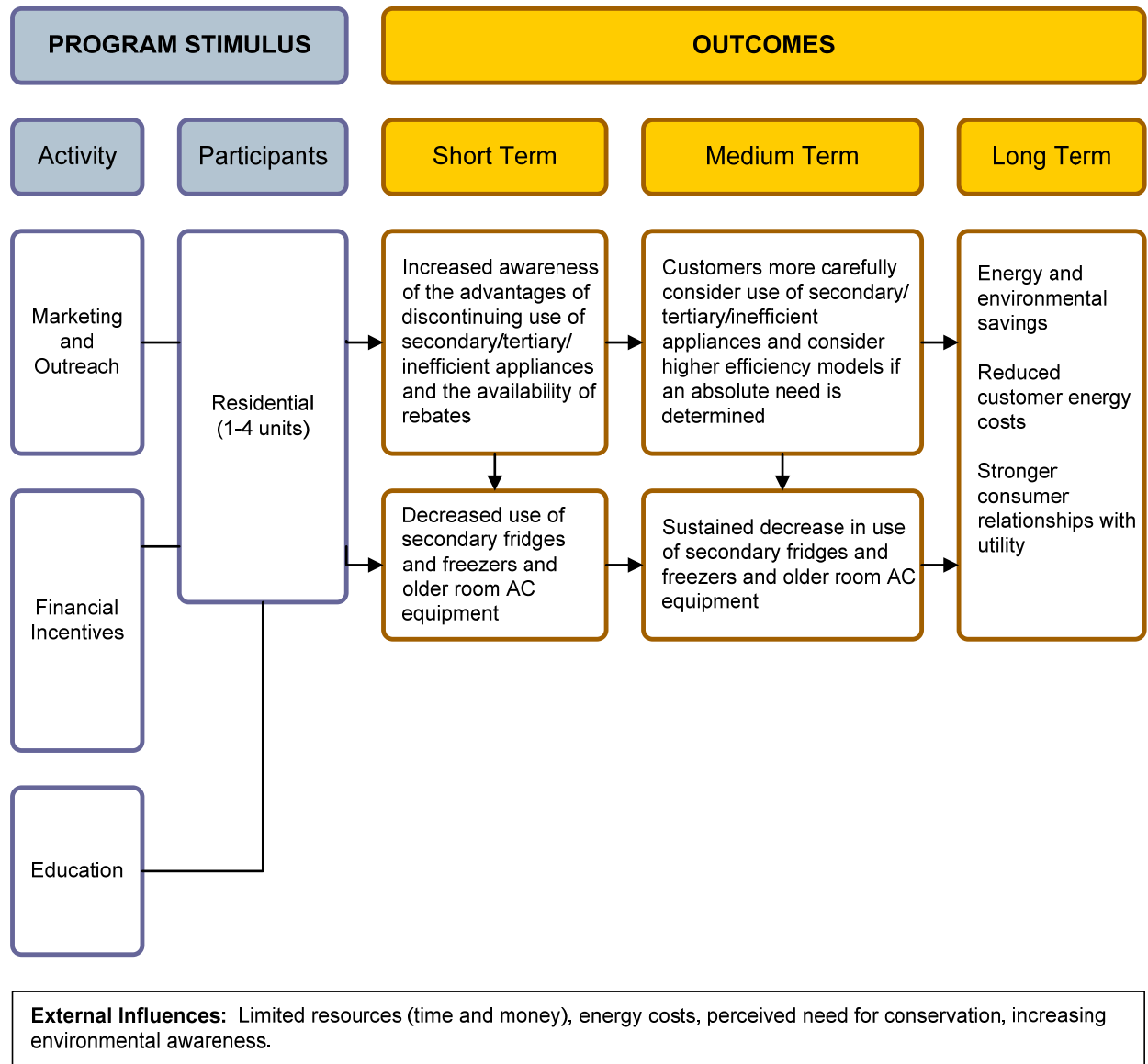
Figure 7-1: Appliance Bounty Program Timeline



7.2 Program Design and Goals

The Appliance Bounty program is designed to encourage customers to dispose of older, working, inefficient second refrigerators and room air conditioners (and subsequent to further PSC ruling, freezers) in an environmentally sound manner. The program offers free appliance disposal and recycling, and incentive 'bounties' of up to \$50 per appliance. The Appliance Bounty Program Logic Model (PLM) is presented in Figure 7-2, below. The PLM presents the goals of the program, the activities that are necessary to accomplish each goal, and the causal relationships between the program activities and effects.

Figure 7-2: Appliance Bounty (AB) Program Logic Model



In December 2010, the Public Service Commission combined the 2010 energy savings targets with the 2011 energy savings targets for incentive calculation purposes to give the utility more time to overcome implementation challenges associated with a delayed program approval date. The goals were updated based on an August 2011 ruling. The 2010-2011 goals and program accomplishments are presented in Table 7-1 below.

Table 7-1: Appliance Bounty Program Savings Goals

2010/2011 Savings Goal (MWh)	Savings Acquired (MWh)	Percent of Goal Acquired
15,685	2,958	19%

Source: Con Edison Appliance Bounty October Scorecard

7.3 Participation

The program is open to residential customers in 1-4 family households who pay the System Benefits Charge and have either a second refrigerator or a stand-alone freezer. Only an estimated five percent of 1- to 4-family households in Con Edison's service territory have a second refrigerator¹¹, a total of 65,802 eligible households. Con Edison's Appliance Bounty Implementation Plan indicates that 26,933 units of the planned 29,316 were expected to be secondary refrigerators. In order to reach this goal 41 percent of Con Edison customers with secondary refrigerators would need to participate. Many of these customers may still use their secondary refrigerator and may not be in a financial position to replace the unit.

In June of 2010, the program was modified to allow for the recycling of freezers as well, in an effort to help Con Edison reach its planned participation of 29,316 units. An estimated ten percent of 1-to 4-family households in Con Edison's service territory have freezers,¹² a total of 131,603 additional potential participating units. While the addition of freezers will help Con Edison reach its goal, it will still require that 14 percent of all secondary refrigerators and stand-alone freezers in Con Edison's territory be recycled through the program. Table 7-2 indicates the current progress toward this target.

Table 7-2: Planned and Actual Appliance Bounty Program Participation

Planned Participation for 2010/2011	Actual Participation for 2010/2011	Actual Participation as Percent of Target
29,316	4,292	15%

Source: Planned Participation from Implementation Plan, Actual Participation from October 13 2011 Program Scorecard – Applications Processed to Date (through October 13 2011).

7. 4 Program Incentives

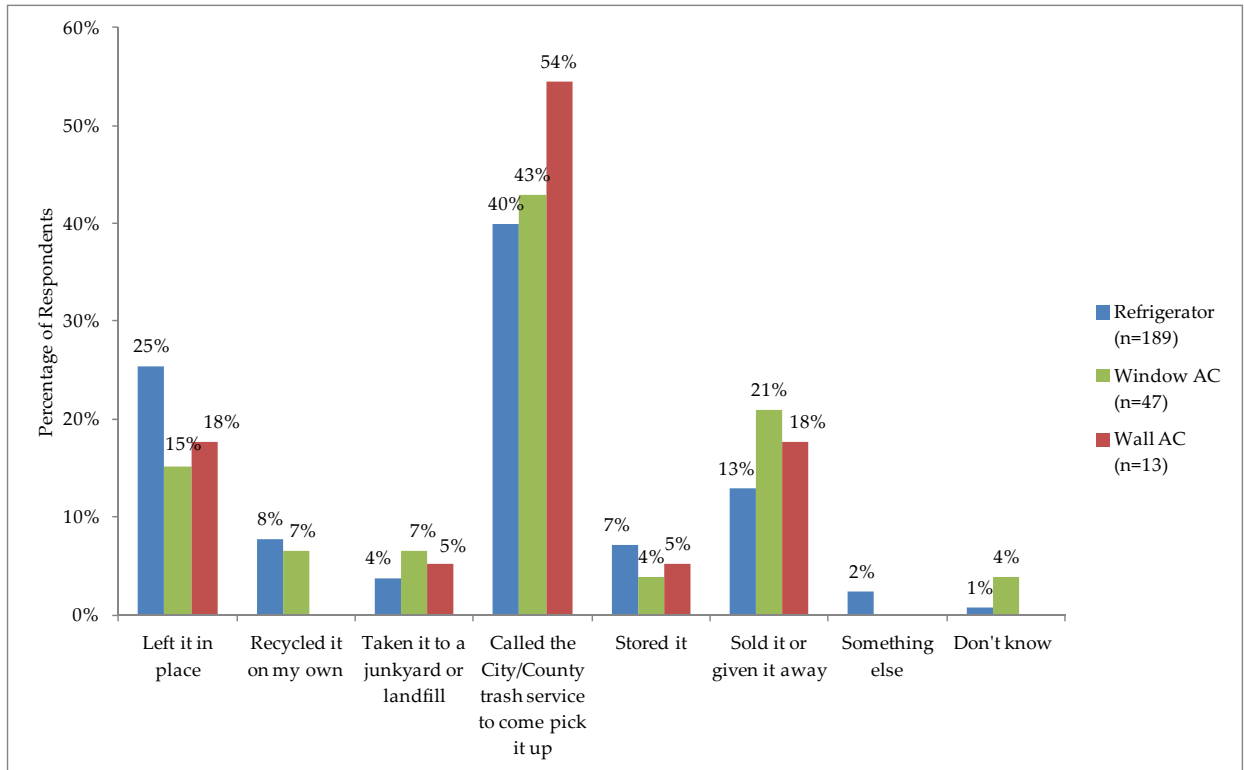
There are two financial incentives associated with the Appliance Bounty program: free pick up and disposal services, and a rebate. Rebates originally ranged from \$30 for refrigerators to \$100 for wall air conditioners, as set by the NYSDPS. On August 1st 2011, these rebate amounts were revised to \$50 for refrigerators/freezers and \$20 for air conditioners.

Program participants (who were surveyed and participated before the change in incentive levels and qualifying equipment) were surveyed in order to determine the influence of the incentive on their decision to recycle their appliance(s). When asked to identify what they would have done if no rebate had been offered, over 40 percent indicated that they would have called the City or County trash service to pick up the appliance. This result, shown in Figure 7-3, suggests that the free disposal component of the program serves a customer need.

¹¹ "Energy Efficiency Potential Study for Consolidated Edison Company of New York, Inc. Volume 2: Electric Potential Report", Global Energy Partners LLC, March 2010.

¹² Ibid.

Figure 7-3: Appliance Bounty Program Participants' Action if No Rebate Were Available



Source: Participant Survey Results

Participants who indicated that they would have recycled their appliance(s) on their own were also asked when they would have done so. As shown in Table 7-3, responses varied. .

Table 7-3: When Would Participant Have Recycled Their Appliance?

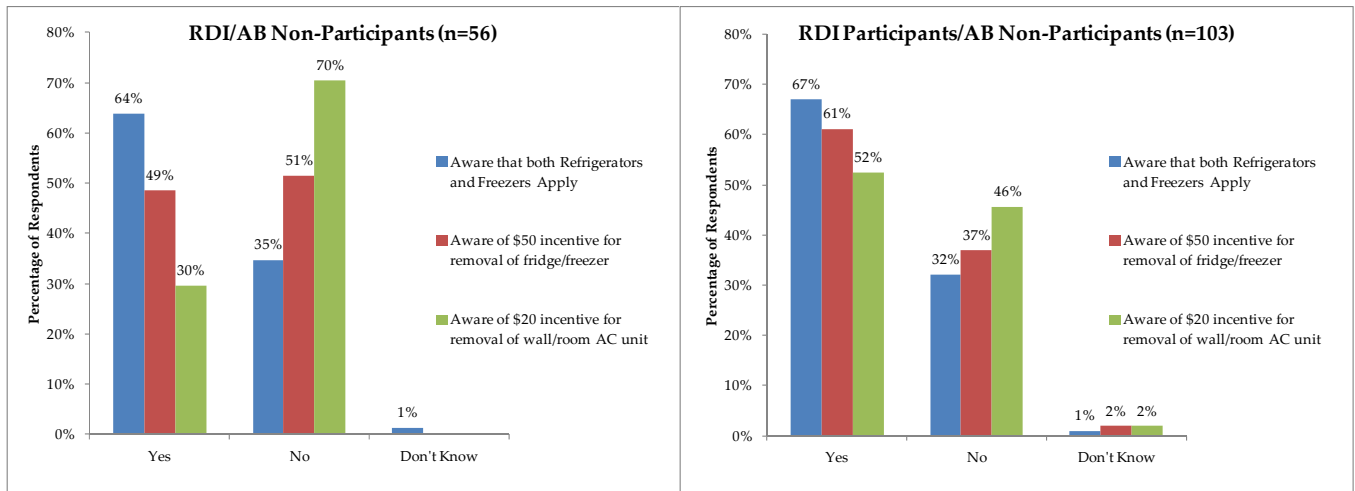
	Refrigerator (n=16)	Window AC (n=5)
At the same time	39.1%	40%
Within 1 year	26.4%	40%
More than a year later	8.6%	20%
Don't know	25.9%	0%

Source: Participant Survey Results

Non-participants, individuals who have more than one refrigerator or at least one stand-alone freezer, were asked whether they had heard about Con Edison's Appliance Bounty program. A significant proportion of the non-participants surveyed through the RDI/AB non-participant survey, 38 percent, and 65% surveyed through the RDI part/AB non-participant survey, indicated that they had heard of the program.

Non-Participants who had heard about the program were asked if they knew about several program aspects. Figure 7-4 illustrates that the majority of non-participants knew that both refrigerators and freezers were eligible.¹³ Non-participants surveyed through the RDI part/AB non-participant survey appear to be more familiar with the program specifics, including the incentive amounts. This is not surprising, because RDI survey staff were instructed to educate RDI participants about other Con Edison programs for which they might qualify.

Figure 7-4: Non-Participant Awareness of Appliance Bounty Program Aspects



¹³ Note that, unlike the participant surveys, the non-participant surveys were conducted after the program had been modified to include freezers, higher incentives for recycling refrigerators and freezers, and lower incentives for recycling air conditioners.

8. Infrastructure Development

This section reviews several aspects of the program infrastructure developed by Con Edison, JACO and Honeywell in implementing the program. Section 8.1 assesses the data collection and tracking infrastructure by reviewing the program data from several perspectives. Section 8.2 looks at the program's quality control procedures relative to customer and equipment eligibility and equipment verification. Lastly, Section 8.3 reviews the program's staffing levels.

Key findings from Section 8 include the following:

- The information collected on the rebate applications and recorded in the program databases is generally adequate for program management, reporting, and evaluation purposes.
- On average, the time between appliance collection and rebate payment is four weeks.
- The program's quality control procedures in respect to customer eligibility and equipment eligibility are robust.

8.1 Database Review

Navigant conducted a review of program data in the Con Edison tracking systems to assess their accuracy and effectiveness for use in recording, tracking, and reporting the process and impact of the program. This review included an assessment of the key processing timeframes, a review of the project data for outliers and missing information, and an assessment of the data collected on rebate applications and recorded in the tracking systems.

Processing Time Frames and Data Integrity

Honeywell extracted measure installation information from its Back Bone Client Server (BBCS) tracking database in response to a data request from Navigant. The records analyzed in this report were received on October 13, 2011. It is important to note that because the dataset reviewed by Navigant is an extract from a much larger relational database, it is possible that some data elements are recorded in the database but not included in the query that resulted in the dataset that Navigant reviewed. This assessment and the resulting recommendations should be taken in that light.

Files provided included the following:

- **Bounty Scorecard Detail 10.13.11.xls** This document contains 4,598 records. The file contains project level details including information on the customer, appliance(s) removed, date of first contact, appliance removal date, rebate date and energy savings for each participating appliance.
- **Project files.** Ten rebate application files.

The program dataset provided by Honeywell for the Con Edison programs showed 4,292 of the 4,447 records as "Complete" and 306 as "Ready for Rebate". All "Complete" projects had an application date and rebate date. Projects which were "Ready for Rebate" all had an application date filled in but did not have a rebate date (as they have not yet been paid). The review also determined that each participant recycled at least one refrigerator or freezer. Four participants were found to have received rebates for three refrigerators or freezers even though program participants are supposed to be allowed to have a maximum of two refrigerators/freezers removed.

In all complete records the rebate date came after the appliance collection date. However, in 15 records the application date appears after the appliance collection date. The application date is the date when the customer first called to make an appointment for their appliance removal, the appliance collection date is the date when the appliance is picked up and the rebate date is the date when the rebate payment is made.

Analysis of Con Edison Processing Timeframes

Figure 8-1 further breaks down the time period between appliance collection and rebate payment by showing the cumulative number of weeks between application and rebate payment over time. While the average time between appliance collection and rebate payment is four weeks, the maximum number of days, 170, indicates that some individuals are waiting a long time for their rebates. Similarly the maximum time between when Con Edison called to schedule the appliance pick up and when the appliance was actually collected is 85 days. It is possible that this is due to scheduling conflicts on the participant's part but could also be the result of appointment re-scheduling on JACO's part.

Table 8-1. Con Edison Appliance Bounty Program Application Processing Timeframe Analysis

Time Period	Average Number of Weeks	Average Number of Days	Min Number of Days	Max Number of Days	Number of Projects
Application Date to Collection Date*	2	11	0	85	4,277
Collection Date to Rebate Payment	4	28	5	170	4,292

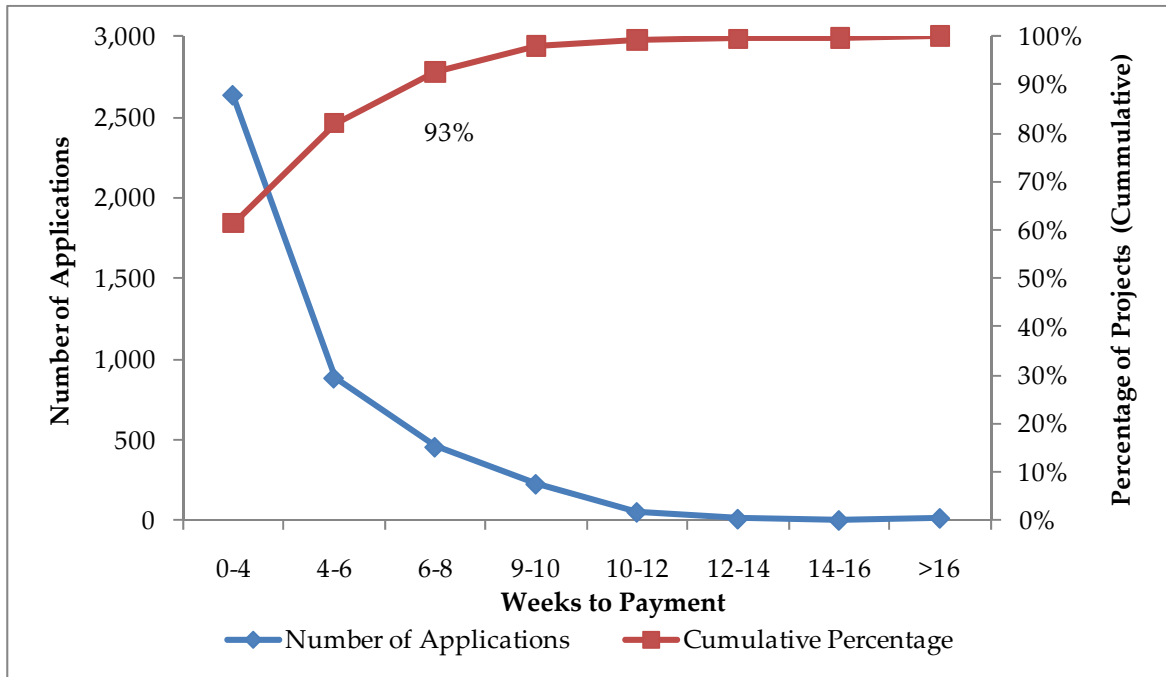
**Records that reveal collection dates occurring before application dates were removed for this analysis*

Source: Bounty Scorecard Detail 10.13.2011.xls

Con Edison sets an expectation with their customers that rebate payments will be made within six to eight weeks of the inspection or receipt of complete documentation. As shown in the table above, the program appears to be performing well in this regard.

Figure 8-1 breaks down the time period between application submission and rebate payment further by showing the cumulative number of weeks between application and rebate payment over time. The average time from application submission to rebate payment is six weeks (from Table 8-1 above), 82 percent of rebates are paid within six weeks and 93 percent within eight weeks.

Figure 8-1: Cumulative Number of Weeks between Application and Rebate Payment



8.2 Project File Review

Navigant selected a random sample of 10 database records for hard-copy application review, and then checked the data on these applications against data in the database. Con Edison provided PDF documents of the 10 applications requested.

Information in each PDF file included:

- Customer Information
 - Con Edison account number
 - Name
 - Address information
 - Phone numbers (home and work)
 - Email address
- Recycled Appliance Information
 - Unit Type
 - Model number
 - Brand
 - Size
 - Estimated year of manufacturing
 - Previous usage information (not in use/in use, working/not working, seasonal use)
- Rebate amount
- Pick-up date
- Date of call to schedule pick up
- Picture of recycled appliance with ATO number

All 10 records in the PDF files were located in the tracking system and for the most part the information in these documents matched the information in the database. Of the 10 applications, 3 included wall AC units. These applications did not include the rebate for the wall AC, \$100, in the planned rebate field, though it was included in the database.

8.3 Quality Control

This section provides the results of a review of the quality control procedures for the program. The review is organized around two areas: customer eligibility and equipment eligibility. The purpose of these reviews is to determine whether the procedures are sufficient to ensure that the reported savings are real and verifiable.

In the Appliance Bounty program, customers do not have to complete a rebate form and send it into Con Edison. When the appliance is collected, the collection crew provides the application form to the customer and has them check the information and sign an electronic device to indicate that their appliance has been removed.

Customer Eligibility

Customer eligibility is determined prior to appliance collection, with program software determining eligibility based on the applicant's rate tariff; eligible customers must be on a residential rate tariff. The software locates the customer record in Con Edison's customer information system (CIS) using the account number provided on the application, verifies that the name and address match the application, and that the customer is on a residential electric rate tariff.

No issues were identified relating to the determination of customer eligibility.

Assessment: Verifying customer eligibility through their electric rate tariff is the most direct method of determining whether the customer is eligible to participate in the program. Verification that the name and address of the customer match provides additional assurance that the account number has not been falsified or mistyped, and that the program staff did not misread the provided information. If the name, address or account number are inaccurate, the database generates a 'flag' (comparing customer information to information on eligible customers). This is an effective safeguard against potential eligibility related issues.

Equipment Eligibility

The program requires that eligible refrigerators or freezers have a capacity of greater than 10 ft³ and must be in working condition. This information is passed onto the customer before appliance collection and is verified by the collection crew when they arrive to remove the appliance(s). If there are any concerns about the unit not being large enough, the collection crew will measure the internal width, length and height of the unit to determine the volume. If the unit is not large enough it is not removed from the customer's premise. To determine if the unit is in working condition the collection crew verifies that the unit is plugged in and operating when they arrive to collect it. Only 2 refrigerators or freezers may be recycled through the program by each customer. This can be verified by checking the program database when a pick-up date is scheduled to ensure that the participant has not already exceeded their unit limit.

Assessment: The methods utilized to verify equipment eligibility are sound. Procedures to verify both unit size and operability ensure that the appliances meet program requirements. Con Edison should verify their procedures to determine that only 2 units are removed for each customer as a review of the database found some cases where greater than 2 units were removed.

8.4 Program Staffing

Con Edison has contracted out program implementation to Honeywell and JACO. However, some of the program administration is still completed by Con Edison's staff. While the number of hours spent on the program by individuals in certain groups such as marketing is not tracked and attributed specifically to the program, it is estimated that the Appliance Bounty program requires 4.75 FTEs across Con's Edison and Honeywell's respective organizations. Con Edison has reported that they use 0.4 FTEs to manage the program. The resources allocated to the program by Honeywell and JACO depend on the level of program activity. In light of the timeframes between signing up for the program and having the appliance removed and between appliance removal and rebate payment, and in light of high participant satisfaction, Navigant believes that appropriate staffing levels are being deployed by Honeywell and JACO.

9. Marketing and Customer Acquisition

This section presents an overview of current marketing efforts to promote the program and details the results of surveys conducted with program participants and non-participants, and in-depth interviews with program delivery staff from JACO to assess program marketing effectiveness and customer motivation to participate in the program. Section 9.1 discusses various aspects of the program marketing and its effectiveness at building awareness among customers. Section 9.2 discusses marketing activities carried out by Honeywell and JACO, and Section 9.3 is a review of the program website.

Key findings from Section 9 include the following:

- Bill inserts are a key source of program awareness and are influential in the consumer's decision to participate in the program.
- Participating customers generally report that the cash incentive was the main factor affecting their decision to participate in the program.
- The majority of non-participants who had heard of the program indicated that they were not participating because they were still using their appliance. They also indicated that they would be unlikely to participate in the future.
- A program re-launch, including updated marketing materials and incentives as well as the addition of freezers to the program, was completed in the summer of 2011 and helped improve program participation.
- While only a small number of participants visited the program website (21 percent), those who did so indicated that they were satisfied with the website content.

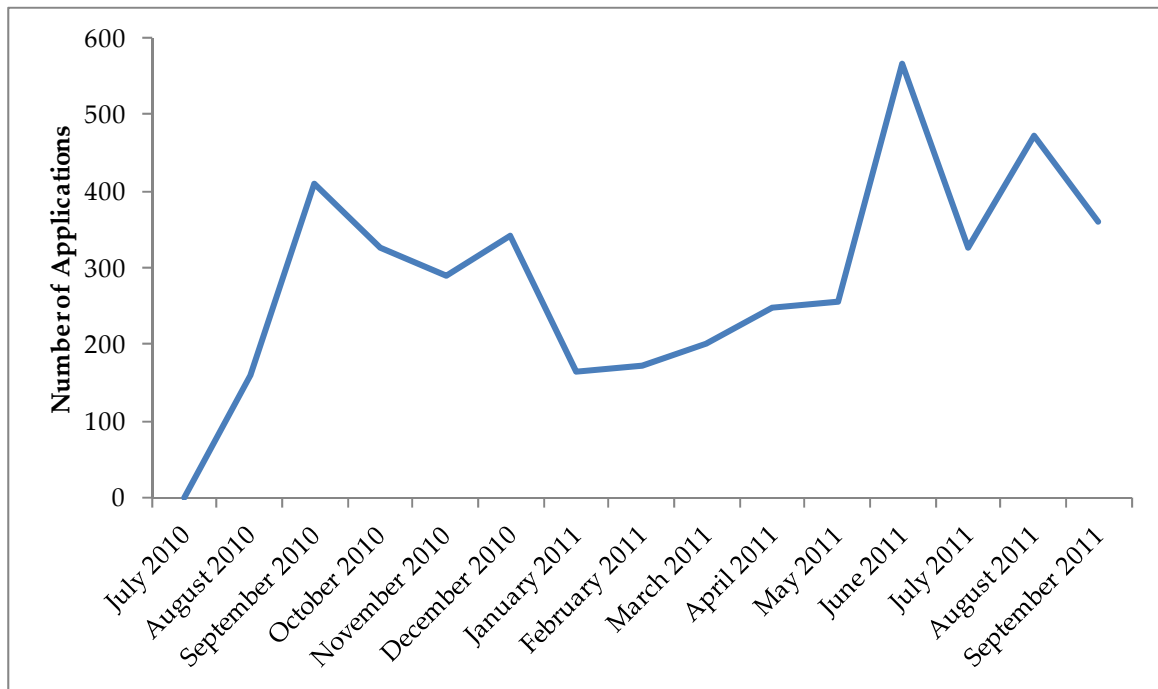
9.1 Program Marketing

The Appliance Bounty program was launched in July 2010 and was designed to encourage customers to dispose of older, working, inefficient second refrigerators and room air conditioners in an environmentally sound manner. In order to encourage participation, Con Edison offers free disposal and recycling as well as incentive 'bounties' for each appliance recycled. Due to lower than expected

participation, Con Edison met with the program implementation contractor in May 2011 to discuss revising the program's marketing.

As a result of the discussions to revise program marketing, a re-launch of the Appliance Bounty program was completed in the summer of 2011. This included a change to the incentive levels and revised program marketing materials. Figure 9-1 illustrates that the re-launch was successful in improving participation.

Figure 9-1: Number of Appliance Bounty Applications per Month



The original marketing materials include point-of-sale advertising and internet advertising as seen below in Figure 9-2 and Figure 9-3. These materials include prominent information regarding the incentives available for recycling refrigerators and clearly indicate Con Edison as the program sponsor. However, they do not inform the customer that old air conditioning units can also be removed under the program.

Figure 9-2: Appliance Bounty Newspaper Advertisement



GREEN TEAM

\$30
REBATE

SAVE UP TO
\$100
A YEAR
ON BILLS

Get Paid For Recycling Your Second Refrigerator

Your old, working second refrigerator can cost a lot to run. If you don't use it often, call the Green Team and we'll recycle it for free. You'll save money and energy, get a \$30 rebate, and help keep harmful materials out of landfills.

