

Chapter 4

Customer Acceptance Survey **Top End Findings**

Executive Summary

Summary

- EDRP participants were very satisfied, while DADRP participants were significantly less satisfied.
- Those who rated DRP information as more useful were significantly more satisfied with EDRP.
- Those who were more satisfied in 2001 were more likely to sign up for 2002 DRPs.
- Better understanding of the timing of event notification was most strongly related to higher ratings of EDRP information usefulness.
- Fuller understanding of the CBL calculation was most strongly related to higher ratings of DADRP information usefulness.
- Those who previously participated in RTP, TOU and NYSERDA PONs programs were significantly more likely to participate in NYISO DRPs.
- Email and direct contact from LSEs, the NYISO and NYSERDA are the most effective communication methods.
- Customers did not indicate that a non-weather-sensitive CBL calculation deterred their DRP participation.

Recommendations

- Clearly educate customers on the attributes of the DRPs.
- Make every attempt to get customers participating in some price responsive load management program. This tends to lead to participation in EDRP & DADRP.


Chapter 4 Contents

- **Objectives**
- **Methodology**
- **Statistically speaking...**
- **Who answered the questions?**
- **Actual and perceived participation**
- **Key drivers of intention to sign up for 2002 DRPs**
- **Customer satisfaction with the DRPs**
- **Hypotheses tested**
- **Answers to selected survey questions**
- **Summary & Recommendations**
- **Appendix with answers to remaining questions**

Study Objectives

Focus of Chapter 4

1. To **evaluate** the NYISO's 2001 Demand Response Programs based on customer feedback. (Part 1 of questionnaire)
2. To identify **refinements** that can be made to provide even better DRPs for 2002. (Part 2)



Part 1: Customers' opinions about the 2001 DRPs were used to assess the perceived value of the programs offered in 2001.

Opinions about last year's program should be balanced against customers desires for redesigned programs for 2002. The choice-based conjoint analysis of **Part 2** provides the best direction for refining the programs.

CAT Survey Methodology

- **Two populations of interest were identified:**
 - **Summer 2001 NYISO DADRP and EDPR program participants**
 - **Informed non-participants – customer, contacted directly by an LSE or CSP specifically to promote participation, but that did not**
- **LSEs and CSP provided customer lists from which samples were drawn:**
 - **Goal was to send survey to entire population of participants**
 - **Informed non-participant subpopulations (by LSE and CSP) were sampled based on size and funding limitations**
- **Survey instruments were developed, reviewed by the Steering Committee, and tested prior to administration.**
- **Sample respondents were given two means by which to respond**
 - **Complete and return the mailed instrument**
 - **Go to a designated Web site and complete the survey on-line**

