

VERDIGRE SHARED ENERGY SAVINGS PROGRAM

APPENDIX I

VERIDGRE SHARED SAVINGS PROGRAM SURVEY RESULTS

A. Participants Survey

24 responses representing at least 24 businesses

1. Why are you participating in the Verdigre Program? Please check your two or three most important reasons.

20 want to lower operating costs
 11 think we should be using energy more efficiently
 11 no-interest loan available
 15 grant available for a portion of the work
 8 need to replace heating equipment or do building repair anyway

2. Would you have participated if the program had been...

18* all loan at 0% interest
 10 all loan at 4% interest
 2 all loan at 8% interest
 16 20% grant, 80% no-interest loan
 10* 20% grant, 80% loan at 5% interest

*There was one "maybe" response in each of these categories

3. Is your answer to question no. 2 different now that it would have been before your improvements were made?

7 yes
 5 no
 11 n/a
 1 no answer

B. Non-Participants Survey

7 responses representing 7 businesses

1. Why did you choose not to participate in the Verdigre Program? Please list your two or three most important reasons.

0 building being foreclosed
 0 don't like taking money from the government
 0 wanted all grant instead of loan
 4 energy savings would be insignificant
 3 other: building remodeled a few years ago, someone else could use the money; thought the owner wouldn't cooperate; too much red tape; partner wouldn't agree to it

2. Would you have participated in the program if it had been...

- 0 all loan at 0% interest
- 0 all loan at 4% interest
- 0 all loan at 8% interest
- 0 20% grant, 80% no-interest loan
- 0 20% grant, 80% loan at 5% interest
- 7 no answer

3. Was the program publicized enough to interest you in participating?

- 5 yes
- 0 no
- 2 no answer

C. Suggestions for Improvements

The suggestions fell into the following categories:

1. Too much red tape;
2. Expand eligibility to other sectors, more measures;
3. Provide energy audits, at a minimum;
4. Some people felt cheated when they had already paid full price for energy improvements before the program began, and now their neighbors were getting big discounts to do the same type of work.

D. Possible Conclusions

1. The results seem to confirm what we already know about people taking action regarding energy conservation: the dollar motivates. Most people participated because they wanted lower operating costs and because a grant was available. The least motivational reason was that the work needed to be done anyway. The results suggest that people know they should conserve energy, but they won't do the work until someone explains how much money they could save, and offers an additional financial incentive.
2. The most popular alternative program arrangement was the no-interest loan. More people chose this than the 20% grant, 80% no-interest loan option, which suggests there may have been some confusion on the part of the survey respondents. The only option which was not acceptable to participants was the 8% interest loan. This information is useful to us because we previously did not know how high (re interest) people would go and still be interested in a loan program. We could now surmise that 8% is a dividing line between interested and not interested.
3. The question about changed attitudes was not too helpful,

because most participants said it did not apply (because their work was not finished yet, or because they didn't have any actual savings yet, perhaps). Of those who did answer the question, more said yes than no.

4. People did not participate because they could not generate or at least thought they could not generate enough energy savings. Several of the non-participants said they had just had work done a year or two before. Some non-participants applied for the program but were turned down because their paybacks were too long.
5. The question about what arrangements would have motivated the non-participants did not provide any information because no one answered the question. Maybe they would have answered similarly to the participants, if they thought they were eligible.
6. All the non-participants who responded to the question about publicity said it was sufficient to interest them.