**To schedule a FREE weekday or Saturday pick-up, call
1-800-430-9505 or visit conEd.com/greenteam**

The program is available to Con Edison residential electric customers who live in one-to-four unit homes. Refrigerators must be in working condition, owned by the resident, and must be a minimum of 10 cubic feet in size, using inside measurements. JACO Environmental is the Con Edison contractor responsible for pick-up and recycling of refrigerators. Limit two units per residential address.

conEdison

Figure 9-3: Appliance Bounty Internet Advertisements



Surveyed participants were asked to identify how they heard about the Appliance Bounty program. Figure 9-4 illustrates that the majority of participants heard about the program through Con Edison bill inserts. While this is a good method of targeting advertisements, the low participation achieved indicates that additional marketing is required. Participants also indicated that bill inserts were the most influential source of information in their decision to participate in the program. The majority of participants only selected one source when asked to identify how they heard about the program. As a result, this source is de-facto the most influential.

Figure 9-4: How Participants Heard about Program (n=179)

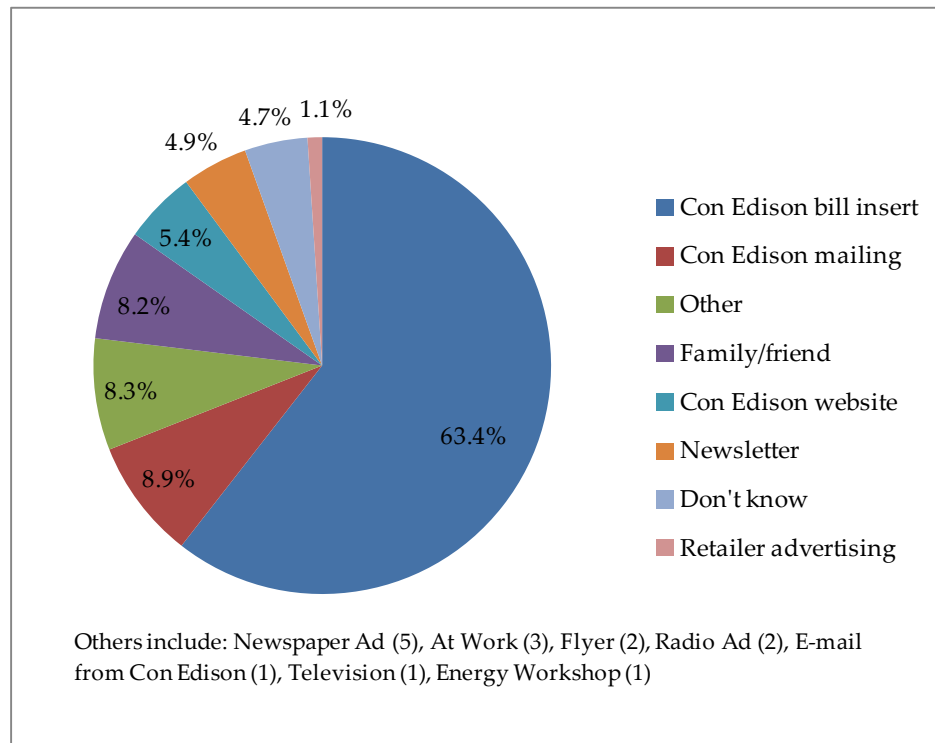
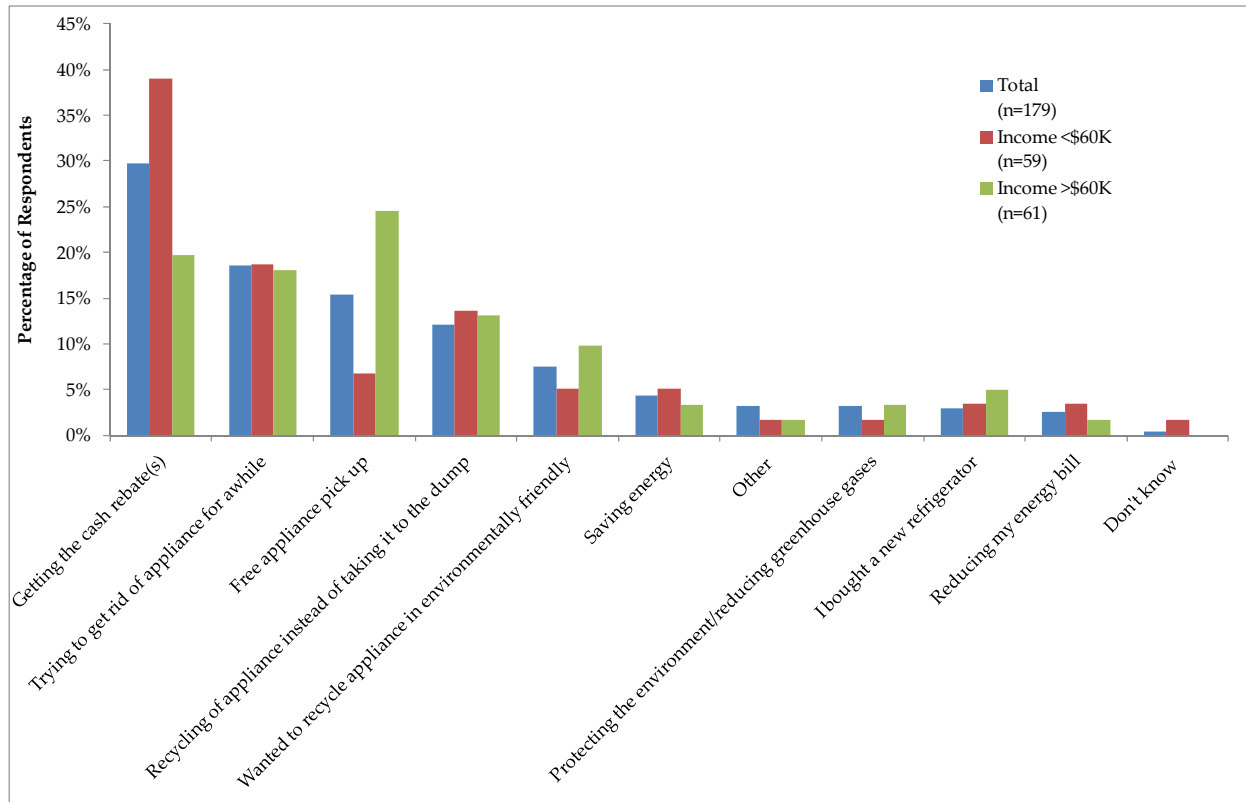


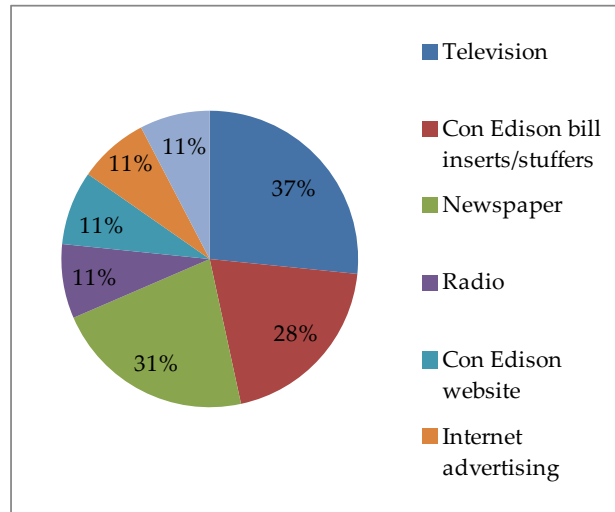
Figure 9-5 demonstrates that the most important factor in a participant's decision to take part in the Appliance Bounty program was the cash rebates that were offered. It should be noted that for participants with income levels greater than \$60,000, the free appliance pick up was more important than the cash rebates. The factors driving participation can be utilized in future marketing materials to encourage more individuals to participate.

Figure 9-5: Most Important Factor that Caused Participants to Take Part in Program



Participant recommendations for improving the program included 'advertising the program more' or 'improving the advertising', 'including more appliances' and 'increasing the amount of rebate or incentive payment'. Individuals who indicated that the advertising could be improved were asked how the program should be advertised. Figure 9-6 illustrates that participants believe television advertising, bill inserts and newspaper advertising should be used.

Figure 9-6: Participants Recommendations for How Program Should Be Advertised (n=23)



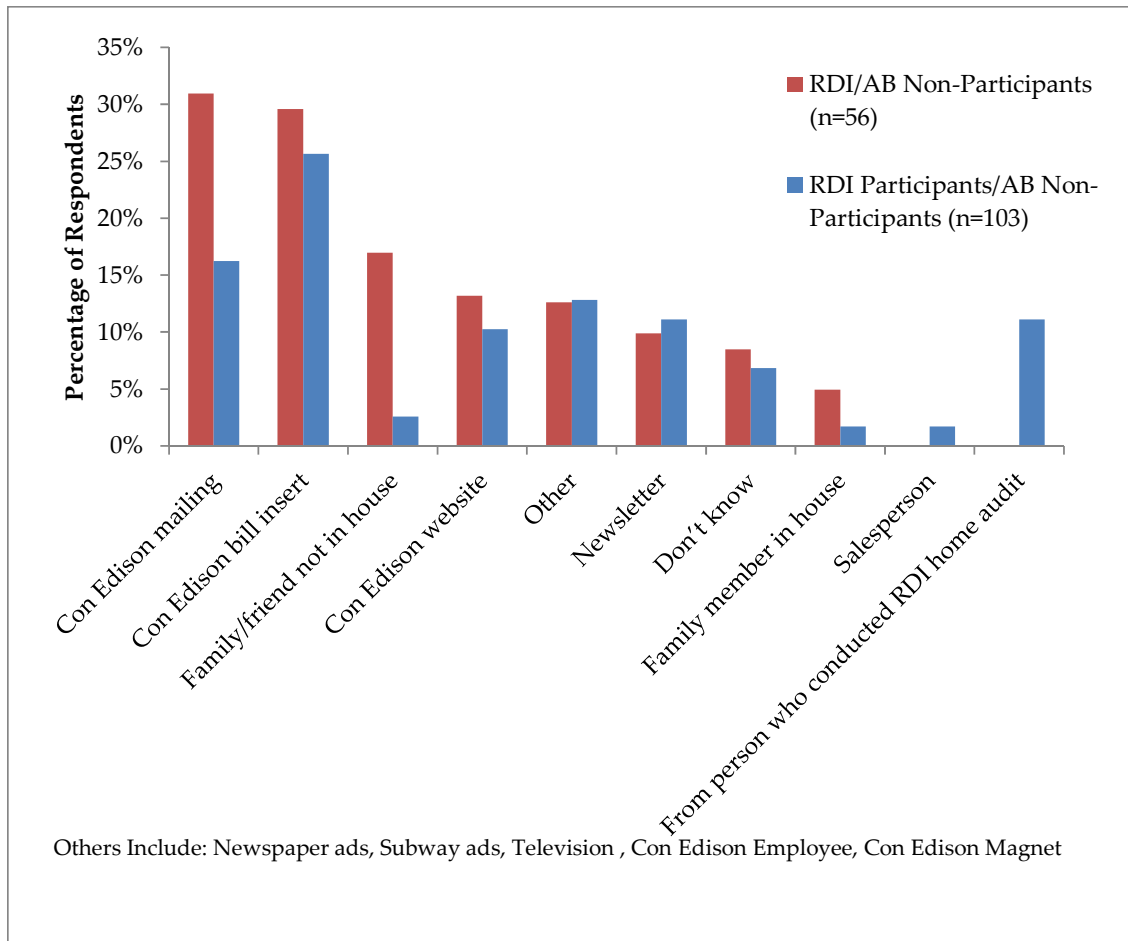
Non-participants were asked to indicate whether they had heard of the Appliance Bounty program. A significant proportion of non-participants (41 percent of RDI/AB non-participants and 66% of RDI part/AB non-participants) indicated that they had heard of the program.

Since the RDI program is meant to act as a gateway to the other residential programs, a greater proportion of participants in that program should have heard of the Appliance Bounty program than RDI/AB non-participants. While this is the case, awareness of the Appliance Bounty program among RDI part/AB non-participants is not as high as might be expected.

Those individuals who had heard of the program were asked to identify where they heard about the program. Figure 9-7 illustrates that the most common form of program awareness for non-participants was Con Edison mailings and Con Edison bill inserts. Note that the percentage of RDI participants who said they heard about the program from the person who conducted the home inspection survey as part of the RDI program was quite low. RDI program surveyors are supposed to inform customers about the Appliance Bounty program, if these customers qualify, when they perform their RDI surveys. It appears that this is either not being done very often or not being done very effectively.¹⁴

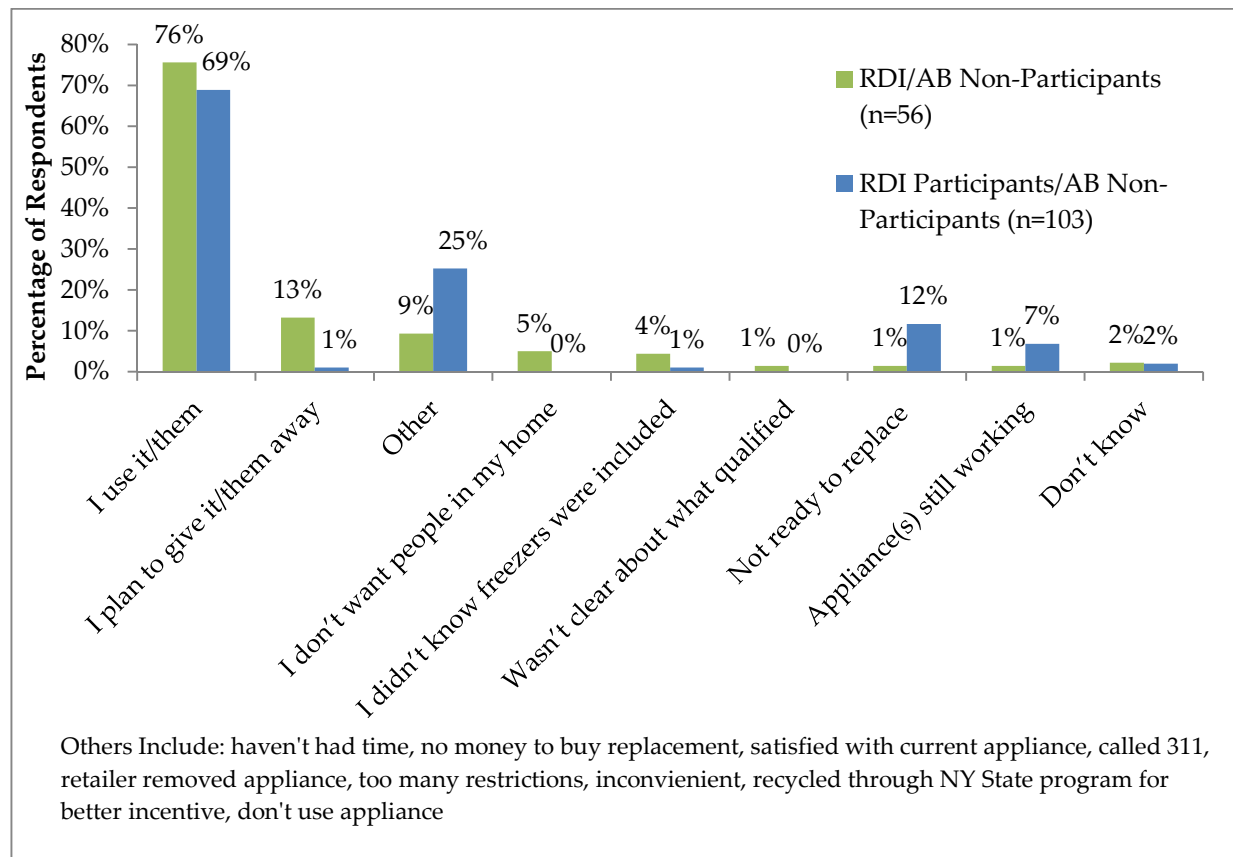
¹⁴ Con Edison eventually petitioned the DPS for termination of the RDI program, which had not been achieving its mission.

Figure 9-7: Non-Participants Sources of Program Awareness



Non-participants who knew about the program were asked why they did not participate. Figure 9-8 indicates that the majority of participants did not participate because they still use their appliance(s). These results were found to be the same for non-participants with a stand-alone freezer as well as those with a second refrigerator.

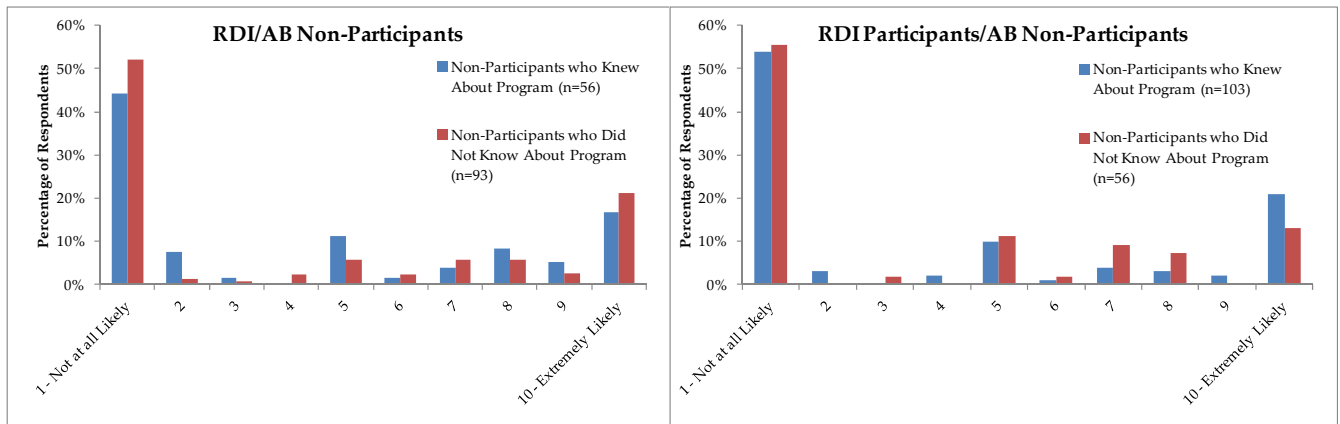
Figure 9-8: Non-Participants' Reasons for Not Participating in the Program



During the survey, respondents were informed about the incentives available for each appliance eligible through the program. Non-participants who previously knew about the program and those who did not previously know about the incentive were asked to identify how likely they would be, on the scale of 1-10 where 1-“not at all likely” and 10 –“extremely likely”, to participate in the program in the future after having been told about it.

Figure 9-9 illustrates that the majority of non-participants would be “not at all likely” to participate in the future. This response was given by both those who had heard about the program and those who had not, indicating that lack of awareness is only one factor contributing to low participation. The majority of non-participants indicated that they still use their appliance(s) or that they were not ready to recycle their appliances. That is, they perceive the program as offering them an option for disposing of an appliance they already want or need to dispose of; i.e. these respondents were not persuaded by the program’s value proposition that they should dispose of the secondary refrigerator (or stand-alone freezer) because it is an energy hog that is expensive to operate.

Figure 9-9: Non-Participant Likelihood of Participating in the Appliance Bounty Program in the Future



9.2 Marketing Activities

A JACO representative was interviewed to determine the marketing activities that occurred in 2010 and at the beginning of 2011, and regarding any changes to marketing materials that were implemented as a result of lower than expected participation.

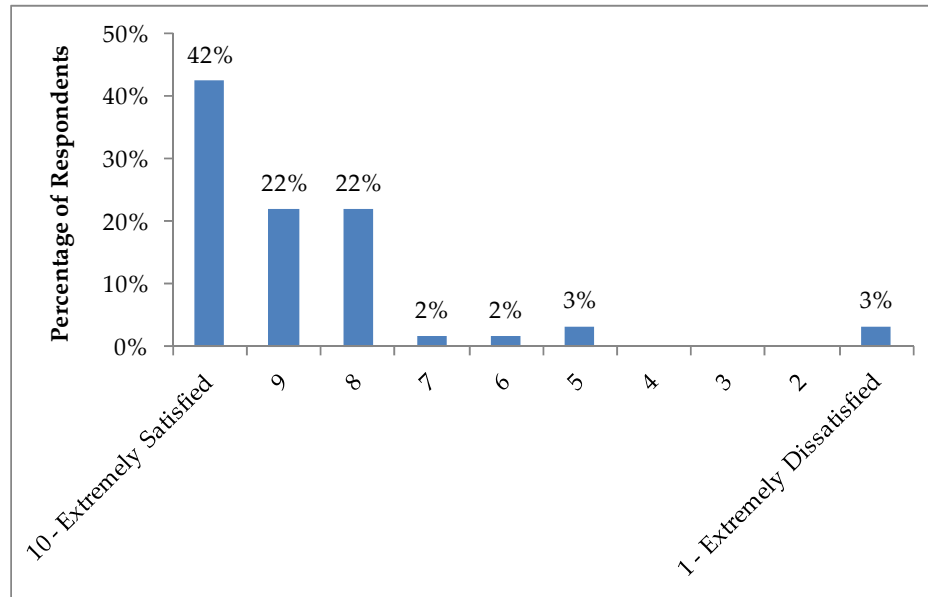
Honeywell and JACO were responsible for the design and implementation of marketing associated with the Appliance Bounty program. When the program was initially launched, Con Edison's Green Team brand was still being developed and as a result program advertisements were not distributed. In October 2010, the Green Team creative design was completed and newspaper and internet advertisements were created using this brand. Unfortunately, participation did not improve. In May 2011, Honeywell and JACO prepared a presentation outlining a 'program improvement plan' for the Appliance Bounty Program. The plan included designing new creative materials that would be less text heavy and clearly displaying the program incentives as well as the savings participants could achieve by recycling their old appliances. It also included bill inserts, a 2-sided insert dedicated specifically to the program, which had been successful in improving program participation in other regions. Con Edison approved the plan and it was implemented starting in summer 2011.

A re-launch of the program, including public relations events to improve program awareness, was also carried out in the summer of 2011. While the new less text heavy creative materials improved participation, the numbers are still not as high as hoped. Con Edison also received permission to adjust the incentives and to include freezer recycling in the program. Since participants are required to recycle a refrigerator or freezer in order to have any other appliances removed, the incentives for these appliances were increased from \$30 to \$50 effective August 1, 2011. These changes were effective in improving participation, although participation levels are still not as high as anticipated.

9.3 Program Website

Only 21 percent of respondents indicated that they had visited the Con Edison Appliance Bounty program website. Figure 9-10 illustrates that 86 percent of these individuals rated their satisfaction with the website between 8 and 10, indicating a high level of satisfaction with the website. The 1 individual who reported they were extremely dissatisfied indicated that this was because the website did not contain the information they wanted,

Figure 9-10: Participant Satisfaction with Program Website (n=38)



Non-participants who had heard about the program were also asked if they had visited the website. Approximately 20 percent of non-participants had visited the website. The non-participants who did visit the website indicated an average satisfaction of 8.7 for RDI/AB non-participants and 7.3 for RDI part/AB non-participants (on a scale of 1 to 10), indicating high overall satisfaction with the program website.

Table 9-1. Non-Participant Program Website Visits

	RDI/AB Non-Participants		RDI Participants/AB Non-Participants	
	Count	Percentage	Count	Percentage
Visited the AB website?				
Yes	11	20%	21	20%
No	44	79%	81	79%
Don't know	1	1%	1	1%
Average Website Satisfaction	8.66		7.29	

Con Edison has multiple channels through which Appliance Bounty program information is provided to customers. These include:

- Bill inserts
- Direct mail
- Program website and linkages to other related sites/pages
- Email campaigns
- Local mailers (ValPak and Red Plum)

As a key program information sharing and enrollment tool, the program's website (and linkage to other websites) is of great importance to the program's customer positioning, understanding, enrollment and satisfaction. Navigant conducted a review of the program's website and assessed it from a number of perspectives including:

- Structure and Navigation – Is the website well laid out (i.e. intuitive structure, easy to navigate, etc)?
- Functionality – Does the website load quickly and run smoothly?
- Visual Design – Does the website's visual design connect the target audience to the underlying message or information being presented?
- Consistency – Do the various pages or the website and any associated links match and conform to a common visual and informational theme?
- Content – Is the presented information relevant, easy to understand and consistent with that presented elsewhere?
- Interactivity – Does the website engage visitors and provide them with adequate tools to locate the information they are looking for or a means to request that information (e.g. searches, request forms, database queries, online chat).
- Customer Relations – Does the website provide the necessary contact information (i. e. address, customer help-line, email)
- Search – Is the website easy to find from various browsers (Google Yahoo! Bing Ask AOL Search) using various key words?

Con Edison provides the information necessary to engage customers and make it easy for customers to participate in the Appliance Bounty program. The website content is generally easy to navigate and is consistent in look and feel. A welcome addition for 2011 is the provision of online rebate submission capabilities.

The table that follows provides a summary of our findings.

Table 9-2. Summary of findings for Con Edison's Appliance Bounty program related websites

<p>Web addresses reviewed: http://www.coned.com/Default.asp http://www.coned.com/energyefficiency/ http://www.coned.com/energyefficiency/residential.asp http://www.coned.com/energyefficiency/energystar.asp http://www.coned.com/thepowerofgreen/index.asp https://www.conedhvacrebates.com/recycle.aspx https://www.conedhvacrebates.com/appliance-pick-up-form.aspx Date review conducted: October 28, 2011</p>		
Assessment Category	Findings	Overall Assessment (Poor, Acceptable, Good, Excellent)
Overall Structure and Navigation	<ul style="list-style-type: none"> Unintuitive navigation between Con Edison's http://www.coned.com/thepowerofgreen/residential.asp# and http://www.coned.com/thepowerofgreen pages and the Appliance Bounty rebate page Good use of images and prominent linkages to residential programs on http://www.coned.com/energyefficiency/ 	Acceptable/Good
Structure and Navigation (Appliance Bounty rebate related pages)	<ul style="list-style-type: none"> Good links between various pages and easy access to rebate forms and associated information. Text and graphics support intuitive navigation 	Good
Functionality	<ul style="list-style-type: none"> Various pages load quickly and cleanly. 	Good
Visual Design	<ul style="list-style-type: none"> Homepage uses graphics to assist user in locating relevant information, e.g. "Green Team" logo and moniker used to direct users to energy efficiency programs. Good use of interactive tools – videos and Flash 	Excellent
Consistency	<ul style="list-style-type: none"> Consistent use of graphics, colors, language and navigation. 	Good
Content	<ul style="list-style-type: none"> Adequate information provided to determine eligibility and support participation – consider noting program dates more prominently (to lower application rejection rates) Online collection scheduling tool functionality is acceptable 	Good
Interactivity	<ul style="list-style-type: none"> Con Edison's online audit tool is very interactive and easy to use. Appliance Bounty specific pages are not especially interactive, but they do not need to be. 	Good
Customer Relations	A number is provided for follow-up enquiries on all program related rebate documentation and is easy to locate on the associated web pages. An online query form is also available.	Excellent
Search	Program information is easy to locate via multiple web browsers.	Excellent

10. Program Delivery

This section provides participant and non-participant feedback on the delivery of the Appliance Bounty program. Bottlenecks in participation and opportunities for program streamlining have been investigated and are presented herein.

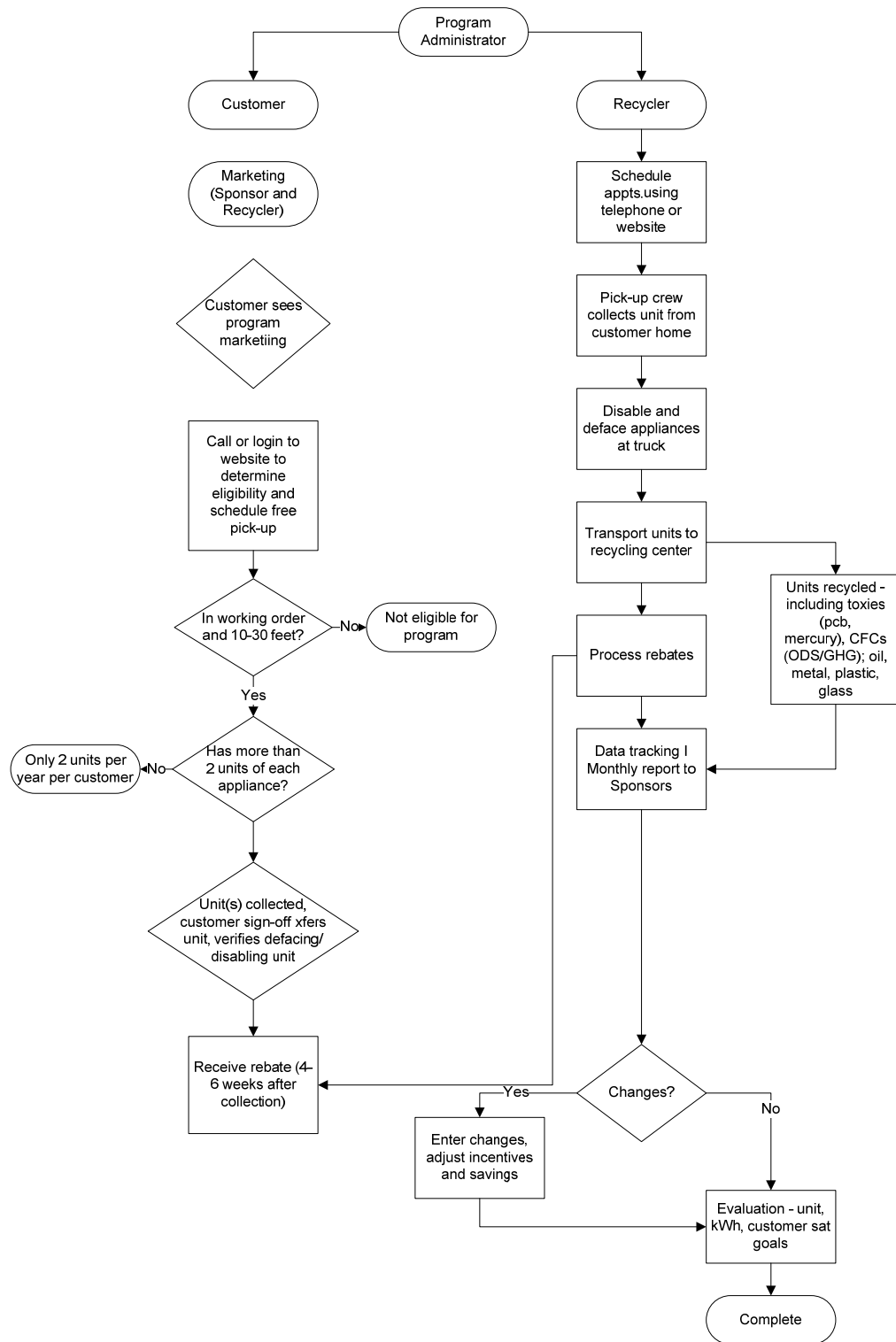
Con Edison designed its Appliance Bounty program to encourage customers to dispose of older, working, inefficient second refrigerators, freezers and room air conditioners in an environmentally sound manner. The program provides cash incentives to customers for the removal of old appliances.

The Program requires that customers with old inefficient refrigerators, freezers and room air conditioners contact Con Edison to arrange for free pick up of appliances. The incentive form is completed when the appliance is picked up from the participants' home and the incentive is then sent to the participant by mail.

Con Edison has contracted with Honeywell to implement the program and many aspects of program delivery have been sub-contracted to JACO.

Figure 10-1 summarizes the program process flow for Con Edison's Appliance Bounty program, showing the customer intake and flow through the program participation process.

Figure 10-1: Con Edison Appliance Bounty Program Process Flow



The following sections provide opinions on Appliance Bounty program delivery from the perspective of the program stakeholders, specifically participating and non-participating customers and program delivery agents. Section 10.1 provides a summary of data gathered during a follow-along appliance collection trip and tour of the recycling facility, Section 10.2 addresses JACO's feedback on program processes, and finally Section 10.3 addresses the customer feedback.

Key findings from Section 10 include the following:

- Collection and Recycling procedures are being carried out in a manner consistent with the program's guidelines.
- Respondents reported that over half of the recycled refrigerators (52 percent) were plugged in and operating all the time before being removed. An additional 33 percent were occasionally plugged in.
- According to the surveyed participants, less than half of the recycled units were replaced and the majority of units that were replaced were replaced by Energy Star® units.
- Over half of the participants indicated that they had previously planned to dispose of their appliance, and a majority of these individuals indicated that they would have done so by leaving the appliance at the curb for trash collection.
- Approximately half of the participants (52 percent) contacted a Con Edison representative during participation in the program and these individuals reported a very high level of satisfaction with their interaction.

10.1 JACO Collection and Recycling Process Assessment

The purpose of the assessment of both the appliance collection process and the JACO recycling facility was to ensure that the collection and recycling of appliances through the Appliance Bounty program is occurring in accordance with program guidelines agreed upon by Con Edison and JACO.

Navigant conducted follow-alongs for four of the appliance collections (all refrigerators) completed on October 5, 2011. During the follow-alongs Navigant observed the entire collection process and the collection crew's interactions with the clients, as outlined in detail below. For all collections observed, the collection crew was very polite, worked efficiently and ensured that the appliances were removed without causing any damage to the participant's property. The process takes between 20 and 25 minutes, depending on what needs to be done to the refrigerator (doors/handles removed) and how easy the exit path is.

The collection process is as follows, the crew:

- Checks that refrigerator is in working order (plugged in and operational)
- Measures the refrigerator dimensions and exit route to determine if the refrigerator will be able to be removed. If required, removes handles or doors from refrigerator for removal. If required, blankets are placed on the floors to avoid damage.
- Notes the location of the refrigerator (basement, garage, etc.)
- Places a barcode on the refrigerator and writes the Appliance Turn-in Order (ATO) number, date and the crew's initials in permanent marker on the refrigerator, scans the refrigerator in (barcode) and takes a picture (also with scanning device)
- Records: Brand, Model number, Size, Amps, Age (asks customer about the age. If they do not know, the crew estimates based on experience), if there's an ice maker, if it's primary or

secondary unit (asks customer), if it's used year round (asks customer), if refrigerator is being replaced (asks customer)

- If customer doesn't know anything about the refrigerator, the crew will make an educated guess about certain items, based on the refrigerator location and condition (if it's really dusty where it's plugged in, then it is probably plugged in year round; if it is in the basement and there is another refrigerator, it is probably secondary; if there is not already a new one, they assume they are not replacing it).
- Removes refrigerator
- (Once outside) Asks customer to verify their information and sign to indicate that refrigerator has been collected and no damage was done to home. They then explain that the incentive check will be mailed in approximately 6-8 weeks, give the receipt to the customer and show them the call center number that can be used if customer has questions
- (Once in the truck) Destroys the refrigerator thermostat with a hammer, cuts the power cable at the plug, and cuts the seals to ensure the unit cannot be used again.

A couple of additional items were noted during the collections. Two of the alliance pickups occurred as planned and without any issues. One customer indicated that his appointment had been cancelled two previous times. Navigant believes it would be valuable for JACO to track the number of appointments they have to cancel and the number of these that lead to program drop outs.

At another pick-up, the refrigerator which was scheduled to be removed was not large enough to qualify. The crew measured the refrigerator to verify and explained to the customer that they could not take the refrigerator. The customer indicated that she thought it would be beneficial if the call center had told her to measure her refrigerator before scheduling the appointment to avoid an unnecessary appointment for the collection crew. Navigant suggests that JACO review their call center scripts to ensure that they are asking customers to verify the refrigerator size by measuring prior to scheduling a pick up.

Navigant also conducted a tour of JACO's New Jersey recycling facility on October 5, 2011. This site is used to recycle Con Edison's Appliance Bounty enrolled appliances. Unfortunately, Navigant was not able to witness the arrival of a Con Edison shipment of appliances but we were able to have a facility staff member explain the process and observe the rest of the recycling process. All employees in the recycling facility were working efficiently and safely, with the proper Personal Protective Equipment (PPE). Details of the site visit and recycling process are outlined below:

- Con Edison Appliance Bounty, New Jersey and Sears units all processed at JACO's East Brunswick NJ facility
- Each program has unique identifiers and are stored separately in facility
- Con Edison appliances arrive on a truck containing only Appliance Bounty program appliances
- The appliances are removed by forklift truck
- Each unit is scanned and the crew at the facility verifies that information entered by the collection crew during pick up is accurate
- Refrigerator doors are removed and placed in a trailer for recycling
- Plastic shelving is removed and placed in a plastic pile for recycling

- Electrical cords are removed and stored together
- Radiators are removed and stored for scrap
- Mercury switches are removed and stored in hazardous waste, fire-safe, closed units
- A drill test is done to determine whether the refrigerator has foam (CFC-11) and testing is done to determine refrigerant type
- The refrigerator then goes to a Con Edison designated storage area in the facility
- Units then go through refrigerant processing. Oil and freon from the compressor are split; freon is recovered and oil is stored
- The drained compressor and capacitors are removed
- The refrigerators without foam are sent to a recycling pile
- Refrigerators with foam are cut with saws
- Metal and plastics are removed and set aside for recycling and foam is chipped out
- Foam is then stored in sealed bags

The facility personnel who we spoke with indicated that the facility was capable of processing approximately 125 refrigerators per day on the freon removal station.

10.2 JACO Program Feedback

Feedback from JACO was collected in a series of interviews with JACO staff. Aside from issues relating to lower than expected participation, JACO mentioned very few program delivery issues. In order to address the lower than expected participation, JACO indicated they worked with Honeywell to update the marketing and incentives in the summer of 2011 to attract more customers.

In order to evaluate customer satisfaction with the collection process, JACO representatives complete a 7-8 question survey of a sample of participants and have received positive feedback. JACO is also responsible for providing Honeywell with collection data so that the rebate checks can be written and sent to customers. This occurs on a frequent basis, at least weekly and, judging from the short time period between appliance collection and rebate dates (4 weeks on average), this process is clearly working well.

In order to ensure that the collections are occurring in the most productive manner JACO assigns certain days for collection for each borough. This process allows the collections to occur more efficiently; less travel time is required. The process could be improved further if participation were higher, because this would allow for more pick up dates to be scheduled for each borough, which would decrease the time participants have to wait to have their appliance removed.

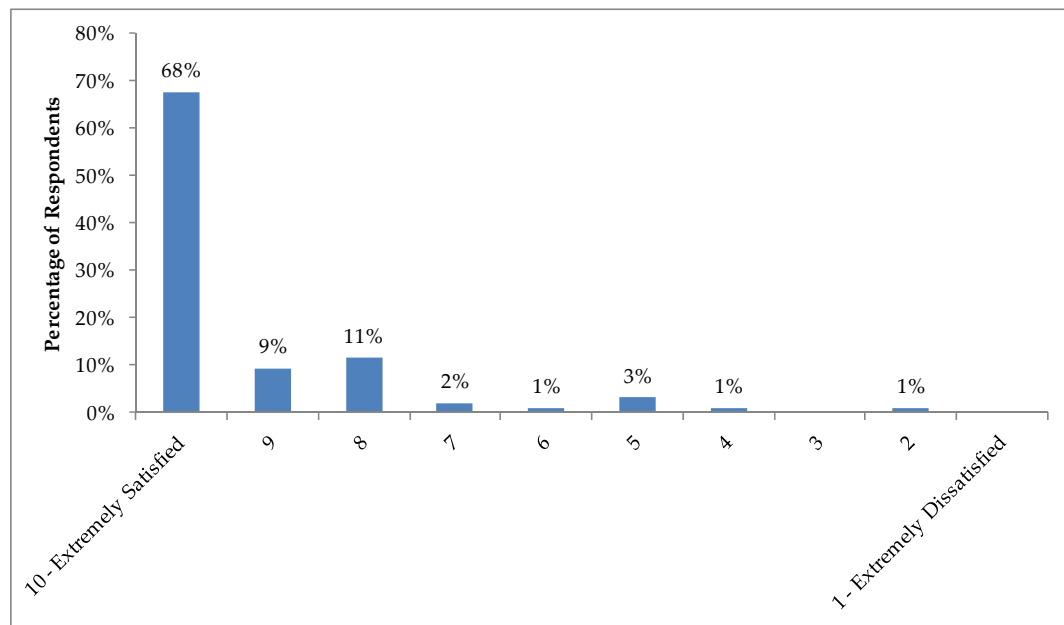
10.3 Program Process

In order to determine ease of participation in the program, participants were asked whether the program application was clear and easy to complete. The majority of participants (88 percent) reported that the application was easy to complete; 1 percent indicated it was not easy to complete; the remaining 10 percent indicated they did not know whether it was easy to complete. This demonstrates that very few participants had any difficulty completing the application form.

A second aspect of program delivery is interactions with Con Edison staff. Approximately half of the participants, 52 percent, indicated that they contacted Con Edison staff during their participation in the program. Of those who did contact Con Edison the average (mean) level of satisfaction with their contact, on a scale of 1-10 where '10' is "extremely satisfied" and '1' is "not at all satisfied", was 9.22.

Only two survey respondents indicated that they were dissatisfied with their contact with Con Edison and these individuals indicated that this was because staff were unable to answer their questions.

Figure 10-2: Participant's Satisfaction with Contact with Con Edison Staff (n=96)



Non-participants who had heard of the Appliance Bounty program were also asked if they had contacted a Con Edison representative about the program. Only two individuals (1%) surveyed through the RDI/AB non-participant survey indicated that they had done so, while 18 individuals (10%) surveyed through the RDI part/AB non-participant survey indicated they had done so. These individuals were asked to rate the satisfaction with their interactions with the Con Edison representative. Table 10-1 illustrates that satisfaction with these interactions was high.

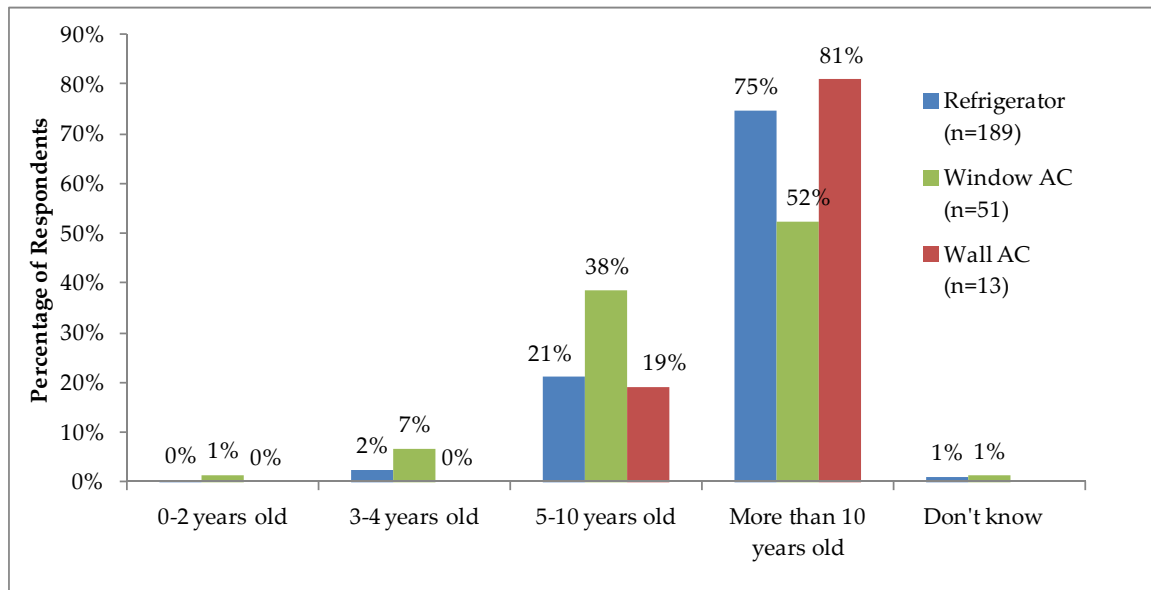
Table 10-1. Non-Participant Average Satisfaction with Con Edison Representative Interactions

RDI/AB Non-Participants (n=1)	RDI Participants/AB Non-Participants (n=15)
9.00	8.86

In order to evaluate the effectiveness of the program at removing older appliances that otherwise would have remained plugged into an electrical socket, participants were asked several questions about the appliance they disposed of through the program.

The goal of the program is to remove older inefficient appliances. As seen in Figure 10-3, participants reported that the majority of appliances collected through the program were more than 10 years old. A significant percentage of window air conditioning units collected were reported to be between 5 and 10 years old. These appliances typically have a shorter life span than a refrigerator.

Figure 10-3: Age of Appliance Recycled Through the Program



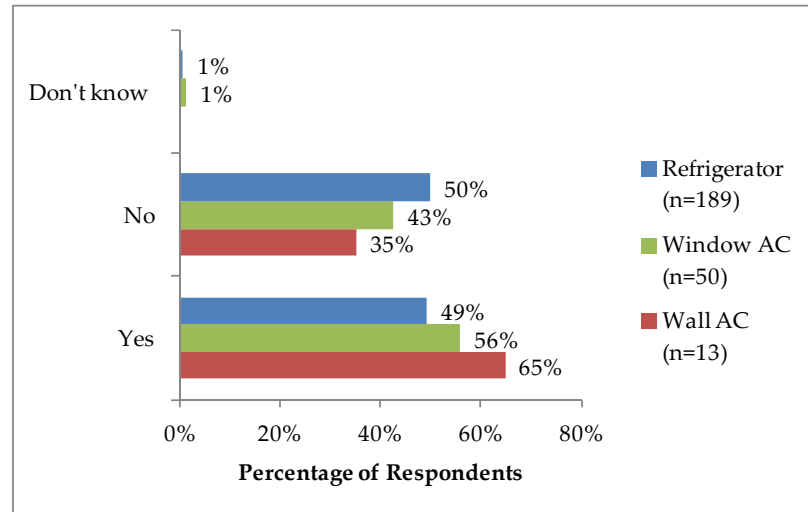
Participants who recycled a refrigerator were also asked to identify if it were regularly being used. Table 10-2 illustrates that 84 percent of the refrigerators were said to be plugged in at least sometimes.

Table 10-2: Use of Recycled Refrigerator

	Frequency
Plugged in all the time	52%
Plugged in occasionally, when additional storage was needed	33%
Not plugged in/not really being used	15%
Don't know	0%

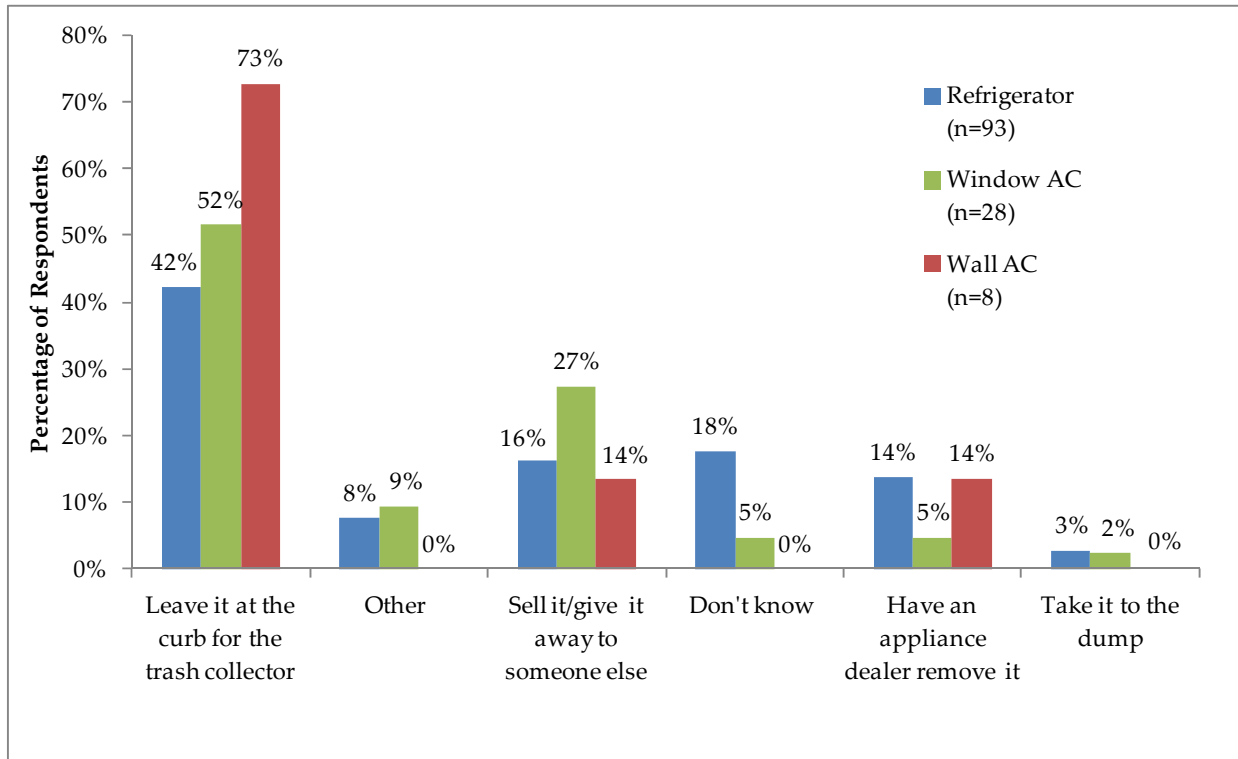
The intentions of participants prior to hearing about the program were also investigated. Figure 10-4 illustrates that approximately half of participants had planned on disposing of their appliance. A somewhat higher percentage of participants who recycled air conditioners through the program had prior plans for disposal than those who recycled refrigerators.

Figure 10-4: Prior to Hearing about Program, Had You Already Planned on Disposing of Your Appliance?



The majority of participants who indicated that they had previously planned to dispose of the appliance indicated that they were planning on doing so by leaving the appliance at the curb for trash collection. This indicates that if the program had not been in place, a significant number of appliances would have gone to the dump rather than being recycled in an environmentally friendly manner. Figure 10-5 illustrates that 27 percent of individuals who recycled their window air conditioning units, 16 percent who recycled a refrigerator and 14 percent who recycled a wall air conditioning unit had previously planned to sell the appliance or give it to someone else. If the program had not been in place these units would have remained in use. Of course, there is uncertainty regarding the extent to which these methods of disposal would have actually occurred, because they rely not only on the respondents following through with their intentions but also with another party “participating” in those intentions (i.e., there had to be someone who would buy the appliance or someone who would accept the appliance as a gift), and this would not necessarily be the case.

Figure 10-5: How Participants Planned to Dispose the Appliance



Between 35 and 40 percent of participants indicated that they replaced the appliance recycled through the program with a new unit. A small percentage of participants indicated that they replaced the recycled unit with a used appliance. These results are presented below in Table 10-3.

Table 10-3: Did You Replace the Appliance You Recycled Through the Program?

	Refrigerator (n=188)	Window AC (n=51)	Wall AC (n=13)
Yes, I replaced it with a brand new appliance	35%	37%	40%
Yes, I replaced it with a used appliance	6%	7%	0%
I replaced it with a different kind of appliance	2%	0%	0%
No	57%	56%	60%

Those participants who replaced the recycled appliance were also asked to indicate the size of the replacement appliance compared to the recycled appliance. Table 10-4 illustrates that 19 percent of the replacement appliances were smaller than the recycled appliances. The remaining replacement appliances were the same size or larger than the recycled appliance.

Table 10-4: Size of Replacement Appliance Compared to Recycled Appliance

	Refrigerator (n=77)	Window	
		AC (n=23)	Wall AC (n=5)
Bigger	41%	33%	22%
Smaller	19%	18%	13%
Same size	41%	50%	65%

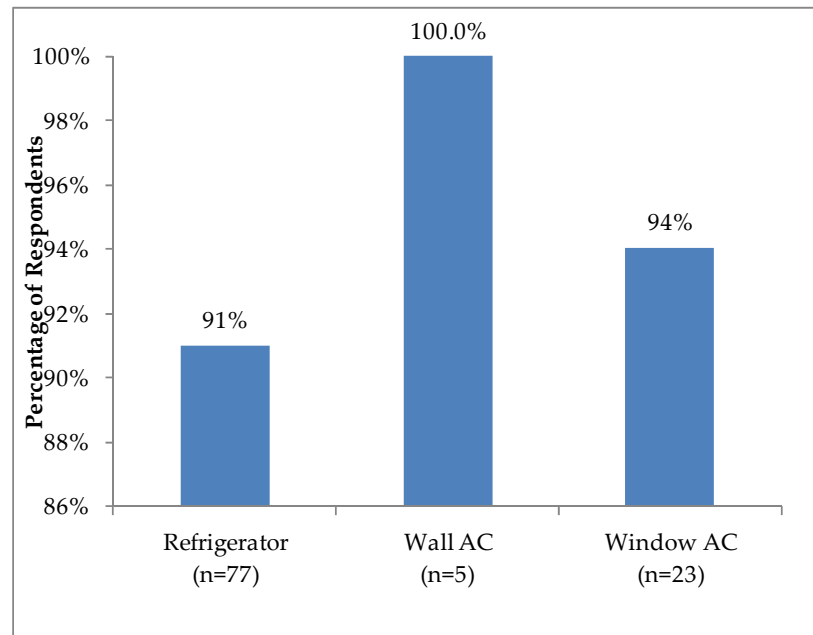
Individuals who replaced their appliance with a used appliance were asked to indicate the age of their replacement unit. Very few individuals indicated that they replaced their appliance with a used appliance. However, of those who did replace their refrigerator with a used model, 46 percent indicated that the used appliance was greater than 5 years old.

Table 10-5: Age of Used Appliance which Replaced Recycled Unit

	Refrigerator (n=11)	Window AC (n=4)
0-2 years old	24%	47%
3-4 years old	30%	53%
5-10 years old	46%	0%

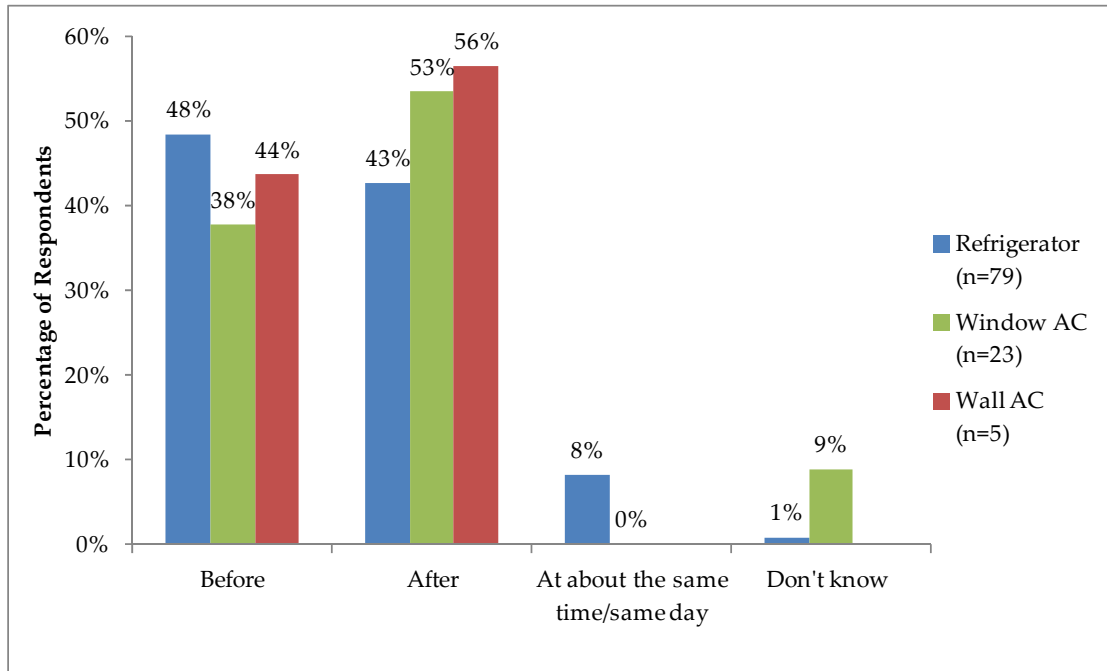
Energy savings can still be achieved when the replacement appliance is larger if it is significantly more efficient than the recycled appliance. Most new refrigerators are much more efficient than the older refrigerators being recycled. Further, over 90 percent of participants who indicated that they replaced the recycled appliance, indicated that their new appliance was ENERGY STAR® compliant.

Figure 10-6: Percent of Replacement Appliances with ENERGY STAR® Label



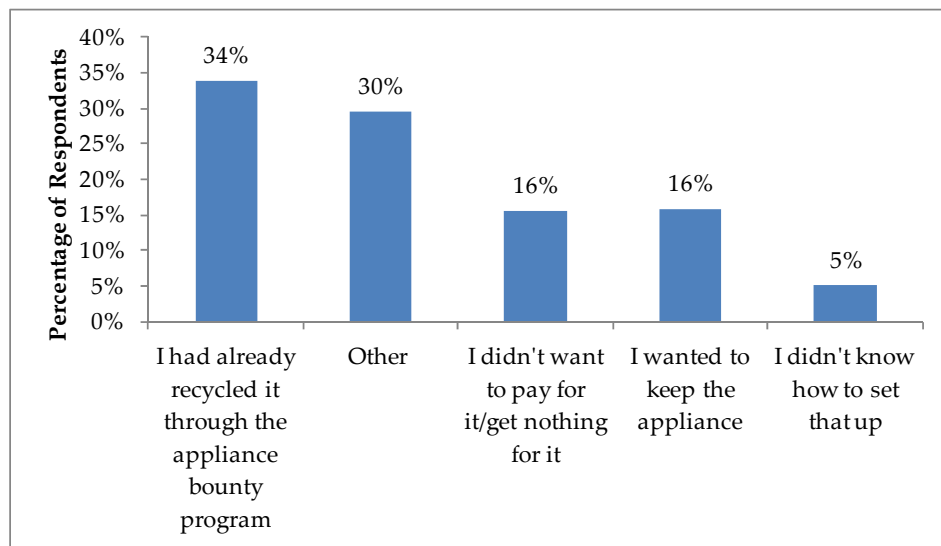
Participants who replaced their recycled appliance were also asked to indicate when they did so in relation to their participation in the program. As shown in Figure 10-7, approximately half of the participants acquired their new appliance before participating in the program and half acquired their new appliance after recycling their old unit.

Figure 10-7: When Participants Acquired Replacement Appliance in Relation to Participation in Program



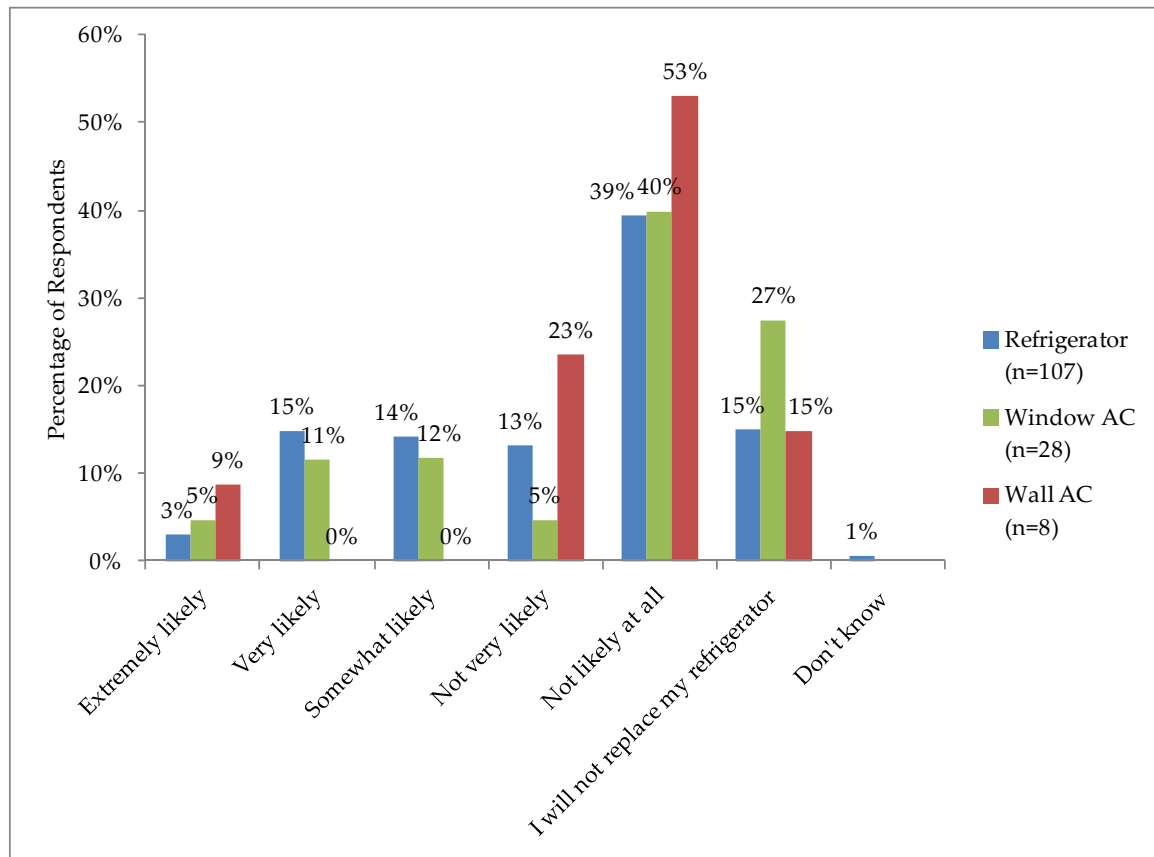
Many retailers offer to remove old refrigerators when customers purchase a new one. Thirty-eight percent of participants who purchased a new refrigerator to replace the one removed through the program indicated that the retailer offered to remove their old unit. Approximately one third of these participants indicated that they did not have the retailer remove the refrigerator, because it had already been recycled through the program.

Figure 10-8: Why Participants Did Not Have Retailer Remove Refrigerator



The majority of individuals who indicated that they had not replaced the appliance recycled through the program indicated that they would be unlikely to do so in the future.

Figure 10-9: Likelihood of Purchasing a Replacement Appliance



11. Satisfaction with the Program

In order to assess program satisfaction, participants were asked several questions relating to their perceptions of the program. This section provides an assessment of customer satisfaction with the program including the timing of rebate payments and the likelihood of recommending the program to others.

Key findings from Section 11 include the following:

- Participants reported very high satisfaction with the individuals who collected their appliance.
- Participants' satisfaction with the timing of receiving their incentive and the amount of the incentive was relatively high, an average of 8.2 on a 10 point scale.
- A high percentage of participants (78 percent) indicated that they had already recommended the program to others.

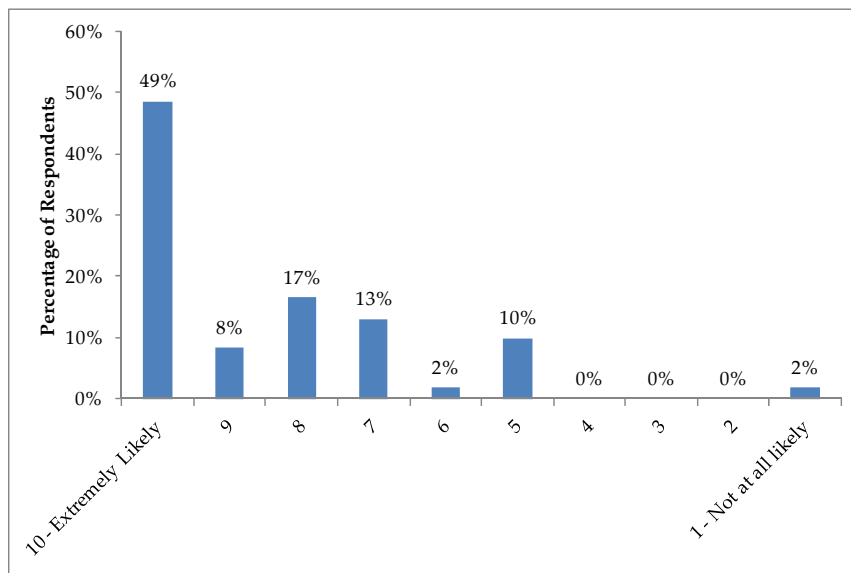
11.1 Participant Satisfaction

Participants' satisfaction with the representative who picked up their appliance was very high with the average (mean) satisfaction reported as 9.4 (On a scale of 1-10 where 10 is extremely satisfied and 1 is extremely dissatisfied).

Satisfaction with the incentive amount was also high with 71 percent of people rating their satisfaction between 8 and 10, leading to an average satisfaction rating of 8.2.

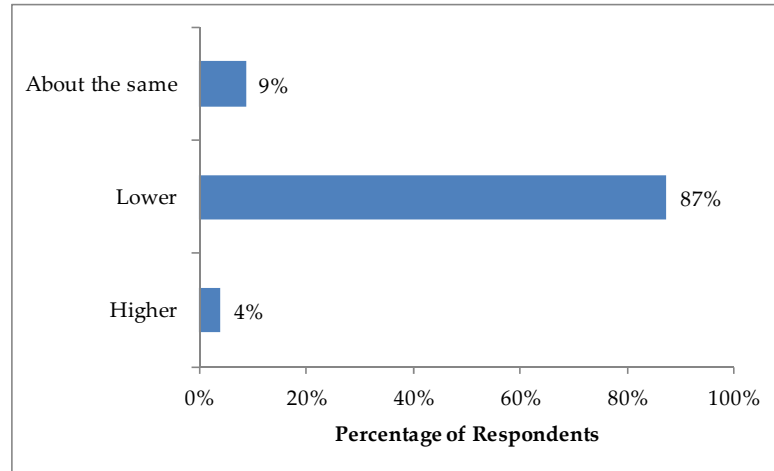
The average time between the appliance collection and the rebate payment was 4 weeks. When asked to indicate their satisfaction with this timing, the majority of participants illustrated a high level of satisfaction as shown in Figure 11-1 below. The average satisfaction was reported to be 8.2.

Figure 11-1: Appliance Bounty Program Participant Satisfaction with Timing of Rebate (n=179)



Participants might normally expect that removal of their old appliances would result in utility bill savings. Only 34 percent of participants (n=60) indicated that they noticed a difference in their monthly bill after participating in the program. Of those who indicated that they noticed a difference in their monthly bill, the majority indicated that their bill was lower than they expected. One of the two individuals who indicated their bill was higher had indicated earlier that the recycled appliance was not plugged in.

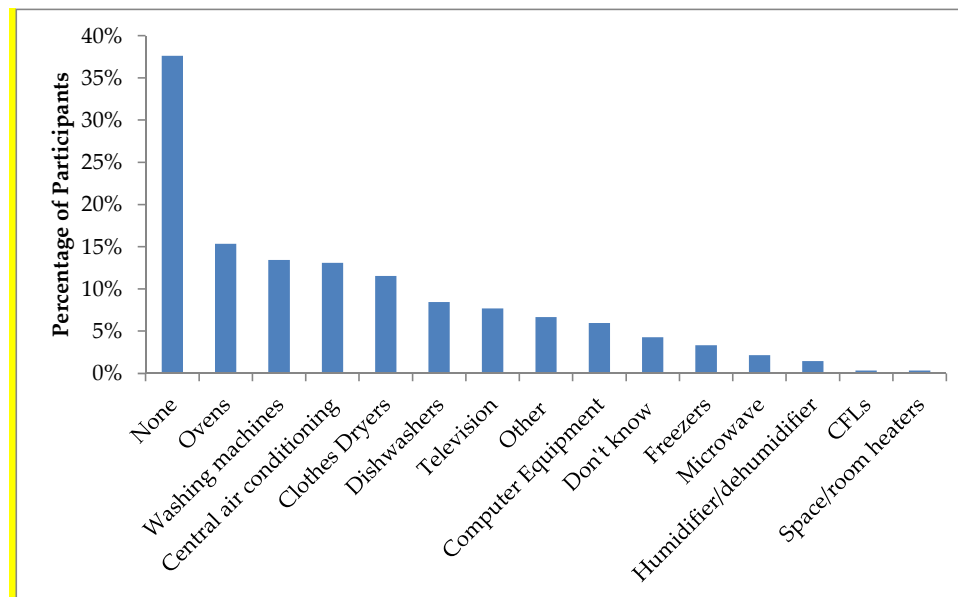
Figure 11-2: Post Appliance Removal, Was Monthly Electricity Bill Higher/Lower than Participant Expected (n=60)?



The type of equipment recycled through the program also affects participant satisfaction. A significant percentage of respondents, 38 percent, indicated that they had no suggestions for other equipment which should be recycled through the program.

Appliances which participants would like to see recycled include washing machines, ovens, central air conditioners and clothes dryers.

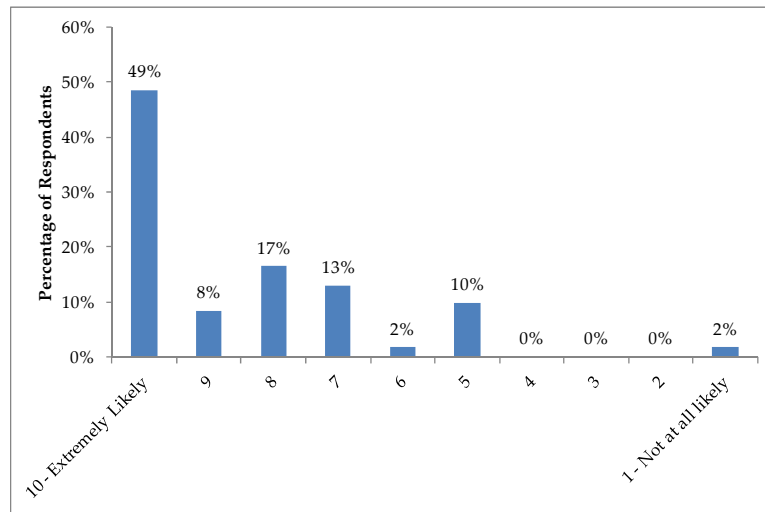
Figure 11-3: Suggested Additional Program Measures (n=179)



The majority of participants (78 percent) indicated that they had recommended the Appliance Bounty program to others. This is a very positive indication of program satisfaction. Participants who indicated that they had not recommended the program to others were asked to indicate how likely they are to

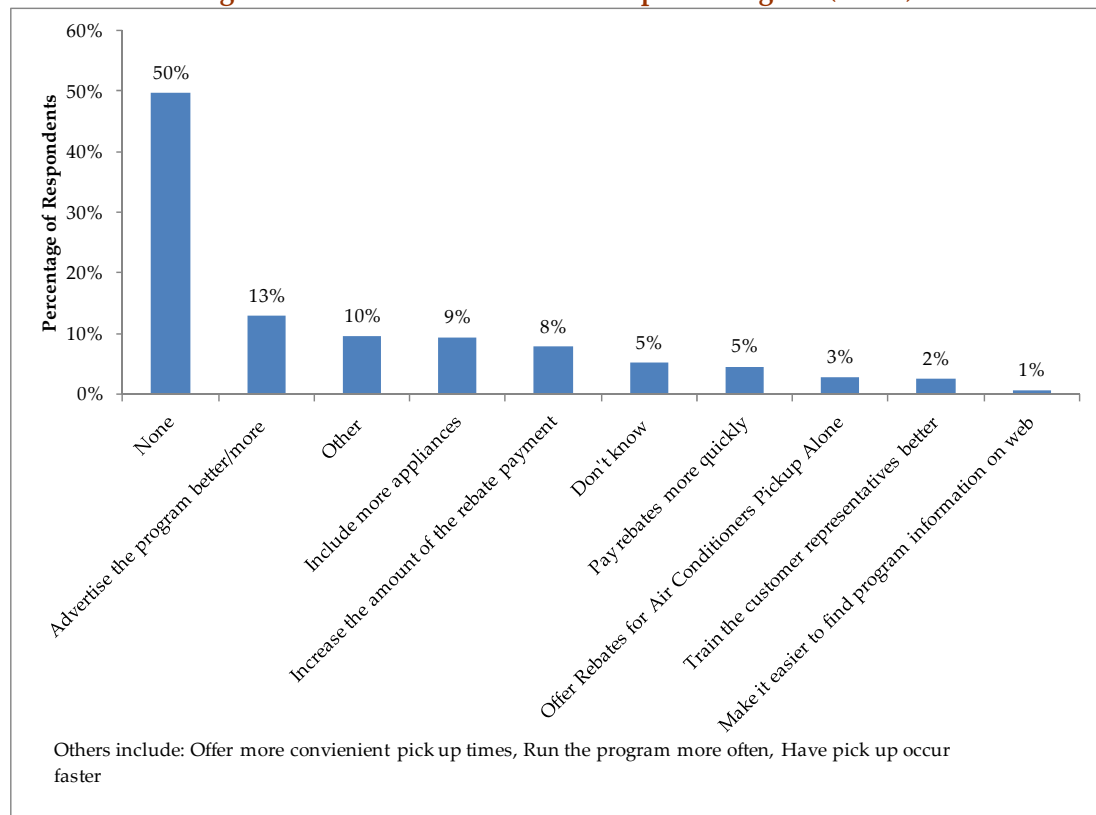
recommend the program to others in the future. As illustrated in Figure 11-4, the majority of participants who have not already recommended the program to others are likely to do so in the future.

Figure 11-4: How Likely Participants Are to Recommend the Program to Others (n=39)



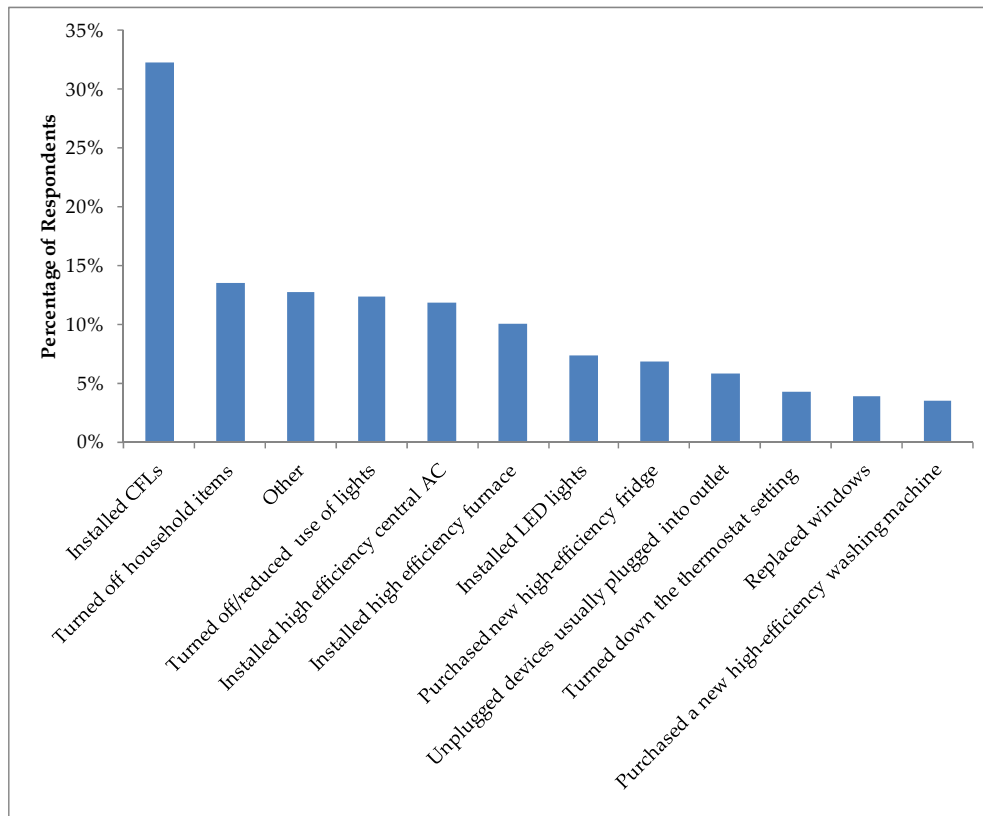
Participants were also given an opportunity to provide recommendations for improving the program in the future. While many participants did not have any recommendations, some indicated that there should be better advertising for the program and others recommended that the program should include additional appliances.

Figure 11-5: Recommendations to Improve Program (n=179)



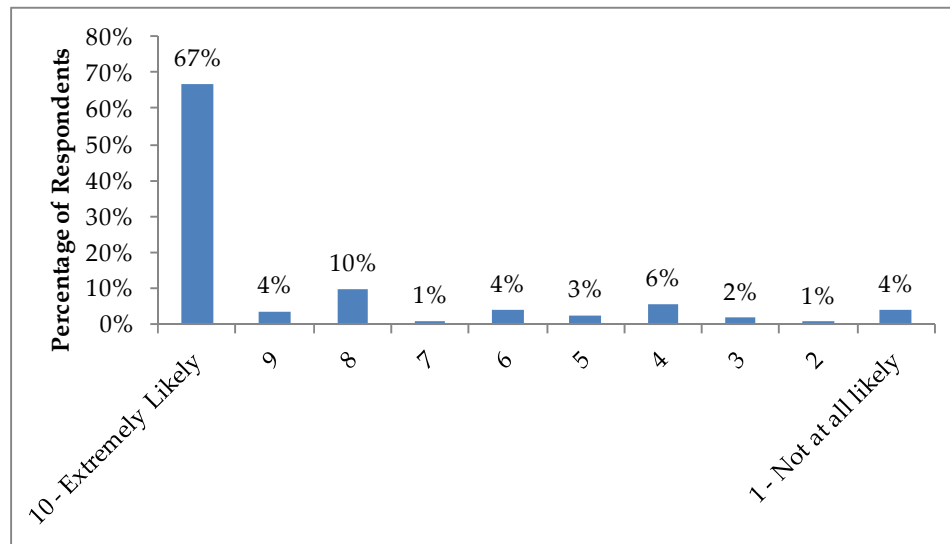
A significant proportion of participants (44 percent) also indicated that they have taken additional energy savings actions since participating in the program. The top energy savings actions reported are shown below in Figure 11-6.

Figure 11-6: Top Additional Energy Savings Actions Participants Have Taken Since Participating in Appliance Bounty Program (n=79)



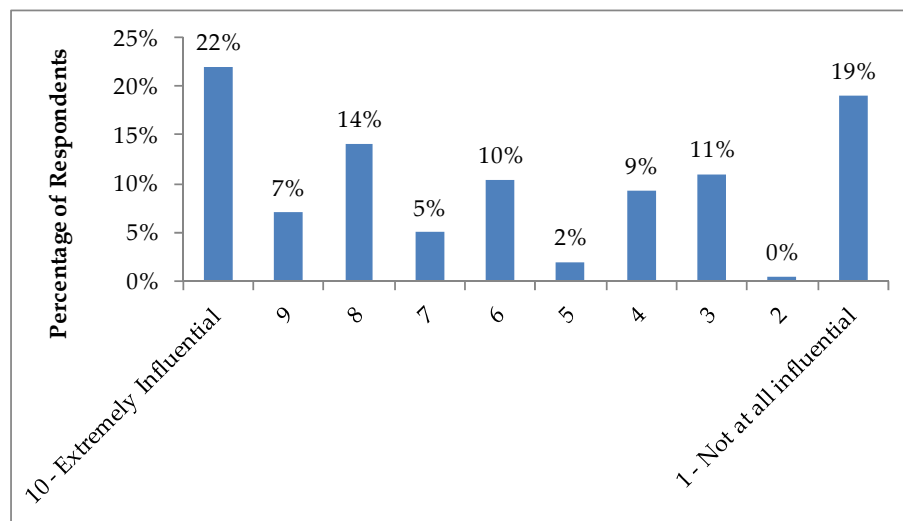
While a significant number of participants indicated taking additional actions, they also indicated that these actions would likely have occurred even if the Appliance Bounty program or promotions did not exist. Figure 11-7 illustrates that the majority of participants indicated they would have been extremely likely to complete the additional energy savings actions if no program had occurred.

Figure 11-7: How Likely Would you Have Been to Complete Additional Energy Savings Actions if There had been no Appliance Bounty Program or Promotions (n=81)



While participants indicated that they would have completed the additional energy savings actions in the absence of the program, many respondents still indicated that the program was influential in their decision to do so. It is also possible that while respondents would have taken the same actions in the absence of the program, the program was influential in their decision to do so sooner. The program may have acted as a reminder to the participant that they had intended to take certain energy efficiency measures.

Figure 11-8: How Influential was the Appliance Bounty Program Promotion in your Decision to Complete the Additional Energy Savings Action? (n=81)



12. Interactions with Other Programs

Several programs are available to customers in the same region and customer class as the Con Edison Appliance Bounty program. Participating and non-participating customers were asked if they knew about these other programs and if they have participated in them. These programs may be complementary to the Appliance Bounty program and may offer the opportunity for cross-promotion of all Con Edison energy efficiency programs. Sections 12.1 and 12.2 discuss participant and non-participant awareness of other efficiency programs, respectively.

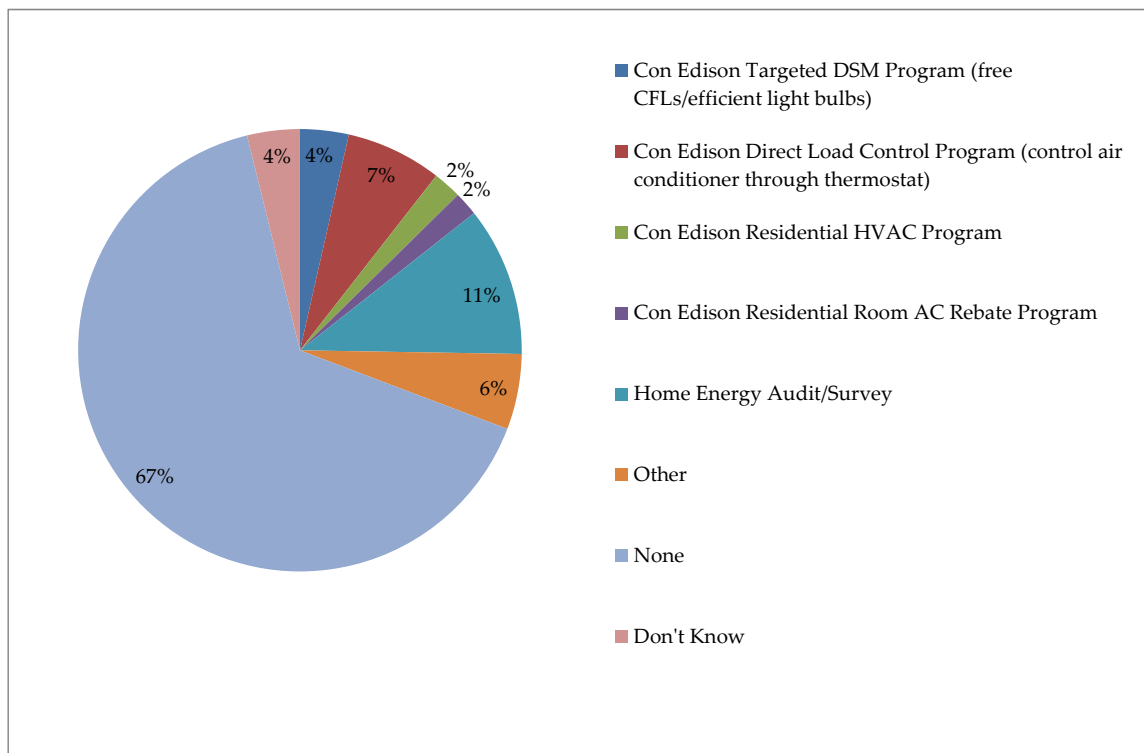
A key finding of Section 12 is that participant and non-participant awareness of other programs which are offered through Con Edison is very low.

12.1 Participant Program Awareness

The majority of the participants who were surveyed, 65 percent, indicated that they did not know of any other Con Edison programs. This very low awareness level indicates that Con Edison would benefit from increased promotional efforts, including cross promoting its programs to customers participating in their other energy efficiency programs. As noted earlier, this cross-promotion does not seem to be occurring very extensively (or, at least, very effectively) even through the Residential Direct Install (RDI) program, for which such cross-promotion is a specific program component.

Those who recalled hearing about other programs were asked to identify which programs they had heard of. As Figure 12-1 indicates, the most commonly recalled program was the home energy audit program (possibly referring to the Residential Direct Install program).

Figure 12-1: Other Con Edison Programs that Participants Have Heard Of (n=179)

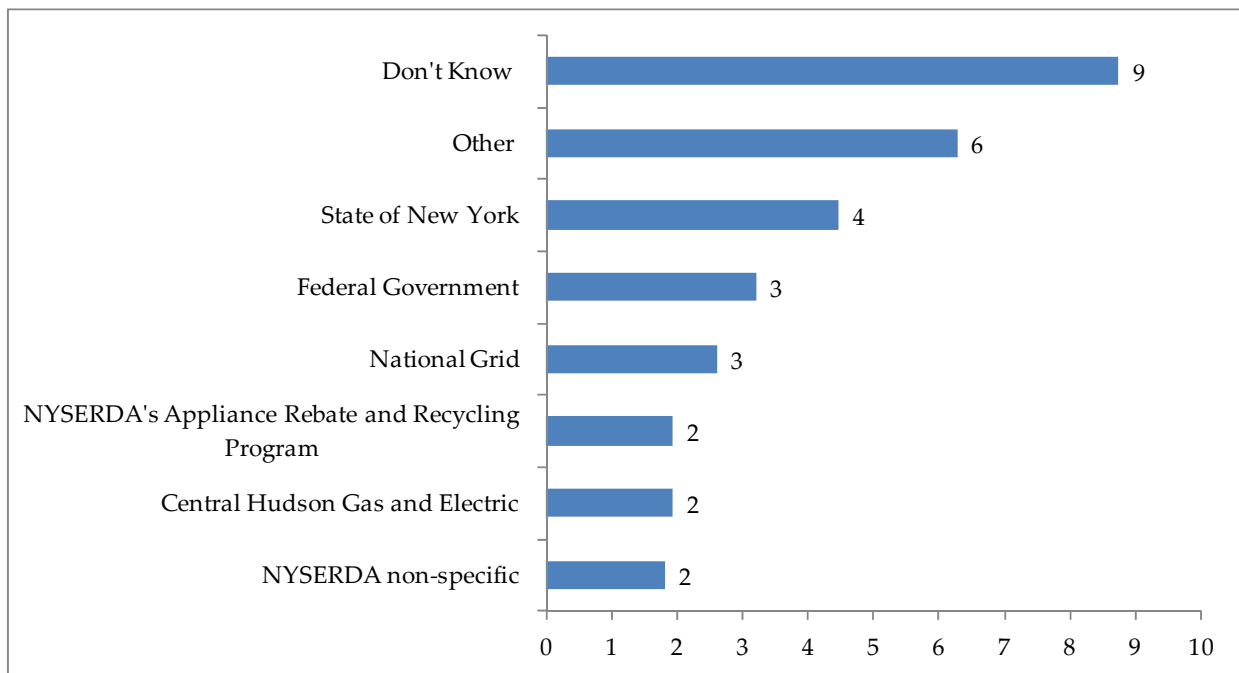


Of the 52 participants who had heard of other Con Edison energy efficiency programs, only 8 individuals reported participating in one. Three participants indicated having participated in the Direct Load control program, one participant reported participating in the Targeted DSM program, one participant reported participating in the Residential Room AC program, one participant reported participating in the Energy Audit program and the remaining two participants indicated that they participated in “a different Con Edison program. ”

Participants were also asked to identify whether they had heard of any energy efficiency programs not offered by Con Edison. Awareness of these programs was also very low with only 16 percent (n=28) of participants reporting awareness. Figure 12-2 shows that many of these people are not aware of which non-utility energy efficiency programs they have heard of. Only one individual indicated that they had participated in one of these non Con Edison energy efficiency programs and, when asked which program they participated in, could not recall which program it was.

Participants were also asked specifically if they had heard of NYSERDA’s Appliance Rebate and Recycling program. Only 6 percent of respondents (n=2) indicated that they had heard of it. The NYSERDA Appliance Rebate and Recycling Program and the Con Edison Appliance Bounty program overlap. However, because participation in either program involves removal of the appliance, it would not be possible to participate in both programs.

Figure 12-2: Non Con Edison Programs that Participants Have Heard Of (n=28)

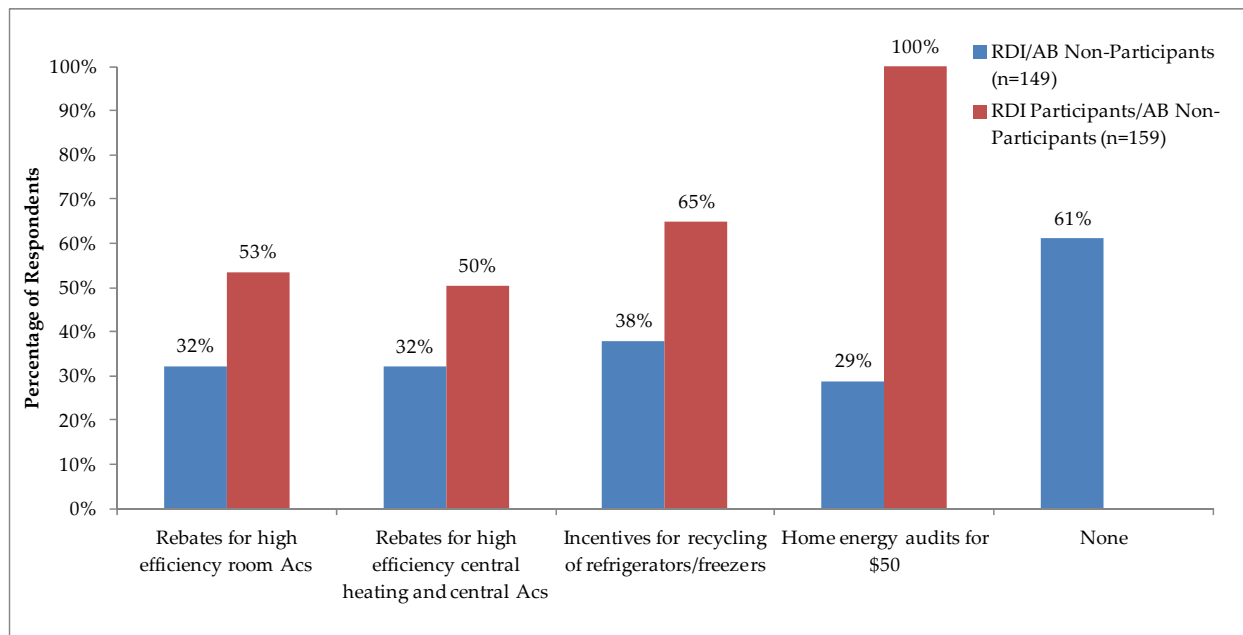


Experience participating in one energy efficiency program can lead individuals to participate in other programs. However, in this case, only one individual indicated that they had participated in another program.

12.2 Non-Participant Program Awareness

Non-Participants were also asked which Con Edison energy efficiency programs they had heard of. Figure 12-3 demonstrates that 61% of non-participants surveyed through the RDI/AB non-participant survey have not heard of any of the Con Edison programs they were asked about. Of the non-participants surveyed through the RDI/AB non-participant survey who have heard of other programs, 23 percent reported participating in the program they had heard of. Thirty percent of non-participants surveyed through the RDI part/AB non-participant survey have participated in at least one other Con Edison program in addition to the RDI program.¹⁵

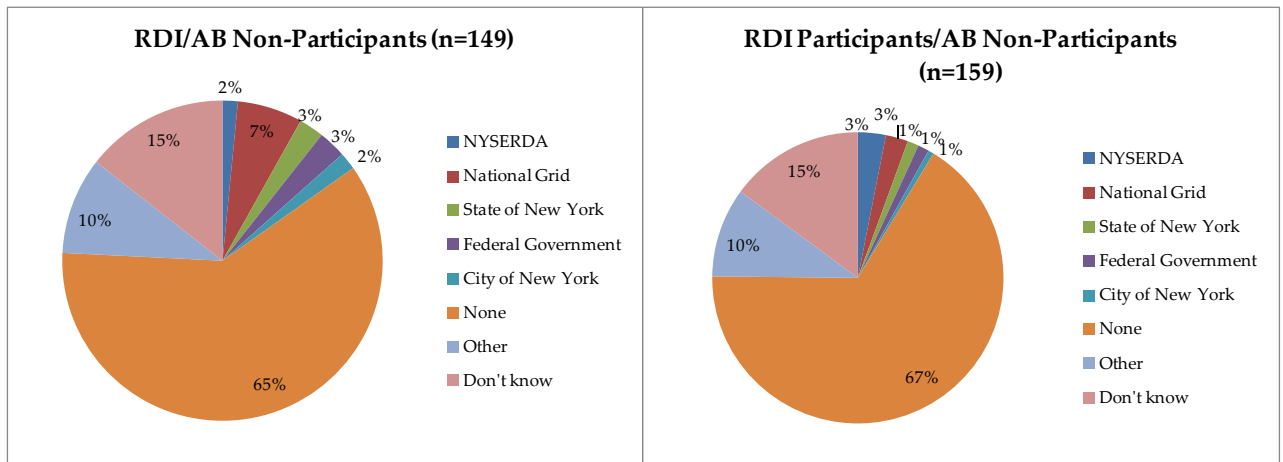
Figure 12-3: Other Con Edison Programs Non-Participants Have Heard Of



Awareness among non-participants of other organizations that offer energy efficiency programs was also low. Figure 12-4 illustrates that 81% of non-participants from both non-participant surveys have not heard of another organization offering such programs or do not know if they have. About one third of the non-participants surveyed through the RDI/AB non-participant survey or through the RDI part/AB non-participant survey who are aware of non-utility energy efficiency programs also indicated that they have participated in one.

¹⁵ In 2011, residential-targeted campaigns included a Green Team awareness campaign as well as targeted newspaper ads from March through November, website advertising, direct mail, PR events, customer events and contractor outreach.

Figure 12-4: Non Con Edison Programs that Non-Participants Have Heard of



Conclusions and Recommendations

Overall, the Appliance Bounty program is well run. It is not, however, currently meeting its goals. There are some areas for improvement and opportunities to facilitate more efficient program oversight and impact evaluation.

A concern identified in the evaluation was that a significant percentage of the program participants gave responses indicating that they may have recycled their appliance without the incentive from Con Edison (i.e., free ridership). If further research confirms this finding, program design changes may be necessary for the program to cost effectively achieve its objectives.

Detailed findings and recommendations are presented below¹⁶.

Program Planning and Design

As of October 2011, Con Edison had achieved 19% of the 2010-2011 program goal.¹⁷ A program re-launch was completed in the summer of 2011, which included updated marketing materials, the addition of freezers to the program and updated incentive amounts. This re-launch was successful in increasing participation, although program targets remain unmet.

The program participation targets, initially set for refrigerators, assumed that 41 percent of all secondary refrigerators in the Con Edison territory would be recycled through the program over the course of the three-year program. This high participation target is likely contributing to Con Edison's difficulties in reaching its participation and savings goals. The addition of stand-alone freezers as qualifying measures may help address this issue, though customers' willingness to part with their only stand-alone freezer may be less than their willingness to part with a secondary refrigerator.

Several issues identified suggest that net savings for the program may be significantly lower than projected. The impact evaluation for this program should examine these issues more rigorously to determine whether the program's cost effectiveness is in jeopardy. The issues identified include the following:

- Only 25 percent of surveyed program participants indicated they would have kept their recycled refrigerator if there had been no Con Edison program and no incentive. However, it is not typically a simple task for customers to dispose of their refrigerators and freezers.
- A significant portion of participants (48 percent) indicated that their recycled refrigerators had been plugged in only occasionally or not at all.

¹⁶ Please note: While database information was analyzed after the change in incentives and re-launch of program marketing materials during the summer of 2011, program participants were interviewed before the re-launch occurred. It is possible that the re-launch of the program materials has affected some of the results obtained.

¹⁷ As of December 31, 2011, Con Edison reported that it had achieved 50% of the program goal, or 7,905 MWh. Reported energy savings acquired are ex ante and have not been confirmed by an independent impact evaluation.

- Just under half (43 percent) of respondents indicated that the refrigerator recycled through the program was replaced. In most cases, the energy savings attributable to the program will be equal to the energy savings of the recycled appliances. However, in cases where the program actually induced the replacement, the energy savings must reflect the difference between the consumption of the recycled unit and its replacement. While induced replacements are not expected to represent a significant percentage of participation, additional research should be conducted in the impact analysis to assess the induced replacements.
- Approximately a quarter (22 percent) of respondents indicated that their refrigerator recycled through the program was 10 years or less. This is a self-reported age. Based on ages of appliances collected through similar programs, we suspect that customers are under-reporting age of appliances.¹⁸

Recommendations for Program Planning and Design

Con Edison should continue to work with its updated program marketing materials and incentive levels to maintain higher participation levels.

Issues identified above suggest that net savings for the program may be significantly lower than projected. The impact evaluation for this program should examine these issues more rigorously, along with refrigerator/freezer part use factors and the extent to which the program may be causing appliance replacements (induced replacements), to determine whether the program's cost effectiveness is in jeopardy.

Infrastructure Development

The information collected during the appliance collection visit and recorded in the program databases is generally adequate for program management, reporting, and evaluation. The program's quality control procedures in respect to customer eligibility and equipment eligibility are robust.

On average, the time between appliance collection and rebate payment is four weeks, which is within the expected payment timeframe.

Marketing and Customer Acquisition

Bill inserts were the most commonly cited source of program awareness and the most influential source of marketing material on participants' decision to participate. The incentives were reported as the main benefit of participation.

Due to lower than expected participation, JACO and Honeywell re-designed the program marketing materials during the summer of 2011. Freezer collection was also added to the program and incentives were adjusted so that higher incentives were offered. These program improvements have helped to enhance participation rates.

¹⁸ A review of the detailed implementation contractor database, which was received after the draft process evaluation report was completed, indicates that only 1.1% of the recycled appliances are less than 10 years old. The age in this database is based on review of the appliance manufacturer's label by the implementation contractor.

Only about two-thirds of participants in the Residential Direct Install (RDI) program having secondary refrigerators or stand-alone freezers (i.e., RDI participants who qualified for the Appliance Bounty program) reported being aware of the Appliance Bounty program, even though the RDI program is designed in part to inform customers about other programs in which they participate,

Navigant's survey of non-participants reveals that although a significant proportion of non-participants are aware of the program (~ 40%) and eligible appliances and incentives, they still elect not to participate, primarily because they are still using/still feel they need their appliances. This suggests that they perceive the program as a method for disposing of unwanted or broken appliances rather than as a way to save energy by getting rid of high-energy-use functioning appliances. Indeed, participant survey results indicate that having a way to finally dispose of unwanted appliances was a much more important driver of participation in the program than were saving energy or reducing energy costs.

Marketing Recommendations

Incentives are the most commonly cited reason for participation while the bill inserts are the most cited source of program awareness. Navigant suggests that Con Edison should continue to focus advertisements on the incentives available for participation in the program, on the corresponding savings which can be achieved, and on the wasting of energy that occurs when old, inefficient appliances are being used.

Increased efforts should be made on the part of the RDI program to ensure that RDI participants with qualifying appliances are made aware of the Appliance Bounty program.

Program Delivery

An assessment of the appliance collection process and appliance recycling process found that both are occurring as expected and in accordance with program guidelines. Participants report being 'very satisfied' with collection crews and the assessment found that the collection process was occurring smoothly.

Approximately half of the participants contacted Con Edison about the program at some point, and those who did indicated a high level of satisfaction with the interaction.

Satisfaction with the Program

Participants indicated a high level of satisfaction with the collection crews, with the incentive levels and with the timing of receiving their rebate.

A high proportion of participants (78 percent) indicated that they recommended the program to others, thus corroborating their high level of satisfaction.

Recommendations to Enhance Satisfaction with the Program

To ensure continued high satisfaction with the program, Con Edison should continue to monitor the time between appliance collection and rebate payment to ensure it remains low.



Interactions with Other Programs

Participant awareness of other programs offered by Con Edison is very low.

Recommendations for Interactions with Other Programs

Increase cross promotion of other Con Edison programs to enhance participation in those programs and help enhance the Con Edison brand as the 'trusted advisor' on energy efficiency.

Appendix A: Research Questions

Research Area	Specific Research Questions	Section in the Report
Program Planning & Design	Identify possible improvements for cost-effectiveness, energy savings, and increased customer participation.	Section 7.4
	Identify program process and design limitations that impede the program's ability to meet goals.	Section 7.3
	Determine whether incentive levels are appropriate relative to the customer's incremental cost.	Section 7.4
	Assess customer perceptions regarding the program's value proposition	Section 7.4
	Assess the effectiveness of Con Edison's 3 rd -party implementation approach	Section 7.2
Infrastructure Development	Determine whether program staffing levels and capabilities are appropriate.	Section 8.3
	Determine whether the program is gathering all info needed for program management and reporting.	Section 8.1
	Determine whether the tracking systems contain appropriate data fields for effective program management, reporting and evaluation.	Section 8.1
	Assess each tracking system's ability to access necessary data and prepare reports.	Section 8.1
	Determine whether the tracking systems contain accurate data.	Section 8.1
	Evaluate each tracking system's interface with other tools.	Section 8.1
	Assess the quality control procedures of the data entered into each tracking system.	Section 8.2
	Review program's quality control procedures to determine whether they are sufficient to ensure that reported savings are real and verifiable.	Section 8.2
Marketing & Customer Acquisition	Assess clarity of requirements and eligibility for incentive payments	Section 9.1
	Assess whether marketing partners and channels are appropriate and effective.	Section 9.1 & 9.2
	Determine whether marketing approaches are appropriate and effective.	Section 9.1
	Assess effectiveness of and customer satisfaction with the customer service call center.	Section 9.1
	Assess the effectiveness of program website to customers.	Section 9.3
	Identify customer participation drivers and barriers, including customer response to program value proposition.	Section 9.1
	Identify the factors that motivate customers to retire older lower efficiency equipment.	Section 9.1
Program	Identify possible bottlenecks in the customer participation	Section 10.1 & 10.3

Research Area	Specific Research Questions	Section in the Report
Delivery	process.	
	Identify opportunities for streamlining the program delivery processes.	Section 10.1 & 10.3
Satisfaction with Program	Assess participating customer's satisfaction with program and identify possible improvements.	Section 11
	Determine whether customers are satisfied with the timing of incentive payments.	Section 11
	Determine whether participating customers recommend the program to other customers.	Section 11
	Assess participant willingness to implement further energy efficiency measures	Section 11
Interactions with Other Programs	Identify areas of potential overlap with other programs.	Section 12
	Determine whether there are any areas of retailer or customer confusion about the program due to having multiple programs in market.	Section 12
	Identify double-counting of program savings or synergistic effects, if applicable.	Section 12
	Determine whether customers are aware of other EE programs.	Section 12
	Determine whether the programs encourage participation in other EE programs.	Section 12

Appendix B: Evaluation Methodology

This appendix describes the evaluation methodologies used to gather information for this report. The evaluation approach included both primary and secondary data collection.

Review of Program and Marketing Materials

The Navigant team conducted the following background review activities before interviewing program implementation staff:

- » Utility filings and NYSDPS Orders
- » Program Websites
- » Program Applications

Based on the background review, the team refined the specific evaluation instruments planned to capture research issues unique to the Appliance Bounty program.

During and following the interviews, the process team received additional materials from the program managers. The following materials and resources were reviewed for this report:

- » Program implementation request for proposals
- » Program database extracts
- » Marketing Plans
- » Program process diagrams and logic models
- » Marketing materials
- » Utility Scorecards

Program Administrator and Implementation Staff Interviews

The evaluation team conducted interviews with individuals responsible for Appliance Bounty program design, management, and implementation. Table B1 summarizes the number of interviews the team conducted with representatives from each of the utilities and implementation contractor.

Table B1. Interviews of Utility and Implementation Staff for the Appliance Bounty Program

Utility Program	Utility Staff	Implementer Staff ¹⁹	TOTAL	Date of Interviews
Con Edison	1	4	5	<i>December 2010 March 2011</i>
Total	1	4	5	

Participant Survey

APPRISE, Inc. conducted telephone surveys with Con Edison program participants. The sample frame was developed using the entire participant population through January of 2011. Surveys were conducted from June 30th to July 10th 2011. APPRISE attempted to reach each participating customer through at least 8 call attempts scheduled at different times of day and days of the week. Interviewers left a scripted message when they encountered an answering machine, including a toll-free number that respondents could use to call in and complete an interview at their convenience. Messages are left initially and every three days thereafter. These steps were taken to minimize non-response.

The survey instrument for the participant survey is provided in Appendix C.

Table B2. Participant Sample Frame and Survey Targets

Segment	Number of Participants	Maximum Sample Size
Refrigerator-only	651	70
Refrigerator and Window AC	293	70
Refrigerator and Wall AC	74	10

The sample was designed to exceed an absolute precision level of +/- 10 percent at the 90 percent confidence level (as binary options) given a participant population of over 1,000. Table B3 shows that this level of precision was achieved with the completed surveys in each of the two main quota groups, as well as overall.

¹⁹ Staff from the head office for both JACO and Honeywell were interviewed. JACO collection crew and recycling plant manager were also spoken to during the JACO audits.

Table B3. Summary of Completed Participant Surveys

Strata	Target Completes	Total Completes	Percent Complete	Confidence Interval/ Precision
Refrigerator-only	70	90	129%	90% +/-8.1%
Refrigerator and Window AC	70	78	111%	90% +/-8.0%
Refrigerator and Wall AC	10	11	110%	90% +/-22.9%
Total	150	179	119%	90% +/-5.6%

Data were weighted to reflect the population of program participant types. Table B4 shows the total participant population compared to the sample population, and the resulting sample weights. Sample weights are calculated for each stratum by dividing the proportion of the total population by the proportion of the sample.

Table B4. Participant Survey Weighting

Strata	Population		Sample		Weight
	n	%	n	%	
Refrigerator-only	651	64%	90	50%	127%
Refrigerator and Window AC	293	29%	78	44%	66%
Refrigerator and Wall AC	74	7%	11	6%	118%

Survey Disposition

Table B5 shows the final disposition of the participant surveys for Appliance Bounty participants.

Table B5. Participant Survey Disposition

Disposition	Refrigerator Only	Refrigerator and Window AC	Refrigerator and Wall AC
Completed Interview	90	78	11
Answering Machine	20	24	5
Refused -- soft	12	16	1
Wrong Number	10	4	2
Number Not Working	8	4	1
Language Barrier	7	11	1
Break-Off	6	6	0
Callback	6	4	3
Terminated - Ineligible	5	2	0
No Answer	4	13	1
Refused – strong	4	8	0
Left 1-800 Number	2	2	0
Busy	1	3	0
TOTAL	175	175	25

Non-Participant Survey

APPRISE, Inc. conducted telephone surveys with Con Edison customers who were eligible for their Appliance Bounty program but who had not yet participated. Non-participant surveys were completed as a sub-section of two separate surveys. The first subset was part of the Residential Direct Install (RDI) participant survey which was completed between October 3rd 2011 and October 24th 2011, while the second subset was part of a combined RDI and Appliance Bounty non-participant survey which was completed between November 9th 2011 and December 14th 2011. The total non-participant sample targets were between 70-90 RDI part/AB non-participants, and 15-60 RDI/AB non-participants. Quotas for each

market segment are summarized in Table B6. These quotas were established to provide at least +/- 10 percent absolute precision at the 90 percent confidence interval for binary questions for the RDI participant survey respondents, because it was expected that this non-participant group would be most likely to have knowledge of the program and therefore provide richer information regarding the program's marketing approach and barriers to participation.

Table B6. Non-Participant Sample Quotas

Program Segment	Minimum Sample Size
RDI Part/AB Non-participants	70
RDI/AB Non-Participants	15

Non-Participant Sample Frame

For the RDI participants, Navigant used the participant sample frame created for the Con Edison RDI program evaluation. For the common RDI and Appliance Bounty non-participant survey, a sample of non-participants was created from Con Edison's 1-4 family customer database. Two strata were designated for these non-participants: single family homes and 2-4 family homes. Appliance Bounty non-participants came from each stratum.

The non-participant sample frame list was cross checked with the respective program participants to ensure that none had participated in the Appliance Bounty or RDI programs.

Completed Non-Participant Surveys

The non-participant surveys were conducted between October and December 2011. APPRISE attempted to reach each non-participant through at least 8 call attempts scheduled at different times of day and days of the week. Interviewers left a scripted message when they encountered an answering machine, including a toll-free number that respondents could use to call in and complete an interview at their convenience. Messages were left initially and every three days thereafter. These steps were taken to minimize non-response bias.

The survey instrument for the non-participant survey is provided in Appendix C.

Table B7. Summary of Completed Non-Participant Surveys

Strata	Target Completes	Total Completes	Confidence Interval/ Precision
RDI Part/AB Non-participants	70-90	167	90% +/-4.7
RDI/AB Non-Participants	15-60	154	90% +/-6.6
Total	85-150	321	

Targets were set within the RDI/AB non-participant survey for single family 1 unit and single family 2-4 unit completes. The target completes for each were 150. The data were weighted to reflect the population of SF 1 unit vs. SF 2-4 unit. Table B8 shows the total non-participant population compared to the sample population, and the resulting sample weights. Sample weights are calculated for each stratum by dividing the proportion of the total population by the proportion of the sample. It should be noted that the total sample population included participants who were not part of the Appliance Bounty non-participant survey since they did not have more than 1 refrigerator or a stand-alone freezer.

Table B8. RDI/AB Non-Participant Survey Weighting

Strata	Population		Sample		Weight
	n	%	n	%	
Single Family 1 unit	510,437	39%	150	51%	77%
Single Family 2-4 units	794,503	61%	147	49%	123%

Survey Disposition

Table B9 shows the final disposition for the non-participant surveys.

Table B9. Final Non-Participant Survey Disposition

Disposition	RDI Part/AB Non- Participants	RDI/AB Non- Participants
Completed Interview	304	165
Busy	0	4
Disconnected Number	23	169
Fax Number	2	16
Ineligible (Business) Number	11	120
No Answer	17	78
Other Phone Problem	10	107
Refused	72	229
Language Barrier	5	65
Answering Machine	131	339
Callback	8	85
Terminated - Ineligible	17	23
TOTAL	600	1,400



Survey Pretests

The participant and non-participant surveys were pretested prior to the main data collection effort. The surveyors were briefed on the program nomenclature and survey goals prior to making any calls. After approximately five surveys, each instrument was reviewed by APPRISE, Inc. and Navigant to identify issues and implement improvements. A memorandum was prepared outlining the results of the pretests and the recommended survey instrument changes. The memorandums were submitted to Con Edison for its review and approval, and appropriate changes were made to the survey instruments.

Appendix C: Survey Instruments

This Appendix contains the following survey instruments:

- Participant Customer Survey Instrument
- Non-Participant Customer Survey Instrument (RDI Part/AB Non-participant Survey)
- Non-Participant Customer Survey Instrument (RDI/AB Non-Participant Survey)



Appliance Bounty Participant Survey

Hi, may I please speak to [INSERT R NAME FROM SAMPLE]?

My name is _____, [from Braun Research] and I'm calling on behalf of Con Edison. We're evaluating Con Edison's Residential Appliance Bounty program, which offers rebates to remove and recycle your second refrigerator, wall air conditioner or window air conditioner. We would greatly appreciate your time and effort to help us improve this energy efficiency program.

S1. Were you involved in the decision to participate in the Con Edison Appliance Bounty recycling program for your second refrigerator?

01 YES, GO TO SCREENER

02 NO, SAY: 'Who was involved? _____ May I speak with him/her? I believe that person was [name from sample list].

[Repeat intro if new person comes to phone, then continue]

SCREENER

1a. According to Con Edison's records, you received a rebate because you had a second refrigerator, wall air conditioner or window air conditioner removed through Con Edison's Appliance Bounty program. Do you recall recycling an appliance through the Appliance Bounty Program?
[INTERVIEWER NOTE: ACCORDING TO THE PROGRAM RULES, PARTICIPANTS MUST RECYCLE AT LEAST ONE REFRIGERATOR IN ORDER TO RECYCLE AN AIR CONDITIONER. A PARTICIPANT MUST STATE THAT THEY HAD A REFRIGERATOR RECYCLED IN ORDER TO CONTINUE WITH THIS INTERVIEW]

01	YES	ASK Q1b
02	NO	Ask: "Might someone else in your household have recycled a refrigerator or room air conditioner? It is very important that we speak with the person who knows about participating in this program." ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND Q1A, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE NO, THEY DID NOT PARTICIPATE ", NOTE THIS, THANK RESPONDENT AND TERMINATE CALL. DISPOSITION RECORD AS INELIGIBLE; DID NOT PARTICIPATE IN PROGRAM
96	REFUSED	THANK AND TERMINATE
97	DON'T KNOW	Ask: "Might someone else in your household have recycled a refrigerator or room air conditioner? It is very important that we speak with the person who knows about participating in this program." ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND Q1A, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE NO, THEY DID NOT PARTICIPATE ", NOTE THIS, THANK RESPONDENT AND TERMINATE CALL.

1b. Do you recall receiving a rebate through the Appliance Bounty Program for having your refrigerator picked up and recycled?

01	YES	I'd like to ask you some questions about your experience with the program. READ IF NECESSARY: This survey will take about 15 minutes, and all of your answers will be kept strictly confidential. Let's begin [IF RESPONDENT REFUSES, TRY TO SCHEDULE CALL-BACK.]
02	NO	Ask: "Might someone else in your household have received a rebate for the refrigerator or room air conditioner? It is very important that we speak with the person who knows about participating in this program." ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND Q1A, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE NO, THEY DID NOT PARTICIPATE ", NOTE THIS, THANK RESPONDENT AND TERMINATE CALL. DISPOSITION RECORD AS INELIGIBLE; DID NOT PARTICIPATE IN PROGRAM
96	REFUSED	THANK AND TERMINATE
97	DON'T KNOW	Ask: "Might someone else in your household have received a rebate for the refrigerator or room air conditioner? It is very important that we speak with the person who knows about participating in this program." ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND Q1a, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE NO, THEY DID NOT PARTICIPATE ", NOTE THIS, THANK RESPONDENT AND TERMINATE CALL.

1. Did you have any appliances other than a refrigerator removed and recycled through the program?

1	Yes
2	No
96	REFUSED
97	DON'T KNOW

2. **[IF Q2=1]** Which other appliances did you recycle through the program? Did you recycle a... **[READ LIST] [SELECT ALL RESPONSES]**

1	Second refrigerator,
2	Wall air conditioner,
3	Window air conditioner, or
95	Something else? (SPECIFY):
94	NONE
96	REFUSED
97	DON'T KNOW

3. How many secondary refrigerators did you recycle through the program in total?

1	1
2	2
3	3

4	4
5	5
6	More than 5
96	REFUSED
97	DON'T KNOW

4. **[IF Q2 = 2]** How many wall air conditioners did you recycle through the program?

1	1
2	2
3	3
4	4
5	5
6	More than 5
96	REFUSED
97	DON'T KNOW

5. **[IF Q2 = 3]** How many window air conditioners did you recycle through the program?

1	1
2	2
3	3
4	4
5	5
6	More than 5
96	REFUSED
97	DON'T KNOW

6. **[IF Q3 = 1, "Was your secondary refrigerator", [IF Q3 = 2 OR MORE, "Were your secondary refrigerators"]** in working condition when Con Edison picked it/them up from your residence?

1	YES
2	NO
3	ONLY ONE OF THEM WAS IN WORKING CONDITION
4	ONLY SOME OF THEM WERE IN WORKING CONDITION
96	REFUSED
97	DON'T KNOW

7. **[IF Q4 = 1, "Was your wall air conditioner", [IF Q4 = 2 OR MORE, "Were your wall air conditioners"]** in working condition when Con Edison picked it/them up from your residence?

1	YES
2	NO
3	ONLY ONE OF THEM WAS IN WORKING CONDITION
4	ONLY SOME OF THEM WERE IN WORKING CONDITION
96	REFUSED
97	DON'T KNOW

8. **[IF Q5 = 1, "Was your window air conditioner", [IF Q5 = 2 OR MORE, "Were your window air conditioners"]** in working condition when Con Edison picked it/them up from your residence?

1	YES
2	NO
3	ONLY ONE OF THEM WAS IN WORKING CONDITION
4	ONLY SOME OF THEM WERE IN WORKING CONDITION
96	REFUSED
97	DON'T KNOW

PROGRAM AWARENESS

9. How did you hear about the *Appliance Bounty* program? **[DO NOT READ LIST] [SELECT ALL RESPONSES]**

1	CON EDISON MAILING
2	NEWSLETTER
3	CON EDISON BILL INSERT
4	CON EDISON WEBSITE
5	FAMILY/FRIEND
6	CONTRACTOR
7	RETAILER ADVERTISING
8	IN-STORE ADVERTISING
9	SALESPERSON
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

10. **[IF MORE THAN ONE RESPONSE IN Q9]** Which of these sources of information was most influential in your decision to participate in the program?

[READ ANSWERS GIVEN IN Q10]

[PROGRAMMER: IF Q9 IS ONLY ONE RESPONSE, AUTOMARK]

1	[INSERT "CON EDISON MAILING" IF 10_1=1]
2	[INSERT "NEWSLETTER" IF 10_2=1]
3	[INSERT "CON EDISON BILL INSERT" IF 10_3=1]
4	[INSERT "CON EDISON WEBSITE" IF 10_4=1]
5	[INSERT "FAMILY/FRIEND" IF 10_5=1]
6	[INSERT "CONTRACTOR" IF 10_6=1]
7	[INSERT "RETAILER ADVERTISING " IF 10_7=1]
8	[INSERT "IN-STORE ADVERTISING" IF 10_8=1]
9	[INSERT "SALESPERSON" IF 10_9=1]
95	[INSERT "10_95 VERBATIM" IF 10_95=1]
96	REFUSED
97	DON'T KNOW

11. Was the program application clear and easy to fill out?

1	YES (GO TO Q13)
2	NO (GO TO Q12)
96	REFUSED (GO TO Q14)
97	DON'T KNOW (GO TO Q13)

12. **[IF Q11 = 2]** What was unclear or complicated about the program application or application process? **[DO NOT READ LIST] [SELECT ALL RESPONSES]**

1	I DIDN'T KNOW MY ACCOUNT NUMBER
2	I DIDN'T KNOW HOW BIG MY REFRIGERATOR WAS
4	I DIDN'T KNOW HOW LONG IT WOULD TAKE TO GET MY APPLIANCES PICKED UP
5	I DIDN'T KNOW HOW MANY APPLIANCES I COULD RECYCLE
6	I DIDN'T KNOW WHEN THE APPLICATION WAS DUE/WHEN PROGRAM WOULD CLOSE
7	TOO MUCH INFORMATION TO FILL OUT

8	WASN'T SURE THAT MY APPLIANCE QUALIFIED
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

13. What was the most important factor that caused you to participate in the *Appliance Bounty* program? **[DO NOT READ LIST, RECORD ONE RESPONSE]**

1	SAVING ENERGY
2	PROTECTING THE ENVIRONMENT/REDUCING GREENHOUSE GASES
3	REDUCING MY ENERGY BILL
4	GETTING THE CASH REBATE(S)
5	FREE APPLIANCE PICK UP
6	I'VE BEEN TRYING TO GET RID OF THE APPLIANCE FOR AWHILE
7	I COULD RECYCLE MY APPLIANCE INSTEAD OF TAKING IT TO THE DUMP/DISPOSING OF IT
8	I WANTED TO RECYCLE MY APPLIANCE IN AN ENVIRONMENTALLY FRIENDLY MANNER
9	I BOUGHT A NEW REFRIGERATOR
10	I BOUGHT A NEW ROOM OR WALL AIR CONDITIONER
11	FRIEND/RELATIVE/WORK ASSOCIATE'S RECOMMENDATION
12	BILL INSERT/MAILING FROM CON EDISON
95	OTHER(SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

INTERACTION WITH UTILITY

14. At any point during your participation in the *Appliance Bounty* program, did you contact a representative at Con Edison?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

15. **[IF Q14 = 1]** On a scale of 1 to 10, where 1 is Extremely Dissatisfied, and 10 is Extremely Satisfied, please rate your satisfaction with your experience contacting Con Edison about the *Appliance Bounty* program.

1 2 3 4 5 6 7 8 9 10
 Extremely Extremely
 Dissatisfied Satisfied

- Q15a. **[IF Q16 RESPONSE IS LESS THAN 5]** Why are you dissatisfied with your experience contacting Con Edison regarding the *Appliance Bounty* program? **[SELECT ALL RESPONSES]**

1	TOOK TOO LONG TO GET TO TALK TO SOMEONE
2	BAD ATTITUDE FROM REPRESENTATIVE
3	COULDN'T UNDERSTAND THE REPRESENTATIVE
4	FELT LIKE THE REPRESENTATIVE WAS RUSHING ME OFF THE PHONE

5	REPRESENTATIVE COULDN'T ANSWER MY QUESTION
6	SCHEDULE FOR APPLIANCE PICK UP WASN'T CONVENIENT
7	THEY WOULDN'T TAKE OTHER APPLIANCES
8	I WASN'T DISSATISFIED/RESPONSE WAS NEUTRAL
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

16. Did you visit the Con Edison *Appliance Bounty* program website?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

17. **[IF Q16 = 1]** On a scale of 1 to 10, where 1 is Extremely Dissatisfied, and 10 is Extremely Satisfied, please rate your satisfaction with the Appliance Bounty program website.

1	2	3	4	5	6	7	8	9	10
Extremely Dissatisfied				Somewhat Satisfied				Extremely Satisfied	

Q17a. **[IF Q18 RESPONSE IS LESS THAN 5]** Why are you dissatisfied with the Appliance Bounty website? **[DO NOT READ] [RECORD ALL RESPONSES]**

1	COULDN'T FIND THE INFORMATION THAT I WANTED
2	TOO SLOW
3	THE INFORMATION IS TOO GENERAL
4	COULDN'T FIND ANY CONTACT INFORMATION
5	COULDN'T FIND ANY <i>TELEPHONE</i> CONTACT INFORMATION
6	I'M NOT DISSATISFIED/RESPONSE WAS NEUTRAL
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

MEASURE SPECIFIC

[ASK Q18-Q32 FOR EACH MEASURE REBATED, AS NOTED IN Q3 [REFRIGERATOR], Q4 [WALL A/C] AND Q5 [WINDOW A/C]]

Now I'd like to ask you some questions about the (first/second) [MEASURE] that you recycled and received a rebate for through the Appliance Bounty program.

18. About how old was the **[MEASURE]** you got rid of through the program? **[IF RESPONDENT DOES NOT KNOW, READ AGE CATEGORIES: "Do you think it was . . . "]**

1	0-2 years old
2	3-4 years old
3	5-10 years old
4	More than 10 years old
96	REFUSED
97	DON'T KNOW [PROBE: 'CAN YOU GIVE AN APPROXIMATE AGE?']

19. **[ASK ONLY FOR REFRIGERATORS]** And was that **[MEASURE]** . . .?

1	Plugged in all the time?
2	Plugged in occasionally, when additional storage was needed? or
3	Not plugged in/not really being used?
95	OTHER (SPECIFY): _____
96	REFUSED
97	DON'T KNOW

20. Before you became aware of the Appliance Bounty program, had you already planned to dispose of your **[MEASURE]**?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

21. **[IF Q21= 1]** How did you plan to dispose of the **[MEASURE]**? **[DO NOT READ LIST]**

1	TAKE IT TO THE DUMP
2	LEAVE IT AT THE CURB FOR THE TRASH COLLECTOR
3	SELL IT/GIVE IT AWAY TO SOMEONE ELSE
4	HAVE AN APPLIANCE DEALER REMOVE IT
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

22. Did you get another **[MEASURE]** to replace the one that you recycled through the program? **[IF NECESSARY, PROBE WHETHER UNIT IS NEW OR USED]**

1	YES, I REPLACED IT WITH A BRAND NEW [MEASURE]
2	YES, I REPLACED IT WITH A USED [MEASURE]
3	I REPLACED IT WITH A DIFFERENT KIND OF APPLIANCE
4	NO [GO TO Q30]
96	REFUSED
97	DON'T KNOW

23. **[IF Q23 = 1 OR 2]** Was the replacement **[MEASURE]** bigger, smaller or the same size as the one you recycled through the program? **[IF MEASURE IS AC UNIT, ADD: "in terms of the BTU rating of the unit"]**

1	BIGGER
2	SMALLER
3	SAME SIZE
96	REFUSED
97	DON'T KNOW

24. **[IF Q23 = 1 OR 2]** Did you acquire your replacement **[MEASURE]** before or after you disposed of your old **[MEASURE]**?

1	BEFORE
2	AFTER

3	AT ABOUT THE SAME TIME/SAME DAY
96	REFUSED
97	DON'T KNOW

25. **[IF Q23 = 1 AND MEASURE IS REFRIGERATOR]** When you purchased your new refrigerator, did the dealer or retailer offer to remove your old refrigerator?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

26. **[IF Q25 = 1]** Why didn't you have the dealer or retailer remove your refrigerator? **[DO NOT READ]**

1	I PICKED IT UP FROM THE STORE MYSELF
2	I WANTED TO MAKE SURE IT WAS RECYCLED PROPERLY
3	I HAD ALREADY RECYCLED IT THROUGH THE APPLIANCE BOUNTY PROGRAM
4	I WANTED TO KEEP THE APPLIANCE
5	I DIDN'T KNOW HOW TO SET THAT UP
6	I DIDN'T WANT TO PAY FOR IT/GET NOTHING FOR IT
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

27. **[If Q23 = 2]** Approximately how old is your newly acquired **[MEASURE]**? **[PROGRAMMER: DO NOT ALLOW RESPONSE OPTIONS 2-4 IF Q23=1. IF RESPONDENT DOES NOT KNOW, READ AGE CATEGORIES: "Do you think it is . . ."]**

1	0-2 years old
2	3-4 years old
3	5-10 years old
4	More than 10 years old
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

28. **[If Q23 = 1 OR 2]** Does your replacement **[MEASURE]** have the Energy Star® Label?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

29. **[IF Q23 = 4]** How likely are you to purchase a replacement **[MEASURE]** for the one you disposed of through the program? Would you say you are . . . **[READ LIST]**

1	Extremely likely
2	Very likely
3	Somewhat likely

4	Not very likely or
5	Not likely at all
6	I WILL NOT REPLACE MY [MEASURE]
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

30. Which of the following statements best describes the action you would have taken, had the free pick-up and rebate for recycling the [MEASURE] not been available? [READ LIST]

1	I would have left the [MEASURE] in place
2	I would have recycled the [MEASURE] on my own
3	I would have taken the [MEASURE] to a junkyard or landfill
4	I would have called the City/County trash service to come pick up the [MEASURE]
5	I would have just stored the [MEASURE]
6	I would have sold or given the [MEASURE] away, or
95	Something else? (SPECIFY): _____
96	REFUSED
97	DON'T KNOW

31. [IF Q31 = 2] When would you have been likely to recycle the [MEASURE] on your own? [READ LIST]

1	At the same time as I did through the program
2	Within 1 year, or
3	More than a year later?
96	REFUSED
97	DON'T KNOW

SATISFACTION

READ FOR ALL: We'd like to get a sense of your satisfaction with the Appliance Bounty program. For the next few questions, please use a 1 to 10 scale, where 1 means EXTREMELY DISSATISFIED and 10 means EXTREMELY SATISFIED.

32. How satisfied are you with the Con Edison representatives who picked up your appliance(s)?

1	2	3	4	5	6	7	8	9	10	96	97
Extremely				Somewhat				Extremely		REF	DK
Dissatisfied				Satisfied				Satisfied			

- 33a. (IF ADDITIONAL COMMENT, RECORD HERE)

1	[RECORD VERBATIM]
2	THEY WERE GOOD/NICE
94	NONE

33. How satisfied are you with the rebate amount?

1	2	3	4	5	6	7	8	9	10	96	97
Extremely				Somewhat				Extremely		REF	DK
Dissatisfied				Satisfied				Satisfied			

34a. (IF ADDITIONAL COMMENT, RECORD HERE)

1	[RECORD VERBATIM]
2	I AM SATISFIED/AMOUNT WAS GOOD/FAIR
3	REBATE COULD/SHOULD HAVE BEEN HIGHER
94	NONE

34. How satisfied are you with the amount of time between submitting your program application and receiving your rebate check?

1	2	3	4	5	6	7	8	9	10	96	97
Extremely				Somewhat				Extremely		REF	DK
Dissatisfied				Satisfied				Satisfied			

35a. (IF ADDITIONAL COMMENT, RECORD HERE)

1	[RECORD VERBATIM]
2	AVERAGE
3	IT TOOK TOO LONG
94	NONE

35. Have you noticed any difference in your monthly utility bill since your appliance(s) was/were recycled?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

36. [IF Q36 = 1] Has your bill been higher, lower or about the same as you expected?

1	HIGHER
2	LOWER
3	ABOUT THE SAME
96	REFUSED
97	DON'T KNOW

37. What other appliances or equipment would you like Con Edison to offer to recycle for customers through this program? [DO NOT READ]

1	CFLs
2	LED LIGHTS
3	WASHING MACHINES
4	DRYERS
5	OVENS
6	LOW FLOW TOILETS
7	DOUBLE PANE/ENERGY EFFICIENT WINDOWS
8	FREEZERS
9	APPLIANCE TIMERS
10	SPACE/ROOM HEATERS
11	HOT WATER HEATERS
12	SOLAR (ANY MENTION OF SOLAR)
13	CENTRAL AIR CONDITIONING
14	INSULATION
15	DISHWASHERS
16	HUMIDIFIER/DEHUMIDIFIER
17	MICROWAVE
18	HEATING EQUIPMENT

19	TELEVISION
20	COMPUTER EQUIPMENT
94	NONE
95	OTHER (SPECIFY): _____
96	REFUSED
97	DON'T KNOW

38. Have you recommended the *Appliance Bounty* program to friends, neighbors or colleagues?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

39. **[IF Q38 = 2]** On a scale of 1 to 10, where 1 is Not at all Likely, and 10 is Extremely Likely, how likely are you to recommend the program to others in the future?

1	2	3	4	5	6	7	8	9	10
Not at all									Extremely
Likely									Likely

40. **[IF Q39 is less than 7]** Why are you not likely to recommend the program to others? **[DO NOT READ]**

1	ENERGY SAVINGS WEREN'T HIGH ENOUGH
2	ENERGY BILL SAVINGS WEREN'T HIGH ENOUGH
3	TOO MUCH OF A HASSLE/TOO MUCH RED TAPE
4	TOOK TOO LONG TO GET THE REBATE
5	THE REBATE AMOUNT WASN'T WORTH IT/WAS TOO LOW
6	RESPONSE WAS NEUTRAL / NOT NEGATIVE
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

41. What recommendations, if any, do you have for Con Edison for improving this program? **[DO NOT READ]**

1	PAY REBATES MORE QUICKLY
2	INCREASE THE AMOUNT OF THE REBATE/INCENTIVE PAYMENT
3	ADVERTISE THE PROGRAM BETTER/MORE (SPECIFY HOW): _____
4	MAKE IT EASIER TO FIND INFORMATION ABOUT THE PROGRAM ON THE WEBSITE
5	TRAIN THE CUSTOMER REPRESENTATIVES BETTER/NEED TO BE MORE KNOWLEDGEABLE
6	INCLUDE MORE APPLIANCES
7	REBATE FOR AIR CONDITIONERS ONLY/ALSO
94	NONE
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

42a. **[IF Q42=3]** How would you suggest this program be advertised? **[DO NOT READ]**

1	TELEVISION
2	RADIO
3	NEWSPAPER
4	CON EDISON WEBSITE
5	CON EDISON BILL INSERTS/STUFFERS
6	INTERNET ADVERTISING
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

OTHER PROGRAMS

42. Which other energy efficiency programs offered by Con Edison have you heard of, if any? **[DO NOT READ]**

1	CON EDISON TARGETED DSM PROGRAM (FREE CFLS/EFFICIENT LIGHT BULBS)
2	CON EDISON LOAD CONTROL PROGRAM (CONTROL AIR CONDITIONER THROUGH THERMOSTAT)
3	CON EDISON RESIDENTIAL HVAC PROGRAM
4	CON EDISON ROOM AC REBATE PROGRAM
5	CON EDISON SMALL BUSINESS DIRECT INSTALL PROGRAM
6	HOME ENERGY AUDIT/SURVEY
94	NONE
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

43. **[IF Q43 IS NOT 94, 96, OR 97]** Have you participated in any other energy efficiency programs offered by Con Edison?

1	YES [GO TO Q43A]
2	NO
96	REFUSED
97	DON'T KNOW

Q44a. **[IF Q44 = 1]** Which program or programs have you participated in? **[DO NOT READ]**
[SELECT ALL RESPONSES]

1	CON EDISON TARGETED DSM PROGRAM (FREE CFLS/EFFICIENT LIGHT BULBS)
2	CON EDISON LOAD CONTROL PROGRAM (CONTROL AIR CONDITIONER THROUGH THERMOSTAT)
3	CON EDISON RESIDENTIAL HVAC PROGRAM
4	CON EDISON ROOM AC REBATE PROGRAM
5	CON EDISON SMALL BUSINESS DIRECT INSTALL PROGRAM
6	HOME ENERGY AUDIT/SURVEY
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

44. Have you heard of any other residential energy efficiency programs apart from those offered by Con Edison?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

- 45a. **[If Q45 = 1]** Whose programs have you heard of? **[DO NOT READ]**

1	NYSERDA (NON-SPECIFIC)
2	NYSERDA'S APPLIANCE REBATE AND RECYCLING PROGRAM/NEW YORK GREAT APPLIANCE SWAP OUT PROGRAM
3	NATIONAL GRID
4	CENTRAL HUDSON GAS AND ELECTRIC
5	ORANGE AND ROCKLAND
6	STATE OF NEW YORK
7	FEDERAL GOVERNMENT
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

45. **[IF NYSERDA APPLIANCE REBATE AND RECYCLING PROGRAM (New York Great Appliance Swap Out Program) NOT MENTIONED IN Q45a]** Have you heard of NYSERDA's Appliance Rebate and Recycling Program?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

46. **[IF Q45 = 1 OR Q46 = 1]** Have you participated in any of these other energy efficiency programs?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

- Q47a. **[IF Q47 = 1]** Which program or programs have you participated in? **[DO NOT READ]**
[SELECT ALL RESPONSES]

1	NYSERDA NON SPECIFIC
2	NYSERDA HOME APPLIANCE REBATE AND RECYCLING PROGRAM
3	NATIONAL GRID
4	CENTRAL HUDSON GAS AND ELECTRIC
5	ORANGE AND ROCKLAND GAS HEATING EQUIPMENT REBATE PROGRAM
6	ORANGE AND ROCKLAND OTHER
7	STATE OF NEW YORK
8	FEDERAL GOVERNMENT
95	OTHER (SPECIFY) : _____
96	REFUSED
97	DON'T KNOW

47. **[IF Q45 = 1 OR Q46 = 1]** Was it confusing to have more than one energy efficiency program available to you at the same time?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

48. **[IF Q47= 1]** Did you participate in any other energy efficiency programs specifically because of your experience with the Appliance Bounty program?

1	YES
2	NO
96	REFUSED
97	DON'T KNOW

49. **[IF Q49 = 1]** What program or programs did you participate in because of your experience with the Appliance Bounty program? **[SELECT ALL RESPONSES]**

1	NYSERDA (NON SPECIFIC)
2	NYSERDA HOME APPLIANCE REBATE AND RECYCLING PROGRAM
3	NATIONAL GRID
4	CENTRAL HUDSON GAS AND ELECTRIC
5	CON EDISON RESIDENTIAL HEATING, VENTILATION, AND AIR CONDITIONING REBATE PROGRAM
6	CON EDISON OTHER
7	ORANGE AND ROCKLAND GAS HEATING EQUIPMENT REBATE PROGRAM
8	ORANGE AND ROCKLAND OTHER
9	STATE OF NEW YORK
10	FEDERAL GOVERNMENT
95	OTHER
96	REFUSED
97	DON'T KNOW

OTHER ENERGY SAVING ACTIONS

50. In the months since you participated in the Appliance Bounty program, have you taken any additional energy savings actions to reduce your electricity consumption, either by installing energy efficient products or by changing the way you use energy?

1	YES
2	NO (GO TO Q55)
96	REFUSED (GO TO Q55)
97	DON'T KNOW (GO TO Q55)

**51. What additional energy savings actions have you done since you participated? [DO NOT READ]
[ACCEPT ALL RESPONSES]**

	CATEGORY		MEASURE
1	PURCHASED A NEW HIGH-EFFICIENCY APPLIANCE	1A	PURCHASED A NEW HIGH-EFFICIENCY REFRIGERATOR
		1B	PURCHASED A NEW HIGH-EFFICIENCY FREEZER
		1C	PURCHASED A NEW HIGH-EFFICIENCY WASHING MACHINE
		1D	PURCHASED A NEW HIGH-EFFICIENCY DRYER
		1E	PURCHASED A NEW HIGH-EFFICIENCY DISHWASHER
2	REDUCE HEAT LOSS THROUGH EXTERIOR OF HOME	2A	INSTALLED CEILING/WALL/BASEMENT INSULATION
		2B	REPLACED WINDOWS
		2C	WEATHERPROOFED HOME
		2D	SEALED AROUND WINDOWS/DOORS
3	REDUCED HEATING AND/OR COOLING USE	3A	INSTALLED HIGH EFFICIENCY FURNACE
		3B	INSTALLED HIGH EFFICIENCY CENTRAL AIR CONDITIONING
		3C	INSTALLED PROGRAMMABLE THERMOSTAT
		3D	TURNED DOWN THE THERMOSTAT SETTING
4	CHANGED CLOTHES WASHING / DRYING BEHAVIOR	4A	WASHED LAUNDRY IN COLD WATER
		4B	DRIED CLOTHES INSIDE ON A RACK/OUTSIDE ON A LINE [DID NOT USE DRYER]
5	REDUCED HOUSEHOLD LIGHTING ENERGY USE	5A	TURNED OFF/REDUCED USE OF LIGHTS
		5B	INSTALLED CFLS
		5C	INSTALLED MOTION SENSORS OR TIMERS
		5D	INSTALLED ENERGY STAR® LIGHT FIXTURES
		5E	INSTALLED LED LIGHTS
6	TURNED OFF / REDUCE POWER TO HOUSEHOLD ITEMS	6A	TURNED OFF HOUSEHOLD ITEMS
		6B	UNPLUGGED SECONDARY REFRIGERATORS OR FREEZERS
		6C	UNPLUGGED DEVICES USUALLY PLUGGED INTO AN OUTLET
		6D	INSTALLED SMART STRIP / POWER BAR
95	OTHER(SPECIFY) : _____		
96	REFUSED		
97	DON'T KNOW		

[ASK Q52 AND Q54 FOR EACH MEASURE MENTIONED IN Q52]

52. Using a scale between 1 and 10, where “1” means “Not at all likely” and “10” means “Extremely likely”, how likely would you have been to **[INSERT MEASURE FROM Q52, EXPRESSED IN PRESENT TENSE]** on your own, had there been NO Appliance Bounty program or promotions?

1 – NOT AT ALL LIKELY

2

3

4

5

6

7

8

9

10 – EXTREMELY LIKELY

96 REFUSED

97 DON'T KNOW

53. Using a scale between 1 and 10, where 1 means not at all influential and 10 means very influential, how influential was the Appliance Bounty program promotion in your decision to **[INSERT MEASURE FROM Q52]**?

1 – NOT AT ALL INFLUENTIAL

2

3

4

5

6

7

8

9

10 – VERY INFLUENTIAL

96 REFUSED

97 DON'T KNOW

DEMOGRAPHICS

READ FOR ALL: Now I have just a few categorization questions to ask and we'll be finished.

54. What type of home do you live in? **[READ LIST]**

1	Single Family Detached
2	Townhome / Rowhouse/Single Family Attached (4 or fewer units)
3	Single Family Attached (5 or more units) / Condo / Apartment
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

55. What fuel do you mainly use to heat your home? **[READ LIST]**

1	Natural Gas
2	Electric
3	Propane
4	Wood,

5	Oil, or
95	Something else? (SPECIFY) : _____
94	NONE [DON'T READ]
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

56. How many refrigerators do you currently have in your home?

1	1
2	2
3	3
4	4 or more
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

57. What type of air conditioning, if any, do you have in your home? **[READ LIST]**

1	Central air conditioning
2	Room air conditioners
3	Both central air conditioning and room air conditioning, or
4	No air conditioning
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

58. What type of fuel does your hot water heater use? **[READ LIST]**

1	Electricity
2	Natural Gas
3	Propane,
4	Oil, or
95	Something else? (SPECIFY) : _____
94	NONE
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

59. Do you own or rent your home?

1	OWN
2	RENT
96	REFUSED
97	DON'T KNOW

60. How long have you lived in your current residence?

1	[RECORD YEARS]
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

61. What is the highest level of education you have completed? **[READ LIST]**

1	Some High School
2	High School
3	Trade or Technical School
4	Some college
5	College graduate
6	Some graduate school
7	Graduate degree, or
95	Something else? (SPECIFY): _____
96	REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

62. And finally, for statistical purposes only, please tell me which of the following categories applies to your total household income, before taxes, for the year 2010? **[READ LIST AND SELECT ONE]**

1	Under \$20,000
2	\$20,000 to just under \$40,000
3	\$40,000 to just under \$60,000
4	\$60,000 to just under \$80,000
5	\$80,000 to just under \$100,000
6	\$100,000 to just under \$150,000, or
7	\$150,000 or more
96	PREFER NOT TO SAY/REFUSED [DON'T READ]
97	DON'T KNOW [DON'T READ]

READ FOR ALL: Thank you for taking the time to complete this important survey. Have a good day/evening!



APPLIANCE BOUNTY NON-PARTICIPANT SURVEY - COMMON RDI/AB NON-PARTICIPANTS

[INSTRUCTIONS: Do not read anything in square brackets.]

Hi, my name is _____ from IC International and I'm calling on behalf of Con Edison. We're evaluating one of Con Edison's energy efficiency programs. May I speak with **[CONTACT]**, or any person in your household who is knowledgeable about your household's energy use?

[READ IF NECESSARY:] This survey will take approximately 10 - 15 minutes depending on your answers and all of your answers will be kept strictly confidential.

[IF NOW IS NOT A CONVENIENT TIME, SCHEDULE CALL-BACK, OR IF REFUSAL, THANK AND TERMINATE CALL. RECORD REASONS FOR REFUSAL IN CALL NOTES.]

INT1. OK. Just to confirm, you are listed as the contact on the Con Ed account at **<ADDRESS>**. Is that correct? **[RECORD ONE RESPONSE]**

1. YES **[GO TO INT3b]**
2. NO
96. REFUSED **[THANK AND TERMINATE]**
97. DON'T KNOW **[THANK AND TERMINATE]**

INT3a. What is your address?

1. **[RECORD CORRECT ADDRESS]**
96. REFUSED **[THANK AND TERMINATE]**
97. DON'T KNOW **[THANK AND TERMINATE]**

INT3b. Which of the following best describes your relationship to the home at **<ADDRESS [IF INT3 = 2, INSERT CORRECTED ADDRESS FROM INT3a]>?** **[READ LIST] [RECORD ONE RESPONSE]**

1. You own it and live in it,
2. You rent it and live in it,
3. You own it but do not live in it, or
95. Some other situation? **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

[ASK INT4 IF INT3 = 2; OTHERWISE, SKIP TO INSTRUCTIONS BEFORE CP29]

INT4. Are you a Con Ed residential customer? **[RECORD ONE RESPONSE]**

1. YES
2. NO **[THANK AND TERMINATE]**
96. REFUSED **[THANK AND TERMINATE]**
97. DON'T KNOW **[THANK AND TERMINATE]**

TERMINATION TEXT: Thank you but our quota for respondents like you has been filled. Have a nice day.

INTERACTION WITH OTHER CON EDISON PROGRAMS

CP29. What, if any, energy efficiency programs offered by Con Edison have you heard of? Have you heard of **[READ LIST] [RECORD ALL THAT APPLY]**

- a. Rebates for high efficiency room air conditioners?

- b. Rebates for high efficiency central heating and central air conditioners?
- c. Incentive money for pick-up and recycling of refrigerators, freezers and/or room air conditioners? **[APPLIANCE BOUNTY PROGRAM]**
- d. Home energy audits for \$50? **[HOME ENERGY SURVEY PROGRAM]**
 - 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

CP30. Within the past two years, have you participated in Con Edison's **[PROGRAM DESCRIPTION HERE]**? **[READ ONLY THOSE MENTIONED IN CP29]** **[RECORD ALL THAT APPLY]**

- a. program offering rebates for high efficiency **room** air conditioners?
- b. program offering rebates for high efficiency **central** heating or **central** air conditioners?
- c. program offering you money for letting Con Edison pick up and recycle a refrigerator, freezer or room air conditioner?
- d. program offering a \$50 energy audit for your home?
 - 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

RESIDENTIAL DIRECT INSTALL QUESTION SET

[ASK 1.1 IF CP29d = 1 OR CP30d = 1, OTHERWISE SKIP TO DESCRIPTION BEFORE NP2]

- 1.1 How did you hear about the Home Energy Survey Program? **[IF NEEDED:]** This is the Con Edison program offering a \$50 energy audit for your home. **[IF NEEDED:]** Anywhere else? **[DO NOT READ LIST]** **[RECORD ALL THAT APPLY]**
- 1. BILL INSERT, INFORMATION INCLUDED IN UTILITY BILL
 - 2. NEWSPAPER
 - 3. CON EDISON WEBSITE
 - 4. TELEVISION ADVERTISING
 - 5. FAMILY/FRIEND (WORD OF MOUTH)
 - 6. CONTRACTOR
 - 7. RADIO ADVERTISING
 - 8. COMMUNITY EVENT
 - 95. OTHER **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW

[ASK 1.2 IF (CP29d = 1 OR CP30d = 1) AND 1.1 ≠ 3]

- 1.2 Within the past year, have you seen information about the Home Energy Survey Program on the Con Edison website? **[RECORD ONE RESPONSE]**
- 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

[ASK 1.3 IF 1.1 = 3 OR 1.2 = 1; OTHERWISE, SKIP TO NP1]

- 1.3 On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your satisfaction with the program information on the website. **[RECORD ONE RESPONSE]**

1	2	3	4	5	6	7	8	9	10
NOT AT ALL					NEITHER SATISFIED			EXTREMELY	
SATISFIED					NOR DISSATISFIED			SATISFIED	
96. REFUSED									
97. DON'T KNOW									

[ASK 1.3a IF 1.3 < 5; OTHERWISE, SKIP TO NP1]

1.3a Why do you say that? **[IF NEEDED SAY:]** Why are you less than satisfied with the program information on the website? **[IF NEEDED SAY:]** Anything else? **[DO NOT READ LIST]**
[RECORD ALL THAT APPLY]

1. COULDN'T FIND INFORMATION
2. INFORMATION IS TOO GENERAL
3. NO CONTACT INFORMATION
4. NOT DISSATISFIED/NEUTRAL
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

NP1. Did you try to contact a representative of Con Edison about the program? **[RECORD ONE RESPONSE]**

1. YES
2. NO
96. REFUSED
97. DON'T KNOW

[ASK 1.9 IF NP1 = 1; OTHERWISE, SKIP TO NP2]

1.9 On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your overall satisfaction with your experience contacting the Home Energy Survey Program.
[RECORD ONE RESPONSE]

1	2	3	4	5	6	7	8	9	10
NOT AT ALL					NEITHER SATISFIED			EXTREMELY SATISFIED	
SATISFIED					NOR DISSATISFIED				
96. REFUSED									
97. DON'T KNOW									

[ASK 1.9a IF 1.9 < 5; OTHERWISE, SKIP TO NP2]

1.9a Why do you say that? **[IF NEEDED SAY:]** Why are you less than satisfied with your experience contacting the Home Energy Survey Program? Anything else? **[DO NOT READ LIST]**
[RECORD ALL THAT APPLY]

1. IT TOOK MULTIPLE ATTEMPTS TO GET MY QUESTION ANSWERED/QUESTION REMAINS UNANSWERED
2. TOOK TOO LONG TO GET TO TALK TO SOMEONE
3. BAD ATTITUDE FROM REPRESENTATIVE
4. COULDN'T UNDERSTAND THE REPRESENTATIVE
5. FELT LIKE THE REPRESENTATIVE WAS RUSHING ME OFF THE PHONE
6. REPRESENTATIVE COULDN'T ANSWER MY QUESTION
7. I WASN'T DISSATISFIED/RESPONSE WAS NEUTRAL
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

[IF RESPONDENT NOT AWARE OF PROGRAM]

For a cost of \$50, Con Edison's energy professionals will identify cost-effective improvements for your home. As part of this offer, the Home Energy Survey program will also install up to 10 free energy efficient light bulbs, one smart power strip, and other energy-saving devices at no additional cost. Now that you know about this program...

NP2. On a scale of 1 to 10, with 1 being "not at all likely" and 10 being "extremely likely," please rate how likely you are to participate in the Home Energy Survey Program in the next year.

[RECORD ONE RESPONSE]

1	2	3	4	5	6	7	8	9	10
NOT AT ALL					NEITHER LIKELY				EXTREMELY
LIKELY					NOR UNLIKELY				LIKELY
96. REFUSED									
97. DON'T KNOW									

[ASK NP3a IF NP2 >= 6]

NP3a. Please tell me whether each of the following reasons is a major, minor or not a reason you are interested in participating in the program. First is ... **[INSERT ITEMS a-d]**. **[READ IF NECESSARY:]** Is this a major, minor or not a reason you would be interested in participating? Next is...

- a. Learning how to save energy and money in your home.
- b. Having someone install energy saving devices in your home.
- c. Talking to a knowledgeable auditor about your house.
- d. Making your house more comfortable.
 - 1. MAJOR REASON
 - 2. MINOR REASON
 - 3. NOT A REASON
 - 96. REFUSED
 - 97. DON'T KNOW

[ASK NP3b IF NP2 < 6]

NP3b. Please tell me whether each of the following reasons is a major, minor or not a reason you are unlikely to participate in the program. First is ... **[INSERT ITEMS a-d]**. **[READ IF NECESSARY:]** Is this a major, minor or not a reason you are NOT likely to participate? Next is...

- a. Your home is already energy efficient.
- b. You already know what needs to be done to make your home efficient.
- c. Fifty dollars is too much for an energy audit, or not worth it.
- d. You rent your home.
- e. You don't want people in your home.
- f. You're too busy.
 - 1. MAJOR REASON
 - 2. MINOR REASON
 - 3. NOT A REASON
 - 96. REFUSED
 - 97. DON'T KNOW

NP4. How would you suggest Con Edison reach out to customers like you to get them to participate in this program? Anything else? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. BILL INSERTS
2. PRINT AD/NEWSPAPER
3. FLYERS/MAILINGS
4. TELEVISION ADS
5. EMAIL
6. PHONE CALL
7. DOOR-TO-DOOR REPRESENTATIVES
8. REDUCE ENERGY SURVEY COST
9. COMMUNITY EVENTS
94. NOTHING/NO SUGGESTIONS
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

APPLIANCE BOUNTY SCREENER

AB1. How many working refrigerators do you currently have in your home? **[IF NECESSARY, INDICATE THAT “WORKING” MEANS THAT THE REFRIGERATOR WORKS]**

1. 1 **[GO TO AB4]**
2. 2
3. 3 **[GO TO INSTRUCTIONS BEFORE AB3]**
4. MORE THAN 3 **[GO TO INSTRUCTIONS BEFORE AB3]**
94. NONE **[GO TO AB4]**
96. REFUSED **[GO TO AB4]**
97. DON'T KNOW **[GO TO AB4]**

AB2. Which of the following best describes how you currently use your second refrigerator? Is it . . . **[READ LIST] [RECORD ONE RESPONSE]**

1. on all of the time, **[GO TO AB4]**
2. on only in the summer, **[GO TO AB4]**
3. on only occasionally, or **[GO TO AB4]**
4. Do you use it some other way? **[GO TO AB4]**
96. REFUSED **[GO TO AB4]**
97. DON'T KNOW **[GO TO AB4]**

[ASK AB3 IF AB1 = 3 OR 4]

AB3. Which of the following best describes how you currently use your additional refrigerator? Is it . . . **[READ LIST] [RECORD ONE RESPONSE]**

1. on all of the time,
2. on only in the summer,
3. on only occasionally, or
4. Do you use it some other way?
96. REFUSED
97. DON'T KNOW

AB4. How many working, stand-alone freezers do you currently have in your home? **[IF NECESSARY, INDICATE THAT “WORKING” MEANS THAT THE FREEZER KEEPS THINGS FROZEN]**

1. 1
2. 2
3. 3
4. MORE THAN 3
94. NONE

- 96. REFUSED
- 97. DON'T KNOW

[ASK AB5 IF AB4 = 1]

AB5. Which of the following best describes how you currently use your stand-alone freezer? Is it . . .

[READ LIST] [RECORD ONE RESPONSE]

- 1. on all of the time,
- 2. on only in the summer,
- 3. on only occasionally, or
- 95. Do you use it some other way?
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB6 IF AB4=2, 3 OR 4]

AB6. Which of the following best describes how you currently use your additional freezers? Are they

. . . [READ LIST] [RECORD ONE RESPONSE]

- 1. on all of the time,
- 2. on only in the summer,
- 3. on only occasionally, or
- 4. Do you use it some other way?
- 96. REFUSED
- 97. DON'T KNOW

APPLIANCE BOUNTY

[ASK THIS BATTERY OF REMAINING APPLIANCE BOUNTY QUESTIONS IF RESPONDENT HAS MORE THAN 1 REFRIGERATOR (AB1 = 2 through 4), OR AT LEAST ONE STAND-ALONE FREEZER (AB4 = 1, 2, 3, OR 4)]

[ASK AB7 IF CP29c = 1]

AB7. You mentioned that you recall hearing about the Residential Appliance Bounty Program, where Con Edison provides a service to remove and recycle old and inefficient refrigerators and freezers. How did you find out about this program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

- 1. CON EDISON MAILING
- 2. NEWSLETTER
- 3. CON EDISON BILL INSERT
- 4. CON EDISON WEBSITE
- 5. FAMILY MEMBER IN HOUSE
- 6. FAMILY/FRIEND NOT IN HOUSE
- 7. SALESPERSON IN STORE SELLING REFRIGERATORS AND/OR ROOM/WALL ACS
- 95. OTHER **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB8 IF CP29c = 1 AND AB7 ≠ 4]

AB8. Since you learned about the Appliance Bounty program, have you gone to the Con Edison website to find out more about this program?

- 1. YES
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB9 IF AB7 = 4 OR AB8 = 1]

AB9. On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your satisfaction with the program website.

1	2	3	4	5	6	7	8	9	10	96	97
NOT AT ALL								EXTREMELY		REF	DK
SATISFIED								SATISFIED			

[ASK AB10 IF AB9 < 5]

AB10. What did you dislike about the website? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. COULDN'T FIND THE INFORMATION I WANTED
2. IT WAS TOO SLOW
3. THE INFORMATION WAS TOO GENERAL
4. COULDN'T FIND ANY CONTACT INFORMATION
5. NOTHING/NOTHING IN PARTICULAR/WEBSITE WAS O.K.
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

[ASK AB11 IF CP29 = 3]

AB11. Did you contact a representative of Con Edison about the program?

1. YES
2. NO **[GO TO INSTRUCTIONS BEFORE AB14]**
96. REFUSED **[GO TO INSTRUCTIONS BEFORE AB14]**
97. DON'T KNOW **[GO TO INSTRUCTIONS BEFORE AB14]**

AB12. On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your overall satisfaction with your experience contacting a Con Edison representative regarding the program.

1	2	3	4	5	6	7	8	9	10	96	97
NOT AT ALL								EXTREMELY		REF	DK
SATISFIED								SATISFIED			

[ASK IF AB12 < 5]

AB13. Why weren't you satisfied with your experience contacting the Con Edison representative about the program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. TOOK TOO LONG TO GET TO TALK TO SOMEONE
2. BAD ATTITUDE FROM THE REPRESENTATIVE
3. COULDN'T UNDERSTAND THE REPRESENTATIVE
4. FELT LIKE THE REPRESENTATIVE WAS RUSHING ME OFF THE PHONE
5. REPRESENTATIVE COULDN'T ANSWER MY QUESTION(S)
6. IT TOOK MULTIPLE ATTEMPTS TO GET MY QUESTION(S) ANSWERED
7. I WASN'T DISSATISFIED FOR ANY PARTICULAR REASON
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

[ASK AB14 IF CP29c = 1]

AB14. Before this phone call, were you aware that the Appliance Bounty program included both refrigerators and freezers?

1. YES
2. NO
96. REFUSED

97. DON'T KNOW

[ASK AB15 IF CP29c = 1]

AB15. Before this phone call, were you aware that, through this program, Con Edison would pay you \$50 to remove a stand-alone freezer or secondary refrigerator?

- 1. YES
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB16 IF CP29c = 1]

AB16. Are you aware that if you are recycling a refrigerator or freezer, Con Edison will also offer you \$20 to remove working room or wall air conditioners?

- 1. YES
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB17a IF CP29c = 1]

AB17a. Did you have a freezer or second refrigerator removed and recycled through Con Edison's Appliance Bounty program in the past two years?

- 1. YES **[GO TO NEXT SECTION]**
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB17b IF CP29c = 1]

AB17b. Why haven't you decided to have:

[CHOOSE NEXT PHRASE BY CHECKING EACH CONDITION SEQUENTIALLY (I.E., STARTING WITH THE FIRST STATEMENT, THEN THE SECOND STATEMENT, ETC.)]

[IF AB1 = 2 AND AB4 > 4, SAY: "your **[IF AB17a = 1, ADD: "current"]** second refrigerator"]

[IF AB1 = 3 or 4 AND AB4 > 4, SAY: "one of your **[IF AB17a = 1, ADD: "current"]** refrigerators"]

[IF AB1 = 2 AND AB4 = 1, 2, 3 or 4, SAY: "your **[IF AB17a = 1, ADD: "current"]** second refrigerator or"]

[IF AB1 = 3 or 4 AND AB4 = 1, 2, 3 or 4, SAY: "one of your **[IF AB17a = 1, ADD: "current"]** refrigerators" or]

[IF AB4 = 1, SAY: "**[IF AB17a = 1, ADD: "your current"; IF AB17a = 2, ADD: "a"]** freezer"]

[IF AB4 = 2, 3 or 4, SAY: "one of your **[IF AB17a = 1, ADD: "current"]** freezers"]

removed and recycled through the Con Edison program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

- 1. I USE IT/THEM
- 2. I DON'T WANT PEOPLE IN MY HOME
- 3. I PLAN TO GIVE IT/THEM AWAY
- 4. APPLIANCE(S) DOESN'T/DON'T QUALIFY: DOESN'T/DON'T WORK OR IS/ARE LESS THAN 10 CUBIC FEET
- 5. DIDN'T KNOW CONED WOULD PAY \$50 FOR IT
- 6. DIDN'T KNOW THEY WOULD ALSO TAKE ROOM/WALL AIR CONDITIONERS
- 7. I WASN'T CLEAR ABOUT WHAT QUALIFIED/HOW THE PROGRAM

- WORKED
8. I WASN'T READY TO BUY ANOTHER ONE TO REPLACE IT
9. I DIDN'T KNOW FREEZERS WERE INCLUDED
95. OTHER [SPECIFY]
96. REFUSED
97. DON'T KNOW

[ASK AB18 IF CP29c =1, and AB17 ≠ 4]

AB18. Based on what you now know about the program, how likely are you to have a freezer or second refrigerator removed and recycled through the Con Edison program in the next 12 months? Please use a scale of 1-10 where 1 means "not at all likely" and 10 means "extremely likely."

- | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|--------|---|-----------|-----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 |
| NOT AT ALL | | | | | | | | | EXTREMELY | REF | DK |
| LIKELY | | | | | | | LIKELY | | | | |

[ASK AB19 IF CP29c ≠ 1]

AB19. **[READ QUESTION SLOWLY, TO MAKE SURE RESPONDENT UNDERSTANDS IT]** Con Edison has a program that will pay you \$50 for each working freezer or secondary refrigerator you'd like them to remove and recycle. And, when they pick up your appliance, Con Edison will also offer you \$20 to remove any working room or wall air conditioners you'd like them to take. Using a scale of 1-10 where 1 means "not at all likely" and 10 means "extremely likely," how likely are you to contact Con Edison about having a freezer or secondary refrigerator removed and recycled? **[IF RESPONDENT ASKS, "WORKING" MEANS THAT THE UNIT CAN RUN, NOT NECESSARILY THAT IT IS CURRENTLY BEING USED.]**

- | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|--------|---|-----------|-----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 |
| NOT AT ALL | | | | | | | | | EXTREMELY | REF | DK |
| LIKELY | | | | | | | LIKELY | | | | |

[ASK AB20 IF AB19 < 5]

AB20. Why wouldn't you have:

[CHOOSE NEXT PHRASE BY CHECKING EACH CONDITION SEQUENTIALLY (I.E., STARTING WITH THE FIRST STATEMENT, THEN THE SECOND STATEMENT, ETC.)]

[IF AB1 = 2, 3 or 4, AND AB4 > 4, SAY: "a secondary refrigerator"]

[IF AB1 = 2, 3 or 4, AND AB4 = 1, 2, 3 or 4, SAY: "a freezer or a secondary refrigerator"]

[IF AB1 < 2 or > 4, AND AB4 = 1, 2, 3 or 4, SAY: "a freezer"]

removed and recycled through this program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. I NEED/WANT TO USE IT/THEM
2. I DON'T WANT PEOPLE IN MY HOME
3. I PLAN TO GIVE IT/THEM AWAY
4. APPLIANCE(S) DOESN'T/DON'T QUALIFY: DOESN'T/DON'T WORK OR IS/ARE LESS THAN 10 CUBIC FEET
5. I'M CONCERNED I COULDN'T BE HERE WHEN THEY WOULD NEED TO COME TO GET IT
6. I'M NOT CLEAR ABOUT HOW THE PROGRAM WORKS
7. I'M NOT READY TO REPLACE IT
8. NOT A HIGH ENOUGH INCENTIVE
9. I WOULD/MIGHT HAVE IT/THEM REMOVED AND RECYCLED THROUGH THE PROGRAM
95. OTHER [SPECIFY]
96. REFUSED
97. DON'T KNOW

INTERACTIONS WITH OTHER AVAILABLE PROGRAMS

P32. Other than Con Edison, what organizations are you aware of that offer energy efficiency programs you could participate in? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. NYSERDA
2. NATIONAL GRID
3. CON EDISON
4. STATE OF NEW YORK
5. FEDERAL GOVERNMENT
6. CITY OF NEW YORK
94. NONE **[GO TO NEXT SECTION]**
95. OTHER **[SPECIFY]**
96. REFUSED **[GO TO NEXT SECTION]**
97. DON'T KNOW **[GO TO NEXT SECTION]**

P33. Have you participated in any of these energy efficiency program(s) in the past two years?
[RECORD ONE RESPONSE]

1. YES
2. NO **[GO TO NEXT SECTION]**
96. REFUSED **[GO TO NEXT SECTION]**
97. DON'T KNOW **[GO TO NEXT SECTION]**

[ASK P33a IF P33 = 1 AND IF P32 HAS MORE THAN ONE PROGRAM]

P33a. Which organizations' program or programs have you participated in during the past two years?
[DO NOT READ LIST] [RECORD ALL THAT APPLY] [ONLY DISPLAY THE CHOICES MARKED IN P32, INCLUDING THE OTHER SPECIFY IF APPLICABLE]

1. NYSERDA
2. NATIONAL GRID
3. CON EDISON
4. STATE OF NEW YORK
5. FEDERAL GOVERNMENT
6. CITY OF NEW YORK
95. OTHER **[SPECIFY]**
96. REFUSED **[GO TO NEXT SECTION]**
97. DON'T KNOW **[GO TO NEXT SECTION]**

P33b. What was the name of **[INSERT ORGANIZATION'S]** program? **[REPEAT IF MORE THAN ONE RESPONSE GIVEN TO P33a] [ASK NAME OF PROGRAM FOR EACH ORGANIZATION MENTIONED P33a] [IF P33a NOT ASKED AND P33 = 1, ASK NAME OF PROGRAM FOR THE ORGANIZATION MENTIONED IN P32]**

- a. **[INSERT "NYSERDA" IF P33a = 1]**
 1. NAME GIVEN: **[SPECIFY]**
 96. REFUSED
 97. DON'T KNOW
- b. **[INSERT "NATIONAL GRID" IF P33a = 2]**
 1. NAME GIVEN: **[SPECIFY]**
 96. REFUSED
 97. DON'T KNOW
- c. **[INSERT "CON EDISON" IF P33a = 3]**

- 1. NAME GIVEN: **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW
- c. **[INSERT "STATE OF NEW YORK" IF P33a = 4]**
 - 1. NAME GIVEN: **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW
- d. **[INSERT "FEDERAL GOVERNMENT" IF P33a = 5]**
 - 1. NAME GIVEN: **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW
- e. **[INSERT "CITY OF NEW YORK" IF P33a = 6]**
 - 1. NAME GIVEN: **[SPECIFY]**
 - 96. REFUSED
 - 97. Don't Know
- f. **[INSERT in the OTHER VERBATIM ANSWER GIVEN IN P33a IF P33a = 95]**
 - 1. NAME GIVEN: **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW

DEMOGRAPHICS

Finally, I have just a few categorization questions to ask.

D1. How long have you lived in your current residence?

- 1. **[RECORD RESPONSE:]** # _____ YEARS
- 96. REFUSED
- 97. DON'T KNOW

D2. What type of home do you live in? Please allow me to read three categories before you answer.
Is it. . . **[READ LIST] [RECORD ONE RESPONSE]**

- 1. A standalone single family home,
- 2. A multi-family home with 2 to 4 units, including townhouses or rowhouses,
or
- 3. A multi-family home with 5 or more units, including condos or an
apartment?
- 96. REFUSED
- 97. DON'T KNOW

D3. Do you own or rent your home? **[RECORD ONE RESPONSE]**

- 1. OWN
- 2. RENT
- 96. REFUSED
- 97. DON'T KNOW

D4. What fuel do you mainly use to heat your home? **[READ LIST]**

- 1. Natural Gas
- 2. Electric
- 3. Propane
- 4. Wood

- 5. Oil, or
- 95. Something else? **[SPECIFY]**
- 94. NONE
- 96. REFUSED
- 97. DON'T KNOW

D5. What type of air conditioning, if any, do you have in your home? Do you have . . . **[READ LIST]**

- 1. Central air conditioning,
- 2. Room air conditioners,
- 3. Both central air conditioning and room air conditioners, or
- 94. No air conditioning?
- 95. OTHER **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

D6. What type of fuel does your hot water heater use? Is it . . . **[READ LIST]**

- 1. Electricity,
- 2. Natural Gas,
- 3. Propane, or
- 95. Something else? **[SPECIFY]**
- 94. NONE
- 96. REFUSED
- 97. DON'T KNOW

D7. What is the highest level of education you have completed? Was it . . . **[READ LIST] [RECORD ONE RESPONSE]**

- 1. Some High School **[NO DIPLOMA]**
- 2. High School graduate
- 3. Trade or Technical School
- 4. Some college **[NO DEGREE OR 2 YR ASSOCIATES DEGREE]**
- 5. College graduate **[4 YR DEGREE]**
- 6. Some graduate school
- 7. Graduate or Professional degree, or
- 95. Something else? **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

D8. And finally, for statistical purposes only, please tell me which of the following categories applies to your total household income, before taxes, for the year 2010. Please stop me when I get to the appropriate category. Was it . . . **[READ LIST] [RECORD ONE RESPONSE]**

- 1. Under \$20,000
- 2. \$20,000 to just under \$40,000
- 3. \$40,000 to just under \$60,000
- 4. \$60,000 to just under \$80,000
- 5. \$80,000 to just under \$100,000
- 6. \$100,000 to just under \$150,000, or
- 7. \$150,000 or more?
- 96. REFUSED
- 97. DON'T KNOW



Thank you for taking the time to complete this important survey. We really appreciate your input. Have a good day/evening!



APPLIANCE BOUNTY NON-PARTICIPANT SURVEY - RDI PARTICIPANTS WHO WERE AB NON-PARTICIPANTS

[INSTRUCTIONS: Do not read anything in square brackets.]

May I please speak with _____?

Hello, my name is _____ and I'm calling from IC International, on behalf of Con Edison to learn about your experiences with the Home Energy Survey Program. This is the program where you received an energy survey for \$50. The energy technician also may have installed some energy saving devices at the time of the survey.

INT2. Do you recall receiving an energy survey for your home in <MONTH/YEAR>?

1. YES

2. NO – **[SAY:]** Is there someone else at your home who may recall participating in this program? **[IF YES, ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND INT1, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE “NO, THEY DID NOT GET AN ENERGY SURVEY,” NOTE THIS, THANK RESPONDENT AND TERMINATE CALL.]**

96. REFUSED **[THANK AND TERMINATE]**

97. DON'T KNOW – **[SAY:]** Is there someone else at your home who may recall participating in this program? **[IF YES, ASK TO SPEAK TO APPROPRIATE PERSON OR SCHEDULE CALLBACK, AS NEEDED. IF NEW PERSON COMES TO PHONE, REPEAT INTRO AND INT1, AND THEN CONTINUE SURVEY. IF ANSWER IS A DEFINITIVE “NO, THEY DID NOT GET AN ENERGY SURVEY,” NOTE THIS, THANK RESPONDENT AND TERMINATE CALL.]**

[IF YES] That's great. Your feedback will help us to improve our services and help **you** save energy and money.

[IF RESPONDENT SAYS NOW IS NOT A GOOD TIME FOR THIS CALL SAY:] When would be a more convenient time for me to call you back? **[RECORD APPT DATE/TIME BELOW:]**

NAME: _____ DATE: _____

TIME: _____

INT3. OK. Just to confirm, the energy survey was completed at <ADDRESS> in <CITY>, correct?

[RECORD ONE RESPONSE]

1. YES

2. NO **[RECORD CORRECT ADDRESS]**

96. REFUSED

97. DON'T KNOW

[If needed] Who is doing this study?

APPRISE is managing this survey for Consolidated Edison Company of New York – known as Con Edison or just Con Ed. Con Edison and Honeywell manage and deliver the Home Energy Survey Program. You may contact Steve Mysholowsky at Con Edison if you wish to verify this. His phone number is 212-460-2120.

1. Marketing and customer acquisition

1.1 How did you hear about the Home Energy Survey Program? **[IF NECESSARY:]** Anywhere else? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

- 9. BILL INSERT, INFORMATION INCLUDED IN UTILITY BILL
- 10. NEWSPAPER
- 11. CON EDISON WEBSITE
- 12. TELEVISION ADVERTISING
- 13. FAMILY/FRIEND (WORD OF MOUTH)
- 14. CONTRACTOR
- 15. RADIO ADVERTISING
- 16. COMMUNITY EVENT
- 17. MAILING OR LETTER
- 95. OTHER **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

[ASK 1.2 IF 1.1 ≠ 3]

- 1.2 In the past year, have you seen information about the Home Energy Survey Program on the Con Edison website? **[RECORD ONE RESPONSE]**
- 3. YES
 - 4. NO
 - 96. REFUSED
 - 97. DON'T KNOW

[ASK 1.3 IF 1.1 = 3 OR 1.2 = 1; OTHERWISE, SKIP TO 1.4]

- 1.3 On a scale of 1 to 10, where 1 is “not at all satisfied” and 10 is “extremely satisfied,” please rate your satisfaction with the program information on the website. **[RECORD ONE RESPONSE]**
- | | | | | | | | | | |
|------------|---|---|---|-------------------|---|---|---------------------|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | Neither Satisfied | | | Extremely Satisfied | | |
| Satisfied | | | | Nor Dissatisfied | | | | | |
- 96. REFUSED
 - 97. DON'T KNOW

[ASK 1.3a IF 1.3 < 5; OTHERWISE, SKIP TO 1.4]

- 1.3a Why do you say that? **[IF NEEDED SAY:]** Why are you less than satisfied with the program information on the website? Anything else? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**
- 5. COULDN'T FIND INFORMATION
 - 6. INFORMATION IS TOO GENERAL
 - 7. NO CONTACT INFORMATION
 - 8. NOT DISSATISFIED/NEUTRAL
 - 95. OTHER **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW
- 1.4 Please tell me whether each of the following reasons is a major, minor or not a reason you were interested in participating in the program. First is ... **[INSERT ITEMS a-d]. [READ IF NECESSARY:]** Is this a major, minor or not a reason you were interested in participating? Next is...
- a. Learning how to save energy and money in my home.
 - b. Having someone install energy saving devices in my home.
 - c. Talking to a knowledgeable auditor about my house.
 - d. Making my house more comfortable.



- 4. MAJOR REASON
- 5. MINOR REASON
- 6. NOT A REASON
- 98. REFUSED
- 99. DON'T KNOW

1.6 How did you first contact the Home Energy Survey Program? Was it...**[READ LIST] [RECORD ONE RESPONSE]**

- 1. By telephone,
- 2. Through the website, or
- 3. In person?
- 95. OTHER **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

1.9 On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your overall satisfaction with your experience contacting the Home Energy Survey Program. **[RECORD ONE RESPONSE]**

- | | | | | | | | | | |
|----------------|---|---|---|-------------------|---|---|---------------------|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | Neither Satisfied | | | Extremely Satisfied | | |
| Satisfied | | | | Nor Dissatisfied | | | | | |
| 96. REFUSED | | | | | | | | | |
| 97. DON'T KNOW | | | | | | | | | |

[ASK 1.9a IF 1.9 < 5; OTHERWISE, SKIP TO NEXT SECTION]

1.9a Why do you say that? **[IF NEEDED SAY:]** Why are you less than satisfied with your experience contacting the Home Energy Survey Program? Anything else? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

- 1. MULTIPLE ATTEMPTS TO GET MY QUESTION ANSWERED
- 2. TOOK TOO LONG
- 3. BAD ATTITUDE
- 4. COULDN'T UNDERSTAND
- 5. RUSHED
- 6. COULDN'T ANSWER MY QUESTION
- 7. I WASN'T DISSATISFIED/RESPONSE WAS NEUTRAL
- 8. NO FOLLOW UP/WRITTEN REPORT
- 9. DIDN'T DO ANYTHING/NOT ENOUGH/NOT HELPFUL
- 10. TECHNICIAN INEFFICIENT/NOT KNOWLEDGEABLE
- 11. DID NOT ARRIVE AT SCHEDULED APPOINTMENT TIME
- 95. OTHER **[SPECIFY]**
- 96. REFUSED
- 97. DON'T KNOW

2. Program Delivery

Now I have some questions about the energy survey that was conducted at your home.

2.1 On a scale of 1 to 10, with 1 meaning “strongly disagree” and 10 meaning “strongly agree,” please rate each of the following statements. First is ... **[INSERT ITEMS a-e]. [READ IF NECESSARY:]** How much do you agree with this statement? Next is...

- a. The survey technician clearly explained the program before beginning the energy survey.
- b. The survey technician was thorough in his examination of my home.
- c. The survey technician was knowledgeable about energy saving opportunities in my home.
- d. The survey technician provided clear recommendations on how to save energy in my home.
- e. The survey technician answered any questions I had.

1	2	3	4	5	6	7	8	9	10
Strongly Disagree				Neither Agree Nor Disagree			Strongly Agree		

96. REFUSED
97. DON'T KNOW

2.2 Did the survey technician refer you to any other Con Edison energy efficiency programs?

- 1. YES
- 2. NO

96. REFUSED
97. DON'T KNOW

[ASK 2.3 IF 2.2 = 1; OTHERWISE, SKIP TO 2.4]

2.3 Which programs did the survey technician refer you to? Did he refer you to **[READ LIST]** **[RECORD ALL THAT APPLY]**?

- 1. Rebates for high efficiency room air conditioners,
- 2. Rebates for high efficiency central heating and central air conditioners,
- 3. Incentive money for Con Edisonto pick up and recycle refrigerators, freezers and room air conditioners **[APPLIANCE BOUNTY PROGRAM]**, or

95. Any other programs? **[SPECIFY]**

96. REFUSED
97. DON'T KNOW

2.4 I'd like you to rate your overall satisfaction with the energy survey technician. On a scale of 1 to 10, with 1 meaning “not at all satisfied” and 10 meaning “extremely satisfied,” please rate your satisfaction with the energy survey technician. **[RECORD ONE RESPONSE]**

1	2	3	4	5	6	7	8	9	10
Not at all Satisfied				Neither Satisfied Nor Dissatisfied			Extremely Satisfied		

96. REFUSED
97. DON'T KNOW

3. Measure Verification

[SKIP TO SECTION 4 IF instmeas = 0]



Now I'd like to ask some questions about the equipment that was installed during the energy survey. When I use the term "install," I mean that the survey technician placed the equipment in the correct location and did not leave it behind for you to put in use.

[REPEAT MV1 – MV6A FOR EACH MEASURE. MEASURES ARE DEFINED IN THE DATASET IN THE "INST_MEAS1" AND "INST_MEAS2" FIELDS, RESPECTIVELY.]

MV1. According to program records, the technician installed **[IF inst_meas# = Smart Power Strip, ADD: "a"]** <inst_meas#> at your home. Is this correct? **[RECORD ONE RESPONSE]**

1. YES
2. NO **[REPEAT QUESTION FOR SECOND MEASURE, IF APPLICABLE; OTHERWISE, GO TO NEXT SECTION]**
96. REFUSED **[REPEAT QUESTION FOR SECOND MEASURE, IF APPLICABLE; OTHERWISE, GO TO NEXT SECTION]**
97. DON'T KNOW **[REPEAT QUESTION FOR SECOND MEASURE, IF APPLICABLE; OTHERWISE, GO TO NEXT SECTION]**

[ASK MV2 IF <inst_meas#> = "Smart Power Strip" AND MV1 = 1; OTHERWISE, SKIP TO MV4]

MV2. Did the technician plug equipment into the Smart Power Strip before he left?

1. YES
2. NO
96. REFUSED
97. DON'T KNOW

MV4. Now, I'd like you to rate your overall satisfaction with the <inst_meas#>. On a scale of 1 to 10, with 1 meaning "not at all satisfied" and 10 meaning "extremely satisfied," please rate how satisfied you are with the <inst_meas#>. **[RECORD ONE RESPONSE]**

- | | | | | | | | | | |
|------------|---|---|---|-------------------|---|---|---------------------|---|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | Neither Satisfied | | | Extremely Satisfied | | |
| Satisfied | | | | Nor Dissatisfied | | | | | |

93. POWER STRIP NEVER PLUGGED IN **[SKIP TO NEXT MEASURE AND START AT MV1, IF APPLICABLE; OTHERWISE, GO TO NEXT SECTION]**
96. REFUSED
97. DON'T KNOW

[ASK MV5 IF MV4 < 5, OTHERWISE, SKIP TO MV6]

MV5. Why do you say that? **[IF NEEDED SAY:]** In what ways aren't you satisfied with the <inst_meas#>? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**
[USE PRE-CODES FOR BELOW MEASURES IN TABLE]

Measure	Precodes
CFLs	<ol style="list-style-type: none"> 1. BROKE DOWN OR MALFUNCTIONED/DOESN'T WORK 2. DID NOT SAVE ENERGY/MONEY 3. DID NOT LIKE HOW IT LOOKED 4. NOT BRIGHT ENOUGH 5. DID NOT LIKE THE QUALITY OF LIGHT/LIGHT COLOR 6. PROBLEM WITH TECHNICIAN AND/OR INSTALLATION 7. IMPRACTICAL 95. OTHER [SPECIFY] 96. REFUSED

	97. DON'T KNOW
All other measures	1. BROKE DOWN OR MALFUNCTIONED/DOESN'T WORK 2. DID NOT SAVE ENERGY/MONEY 3. DID NOT LIKE HOW IT LOOKED 6. PROBLEM WITH TECHNICIAN AND/OR INSTALLATION 7. IMPRACTICAL 95. OTHER [SPECIFY] 96. REFUSED 97. DON'T KNOW

MV6. Have you removed the <instmeas#>? [RECORD ONE RESPONSE]

1. YES
2. NO [PROCEED TO NEXT MEASURE, OR NEXT SECTION IF ALL MEASURES HAVE BEEN ASKED ABOUT]
96. REFUSED [PROCEED TO NEXT MEASURE, OR NEXT SECTION IF ALL MEASURES HAVE BEEN ASKED ABOUT]
97. DON'T KNOW [PROCEED TO NEXT MEASURE, OR NEXT SECTION IF ALL MEASURES HAVE BEEN ASKED ABOUT]

MV6a. What were the reasons for removing the <Measure>(s)? [IF NEEDED SAY:] Anything else? [DO NOT READ LIST] [RECORD ALL THAT APPLY]
[USE PRE-CODES FOR MEASURES IN TABLE BELOW]

Measure	Precodes
CFLs	1. BROKE DOWN OR MALFUNCTIONED 2. DID NOT SAVE ENERGY 3. DID NOT LIKE HOW IT LOOKED 4. NOT BRIGHT ENOUGH 5. DID NOT LIKE THE QUALITY OF LIGHT/LIGHT COLOR 6. PROBLEM WITH TECHNICIAN AND/OR INSTALLATION 7. CHANGE OR ADDITION IN SURROUNDING AREA 8. CAUSED PROBLEM WITH ELECTRONICS 95. OTHER [SPECIFY] 96. REFUSED 97. DON'T KNOW
All other measures	1. BROKE DOWN OR MALFUNCTIONED 2. DID NOT SAVE ENERGY 3. DID NOT LIKE HOW IT LOOKED 95. OTHER [SPECIFY] 96. REFUSED 97. DON'T KNOW

[PROGRAMMER: LOOP THROUGH MV1-MV6 FOR SECOND MEASURE, IF APPLICABLE. ANSWERS TO QUESTIONS IN THIS SECTION MUST BE LINKED TO SPECIFIC MEASURES.]

4. Energy Survey Results

4.1 After the survey technician completed the energy survey, did he discuss the results with you while he was at your home? [RECORD ONE RESPONSE]

1. YES
2. NO

- 96. REFUSED
- 97. DON'T KNOW

4.2 Did you receive written results? **[RECORD ONE RESPONSE]**

- 1. YES
- 2. NO **[GO TO INSTRUCTIONS BEFORE 4.9]**
- 96. REFUSED **[GO TO INSTRUCTIONS BEFORE 4.9]**
- 97. DON'T KNOW **[GO TO INSTRUCTIONS BEFORE 4.9]**

4.4 About how long after the survey was completed did it take to receive the written results? Did it take... **[READ LIST] [RECORD ONE RESPONSE]**

- 1. Less than one week,
- 2. 1 to less than 2 weeks later,
- 3. 2 to less than 3 weeks later,
- 4. 3 to less than 4 weeks later, or
- 5. 4 or more weeks later?
- 96. REFUSED
- 97. DON'T KNOW

4.5 I'd like you to rate how easy or difficult it was to understand the recommendations in the energy survey results. On a 10 point scale, with 1 meaning "very difficult" and 10 meaning "very easy," please rate how easy or difficult it was to understand the recommendations. **[RECORD ONE RESPONSE]**

- | | | | | | | | | | | |
|-----------|---|---|---|---|---------------|---|---|---|----|------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Very | | | | | Neither Easy | | | | | Very |
| Difficult | | | | | Nor Difficult | | | | | Easy |
- 96. REFUSED
 - 97. DON'T KNOW

[RECOMMENDATIONS THAT APPLY TO QUESTIONS 4.9 AND 4.9A ARE DEFINED IN THE DATASET AS "rec_meas1" AND "rec_meas2," RESPECTIVELY. FOR EACH RESPONDENT, ASK QUESTIONS 4.9 AND 4.9A FOR THE FIRST RECOMMENDATION THAT APPEARS IN "rec_meas1." IF THERE IS A SECOND RECOMMENDATION IN "rec_meas2," THEN REPEAT QUESTIONS 4.9 AND 4.9A WITH "rec_meas2."]

4.9 The energy survey technician recommended that you <rec_meas#>. On a scale of 1 to 10, where 1 is "not at all likely" and 10 is "very likely," please rate how likely you are to take this action within the next year. **[RECORD ONE RESPONSE]**

- | | | | | | | | | | | |
|------------|---|---|---|---|----------------|---|---|---|----|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | |
| Not at all | | | | | Neither Likely | | | | | Extremely |
| Likely | | | | | Nor Unlikely | | | | | Likely |
- 93. ALREADY COMPLETED
 - 96. REFUSED
 - 97. DON'T KNOW

[ASK 4.9a IF 4.9 < 5; OTHERWISE, SKIP TO NEXT RECOMMENDATION]

4.9a Why do you say that? **[IF NEEDED SAY:]** Why are you less than likely to take this action?

- 2. FINANCIAL REASONS
- 3. NOT NEEDED/WORKING FINE/FAIRLY NEW

- 4. DO NOT RECALL RECOMMENDATION
- 5. DISAGREEMENT FROM ANOTHER SOURCE
- 6. NEW OR REPLACEMENT WINDOWS INSTALLED
- 95. OTHER [SPECIFY]
- 96. REFUSED
- 97. DON'T KNOW

[AFTER LOOPING THROUGH ALL RECOMMENDATIONS, PROCEED TO QUESTION 4.10]

4.10 On a scale of 1 to 10, where 1 is “not at all helpful” and 10 is “extremely helpful,” please rate how helpful the recommendations were to you.

- | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | | | | | | Extremely |
| Helpful | | | | | | | | | Helpful |
- 96. REFUSED
 - 97. DON'T KNOW

4.11 Are there any items that you expected the energy survey to address but did not? **[RECORD ONE RESPONSE]**

- 1. YES
- 2. NO **[GO TO 4.14]**
- 96. REFUSED **[GO TO 4.14]**
- 97. DON'T KNOW **[GO TO 4.14]**

4.11a What else did you expect it to cover?

- 2. INSULATION
- 3. THERMOSTAT
- 4. ATTIC
- 5. DRAFTS OR AIR FLOW FROM WINDOWS OR DOORS
- 6. SAVINGS OR ENERGY BILL IMPACT
- 7. EFFICIENCY/ENERGY SAVINGS
- 95. OTHER [SPECIFY]
- 96. REFUSED
- 97. DON'T KNOW

4.14 Overall, how satisfied are you with the overall Home Energy Survey Program on a scale of 1 to 10, where 1 is “not at all satisfied” and 10 is “extremely satisfied”? **[RECORD ONE RESPONSE]**

- | | | | | | | | | | |
|------------|---|---|---|---|-------------------|---|---|---------------------|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| Not at all | | | | | Neither Satisfied | | | Extremely Satisfied | |
| Satisfied | | | | | Nor Dissatisfied | | | | |
- 96. REFUSED
 - 97. DON'T KNOW

[ASK 4.14a IF 4.14 < 5; OTHERWISE, SKIP TO 4.16]

4.14a Why do you say that? **[IF NEEDED SAY:]** What didn't you like about the Home Energy Survey Program?

- 2. DID NOT RECEIVE WRITTEN REPORT
- 3. WASTE OF TIME/NOT HELPFUL/LACK OF INFORMATION
- 4. PROBLEM WITH TECHNICIAN

- 5. WASTE OF \$50/NOT WORTH THE MONEY
- 95. OTHER [SPECIFY]
- 96. REFUSED
- 97. DON'T KNOW

- 4.16 Would you recommend this program to a friend or family member? **[RECORD ONE RESPONSE]**
- 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

CP. Interactions with other Con Edison programs

- CP29. What, if any, other energy efficiency programs offered by Con Edison have you heard of? Have you heard of **[READ LIST AND OMIT ANY RECOMMENDED IN 2.3]**? **[RECORD ALL THAT APPLY]** **[AUTOFILL AS YES IF RECOMMENDED IN 2.3]**

- a. Rebates for high efficiency room air conditioners
 - b. Rebates for high efficiency central heating and central air conditioners
 - c. Incentive money for pick-up and recycling of refrigerators, freezers and room air conditioners **[APPLIANCE BOUNTY PROGRAM]**
- 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

[IF ALL CP29a-c = 2, 96 OR 97, SKIP TO NEXT SECTION]

[ASK FOR EACH PROGRAM MENTIONED IN CP29]

- CP30. Within the past two years, have you participated in Con Edison's **[program description here]**? **[READ ONLY THOSE MENTIONED IN CP29]** **[RECORD ALL THAT APPLY]**

- a. program offering REBATES for high efficiency Room Air Conditioners?
 - b. program offering REBATES for high efficiency central heating or central air conditioners?
 - c. program offering money for letting Con Edison PICK-UP and recycle a refrigerator, freezer or room air conditioner?
- 1. YES
 - 2. NO
 - 96. REFUSED
 - 97. DON'T KNOW

AB. Appliance Bounty Screener

- AB1. How many working refrigerators do you currently have in your home? **[IF NECESSARY, INDICATE THAT "WORKING" MEANS THAT THE REFRIGERATOR WORKS]**

- 1. 1 **[GO TO AB4]**
- 2. 2
- 3. 3 **[GO TO INSTRUCTIONS BEFORE AB3]**

- 4. MORE THAN 3 [GO TO INSTRUCTIONS BEFORE AB3]
- 94. NONE [GO TO AB4]
- 96. REFUSED [GO TO AB4]
- 97. DON'T KNOW [GO TO AB4]

AB2. Which of the following best describes how you currently use your second refrigerator? Is it . .
.[READ LIST] [RECORD ONE RESPONSE]

- 1. on all of the time, [GO TO AB4]
- 2. on only in the summer, [GO TO AB4]
- 3. on only occasionally, or [GO TO AB4]
- 95. Do you use it some other way? [GO TO AB4]
- 96. REFUSED [GO TO AB4]
- 97. DON'T KNOW [GO TO AB4]

[ASK AB3 IF AB1 = 3 OR 4]

AB3. Which of the following best describes how you currently use your additional refrigerators? Are they...[READ LIST] [RECORD ONE RESPONSE]

- 1. on all of the time,
- 2. on only in the summer,
- 3. on only occasionally, or
- 95. Do you use them some other way?
- 96. REFUSED
- 97. DON'T KNOW

AB4. How many working, stand-alone freezers do you currently have in your home? [IF NECESSARY, INDICATE THAT "WORKING" MEANS THAT THE FREEZER KEEPS THINGS FROZEN]

- 1. 1
- 2. 2 [GO TO INSTRUCTIONS BEFORE AB6]
- 3. 3 [GO TO INSTRUCTIONS BEFORE AB6]
- 4. MORE THAN 3 [GO TO INSTRUCTIONS BEFORE AB6]
- 94. NONE [GO TO NEXT SECTION]
- 96. REFUSED [GO TO NEXT SECTION]
- 97. DON'T KNOW [GO TO NEXT SECTION]

[ASK AB5 IF AB4 = 1]

AB5. Which of the following best describes how you currently use your stand-alone freezer? Is it . .
.[READ LIST] [RECORD ONE RESPONSE]

- 1. on all of the time,
- 2. on only in the summer,
- 3. on only occasionally, or
- 95. Do you use it some other way?
- 96. REFUSED
- 97. DON'T KNOW

[ASK AB6 IF AB4 = 2, 3 OR 4]

AB6. Which of the following best describes how you currently use your additional freezers? Are they
...**[READ LIST] [RECORD ONE RESPONSE]**

1. on all of the time,
2. on only in the summer,
3. on only occasionally, or
95. Do you use them some other way?
96. REFUSED
97. DON'T KNOW

AB. Appliance Bounty

[ASK THIS BATTERY OF REMAINING APPLIANCE BOUNTY QUESTIONS IF RESPONDENT HAS MORE THAN 1 REFRIGERATOR (AB1 = 2 through 4), OR AT LEAST ONE STAND-ALONE FREEZER (AB4 = 1, 2, 3, OR 4)]

[ASK AB7 IF CP29c = 1; OTHERWISE, SKIP TO INSTRUCTIONS BEFORE AB19]

AB7. You mentioned that you recall hearing about the Residential Appliance Bounty Program, where Con Edison provides a service to remove and recycle old and inefficient refrigerators and freezers. How did you find out about this program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. CON EDISON MAILING
2. NEWSLETTER
3. CON EDISON BILL INSERT
4. CON EDISON WEBSITE
5. FAMILY MEMBER IN HOUSE
6. FAMILY/FRIEND NOT IN HOUSE
7. SALESPERSON IN STORE SELLING REFRIGERATORS AND/OR ROOM/WALL ACS
8. FROM THE PERSON WHO CONDUCTED MY HOME ENERGY SURVEY
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

[ASK AB8 IF AB7 ≠ 4]

AB8. Since you learned about the Appliance Bounty program, have you gone to the Con Edison website to find out more about this program?

1. YES
2. NO
96. REFUSED
97. DON'T KNOW

[ASK AB9 IF AB7 = 4 OR AB8 = 1]

AB9. On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your satisfaction with the program website.

- | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|----|-----------|--------|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 |
| Not at all | | | | | | | | | | Extremely | REF DK |

Satisfied

Satisfied

[ASK AB10 IF AB9 < 5]

AB10. What did you dislike about the website? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. COULDN'T FIND THE INFORMATION I WANTED
2. IT WAS TOO SLOW
3. THE INFORMATION WAS TOO GENERAL
4. COULDN'T FIND ANY CONTACT INFORMATION
5. NOTHING/NOTHING IN PARTICULAR/WEBSITE WAS O.K.
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

AB11. Did you contact a representative of Con Edison about the program?

1. YES
2. NO **[GO TO AB14]**
96. REFUSED **[GO TO AB14]**
97. DON'T KNOW **[GO TO AB14]**

AB12. On a scale of 1 to 10, where 1 is "not at all satisfied" and 10 is "extremely satisfied," please rate your overall satisfaction with your experience contacting Con Edison regarding the program.

- | | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|---|----|-----------|-----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 | |
| Not at all | | | | | | | | | | Extremely | REF | DK |
| Satisfied | | | | | | | | | | Satisfied | | |

[ASK AB13 IF AB12 < 5]

AB13. Why weren't you satisfied with your experience contacting the Con Edison representative about the program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. TOOK TOO LONG TO GET TO TALK TO SOMEONE
2. BAD ATTITUDE FROM THE REPRESENTATIVE
3. COULDN'T UNDERSTAND THE REPRESENTATIVE
4. FELT LIKE THE REPRESENTATIVE WAS RUSHING ME OFF THE PHONE
5. REPRESENTATIVE COULDN'T ANSWER MY QUESTION(S)
6. IT TOOK MULTIPLE ATTEMPTS TO GET MY QUESTION(S) ANSWERED
7. I WASN'T DISSATISFIED FOR ANY PARTICULAR REASON
95. OTHER **[SPECIFY]**
96. REFUSED
97. DON'T KNOW

AB14. Before this phone call, were you aware that the Appliance Bounty program pays to recycle customers' second refrigerators and also pays to recycle customers' stand-alone freezers?

1. YES
2. NO
96. REFUSED

97. DON'T KNOW

AB15. Before this phone call, were you aware that, through this program, Con Edison would pay you \$50 to remove a stand-alone freezer or secondary refrigerator?

- 1. YES
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

AB16. Are you aware that if you are recycling a refrigerator or freezer, Con Edison will also offer you \$20 to remove working room or wall air conditioners?

- 1. YES
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

AB17a. Did you have a freezer or second refrigerator removed and recycled through Con Edison's Appliance Bounty program in the past two years?

- 1. YES [GO TO NEXT SECTION]
- 2. NO
- 96. REFUSED
- 97. DON'T KNOW

AB17b. Why haven't you decided to have:

[CHOOSE NEXT PHRASE BY CHECKING EACH CONDITION SEQUENTIALLY (I.E., STARTING WITH THE FIRST STATEMENT, THEN THE SECOND STATEMENT, ETC.)]

[IF AB1 = 2 AND AB4 > 4, SAY: "your [IF AB17a = 1, ADD: "current"] second refrigerator"]

[IF AB1 = 3 or 4 AND AB4 > 4, SAY: "one of your [IF AB17a = 1, ADD: "current"] refrigerators"]

[IF AB1 = 2 AND AB4 = 1, 2, 3 or 4, SAY: "your [IF AB17a = 1, ADD: "current"] second refrigerator or"]

[IF AB1 = 3 or 4 AND AB4 = 1, 2, 3 or 4, SAY: "one of your [IF AB17a = 1, ADD: "current"] refrigerators" or]

[IF AB4 = 1, SAY: "[IF AB17a = 1, ADD: "your current"; IF AB17a = 2, ADD: "a"] freezer"]

[IF AB4 = 2, 3 or 4, SAY: "one of your [IF AB17a = 1, ADD: "current"] freezers"]

removed and recycled through the Con Edison program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

- 1. I USE IT/THEM
- 2. I DON'T WANT PEOPLE IN MY HOME
- 3. I PLAN TO GIVE IT/THEM AWAY
- 4. APPLIANCE(S) DOESN'T/DON'T QUALIFY: DOESN'T/DON'T WORK OR IS/ARE LESS THAN 10 CUBIC FEET
- 5. DIDN'T KNOW CON ED WOULD PAY \$50 FOR IT
- 6. DIDN'T KNOW THEY WOULD ALSO TAKE ROOM/WALL AIR CONDITIONERS
- 7. I WASN'T CLEAR ABOUT WHAT QUALIFIED/HOW THE PROGRAM

- WORKED
8. I WASN'T READY [NOT ENOUGH MONEY] TO BUY ANOTHER ONE TO REPLACE IT
 9. I DIDN'T KNOW FREEZERS WERE INCLUDED
 10. APPLIANCE(S) IS/ARE NEW/STILL WORKING
 95. OTHER [SPECIFY]
 96. REFUSED
 97. DON'T KNOW

[ASK AB18 IF AB17b ≠ 4]

AB18. Based on what you now know about the program, how likely are you to have a freezer or second refrigerator removed and recycled through the Con Edison program in the next 12 months? Please use a scale of 1 to 10 where 1 means "not at all likely" and 10 means "extremely likely."

- | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|-----------|----|-----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 |
| Not At All | | | | | | | | Extremely | | REF | DK |
| Likely | | | | | | | | Likely | | | |

[ASK AB19 IF CP29c ≠ 1]

AB19. [READ QUESTION SLOWLY, TO MAKE SURE RESPONDENT UNDERSTANDS IT] Con Edison has a program that will pay you \$50 for each working freezer or secondary refrigerator you'd like them to remove and recycle. And, when they pick up your appliance, Con Edison will also offer you \$20 to remove any working room or wall air conditioners you'd like them to take. Using a scale of 1-10 where 1 means "not at all likely" and 10 means "extremely likely," how likely are you to contact Con Edison about having a freezer or secondary refrigerator removed and recycled? **[IF RESPONDENT ASKS, "WORKING" MEANS THAT THE UNIT CAN RUN, NOT NECESSARILY THAT IT IS CURRENTLY BEING USED]**

- | | | | | | | | | | | | |
|------------|---|---|---|---|---|---|---|-----------|----|-----|----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 96 | 97 |
| Not At All | | | | | | | | Extremely | | REF | DK |
| Likely | | | | | | | | Likely | | | |

[ASK AB20 IF AB19 < 5]

AB20. Why wouldn't you have:

[CHOOSE NEXT PHRASE BY CHECKING EACH CONDITION SEQUENTIALLY (I.E., STARTING WITH THE FIRST STATEMENT, THEN THE SECOND STATEMENT, ETC.)]

[IF AB1 = 2, 3 or 4, AND AB4 > 4, SAY: "a secondary refrigerator"]

[IF AB1 = 2, 3 or 4, AND AB4 = 1, 2, 3 or 4, SAY: "a freezer or a secondary refrigerator"]

[IF AB1 < 2 or > 4, AND AB4 = 1, 2, 3 or 4, SAY: "a freezer"]

removed and recycled through this program? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. I NEED/WANT TO USE IT/THEM
2. I DON'T WANT PEOPLE IN MY HOME
3. I PLAN TO GIVE IT/THEM AWAY
4. APPLIANCE(S) DOESN'T/DON'T QUALIFY: DOESN'T/DON'T WORK OR IS/ARE LESS THAN 10 CUBIC FEET

5. I'M CONCERNED I COULDN'T BE HERE WHEN THEY WOULD NEED TO COME TO GET IT
6. I'M NOT CLEAR ABOUT HOW THE PROGRAM WORKS
7. I'M NOT READY TO REPLACE IT
8. NOT A HIGH ENOUGH INCENTIVE
9. I WOULD/MIGHT HAVE IT/THEM REMOVED AND RECYCLED THROUGH THE PROGRAM
10. APPLIANCE(S) IS/ARE NEW/STILL WORKING
95. OTHER [SPECIFY]
96. REFUSED
97. DON'T KNOW

P. Interactions with other Available Programs

P32. Other than Con Edison, what other organizations are you aware of that offer energy efficiency programs that you could participate in? **[DO NOT READ LIST] [RECORD ALL THAT APPLY]**

1. NYSERDA
2. NATIONAL GRID
3. STATE OF NEW YORK
4. FEDERAL GOVERNMENT
5. CITY OF NEW YORK
94. NONE [GO TO NEXT SECTION]
95. OTHER [SPECIFY]
96. REFUSED [GO TO NEXT SECTION]
97. DON'T KNOW [GO TO NEXT SECTION]

P33. Have you participated in any of these energy efficiency programs in the past two years? **[RECORD ONE RESPONSE]**

1. YES
2. NO [GO TO NEXT SECTION]
96. REFUSED [GO TO NEXT SECTION]
97. DON'T KNOW [GO TO NEXT SECTION]

[ASK P33a IF P33 = 1 AND IF P32 HAS MORE THAN ONE PROGRAM]

P33a. Which organizations' program or programs have you participated in during the past two years? **[DO NOT READ LIST] [RECORD ALL THAT APPLY] [ONLY DISPLAY THE CHOICES MARKED IN P32, INCLUDING THE OTHER SPECIFY IF APPLICABLE]**

1. NYSERDA
2. NATIONAL GRID
3. STATE OF NEW YORK
4. FEDERAL GOVERNMENT
5. CITY OF NEW YORK
95. OTHER [SHOW THE ANSWER MENTIONED IN P32]
96. REFUSED [GO TO NEXT SECTION]

97. DON'T KNOW [GO TO NEXT SECTION]

P33b. What was the name of [INSERT ORGANIZATION]'s program? [REPEAT IF MORE THAN ONE RESPONSE GIVEN TO P33a] [ASK NAME OF PROGRAM FOR EACH ORGANIZATION MENTIONED IN P33a] [IF P33a NOT ASKED AND P33 = 1, ASK NAME OF PROGRAM FOR THE ORGANIZATION MENTIONED IN P32]

- a. [INSERT "NYSERDA" if P33a = 1 or (P32 = 1 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. DON'T KNOW
- b. [INSERT "NATIONAL GRID" if P33a = 2 or (P32 = 2 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. DON'T KNOW
- c. [INSERT "STATE OF NEW YORK" if P33a = 3 or (P32 = 3 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. DON'T KNOW
- d. [INSERT "FEDERAL GOVERNMENT" if P33a = 4 or (P32 = 4 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. DON'T KNOW
- e. [INSERT "CITY OF NEW YORK" if P33a = 5 or (P32 = 5 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. Don't Know
- f. [INSERT OTHER VERBATIM ANSWER GIVEN IN P33a OR P32 IF P33a = 95 or (P32 = 95 & P33 = 1)]
 1. NAME GIVEN: [SPECIFY]
 96. REFUSED
 97. DON'T KNOW

D. Demographics

Finally, I have just a few categorization questions to ask.

D1. How long have you lived in your current residence?

1. [RECORD RESPONSE:] # _____ YEARS
96. REFUSED
97. DON'T KNOW

D2. What type of home do you live in? Please allow me to read three categories before you answer. Is it... [READ LIST] [RECORD ONE RESPONSE]

1. A stand alone single family home,
2. A multi-family home with 2 to 4 units, including townhomes or rowhouses, or
3. A multi-family home with 5 or more units, including condos or an apartment?
96. REFUSED
97. DON'T KNOW

D3. Do you own or rent your home? [RECORD ONE RESPONSE]

1. OWN

- 2. RENT
 - 96. REFUSED
 - 97. DON'T KNOW
- D7. What is the highest level of education you have completed? Was it . . .**[READ LIST] [RECORD ONE RESPONSE]**
- 1. Some high school **[NO DIPLOMA]**
 - 2. High school graduate
 - 3. Trade or Technical School
 - 4. Some College **[NO DEGREE OR 2 YR ASSOCIATES DEGREE]**
 - 5. College graduate **[4 YR DEGREE]**
 - 6. Some graduate school
 - 7. Graduate or Professional Degree, or
 - 95. Something else? **[SPECIFY]**
 - 96. REFUSED
 - 97. DON'T KNOW
- D8. And finally, for statistical purposes only, please tell me which of the following categories contains your total household income, before taxes, for the year 2010. Please stop me when I get to the appropriate category. Was it . . . **[READ LIST] [RECORD ONE RESPONSE]**
- 1. Under \$20,000
 - 2. \$20,000 to just under \$40,000
 - 3. \$40,000 to just under \$60,000
 - 4. \$60,000 to just under \$80,000
 - 5. \$80,000 to just under \$100,000
 - 6. \$100,000 to just under \$150,000, or
 - 7. \$150,000 or more?
 - 96. REFUSED
 - 97. DON'T KNOW

Thank you for taking the time to complete this important survey. We really appreciate your input. Have a good day/evening!