Customer Survey Administration

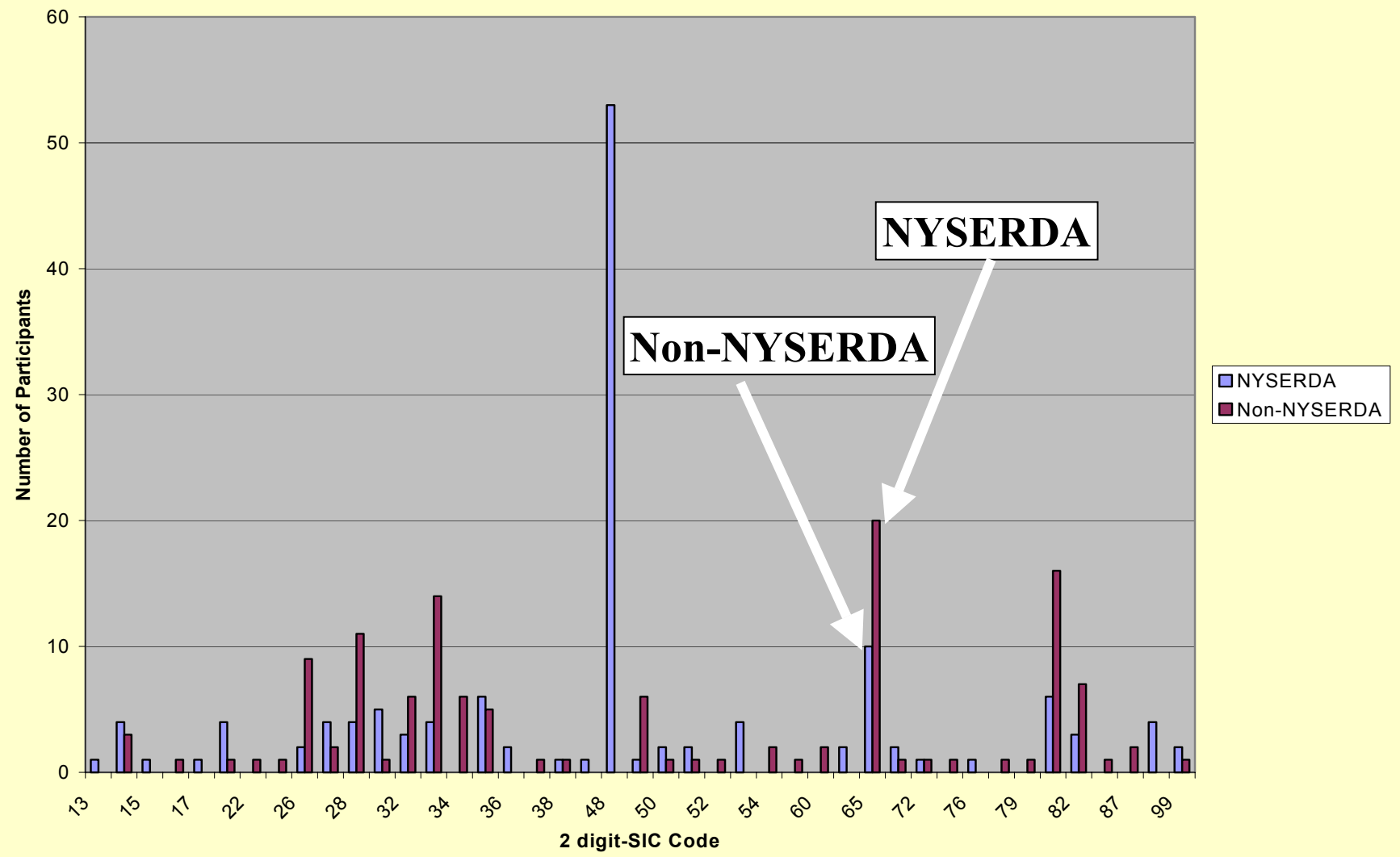
- **Two-part survey**
 - **Part one** included question about customer satisfaction with the program and its administration, and solicited customer firmographic information
 - **Part two** asked respondents to make a series of choices for alternative program designs with varying feature levels
- **Follow-up postcards, telephone calls, and e-mail undertaken to increase survey response**
- **Prizes offered as incentives to complete survey**

EDRP Program Population by Zone and PON

Zone	Subscribed Through			Total No.	EDRP Participants also Participating in a NYSERDA PON			
	LSE No.	CSP No.	Other No.		# 577 No.	#585 No.	Both No.	Total No.
A	33	1	4	38	14	4	3	21
B	16	0	0	16	6	0	5	11
C	29	0	2	31	4	15	3	22
D	5	0	0	5	3	2	0	5
E	23	0	0	23	4	3	0	7
F	23	1	4	28	5	1	1	7
G	13	2	0	15	2	0	0	2
H	4	6	0	10	4	3	2	9
I	15	5	0	20	8	0	2	10
J	48	19	0	67	22	0	0	22
K	1	38	0	39	38	0	0	38
Totals	210	72	10	292	110	28	16	154

PON indicates participation in a NYSERDA funded project

EDRP Participants by SIC Code

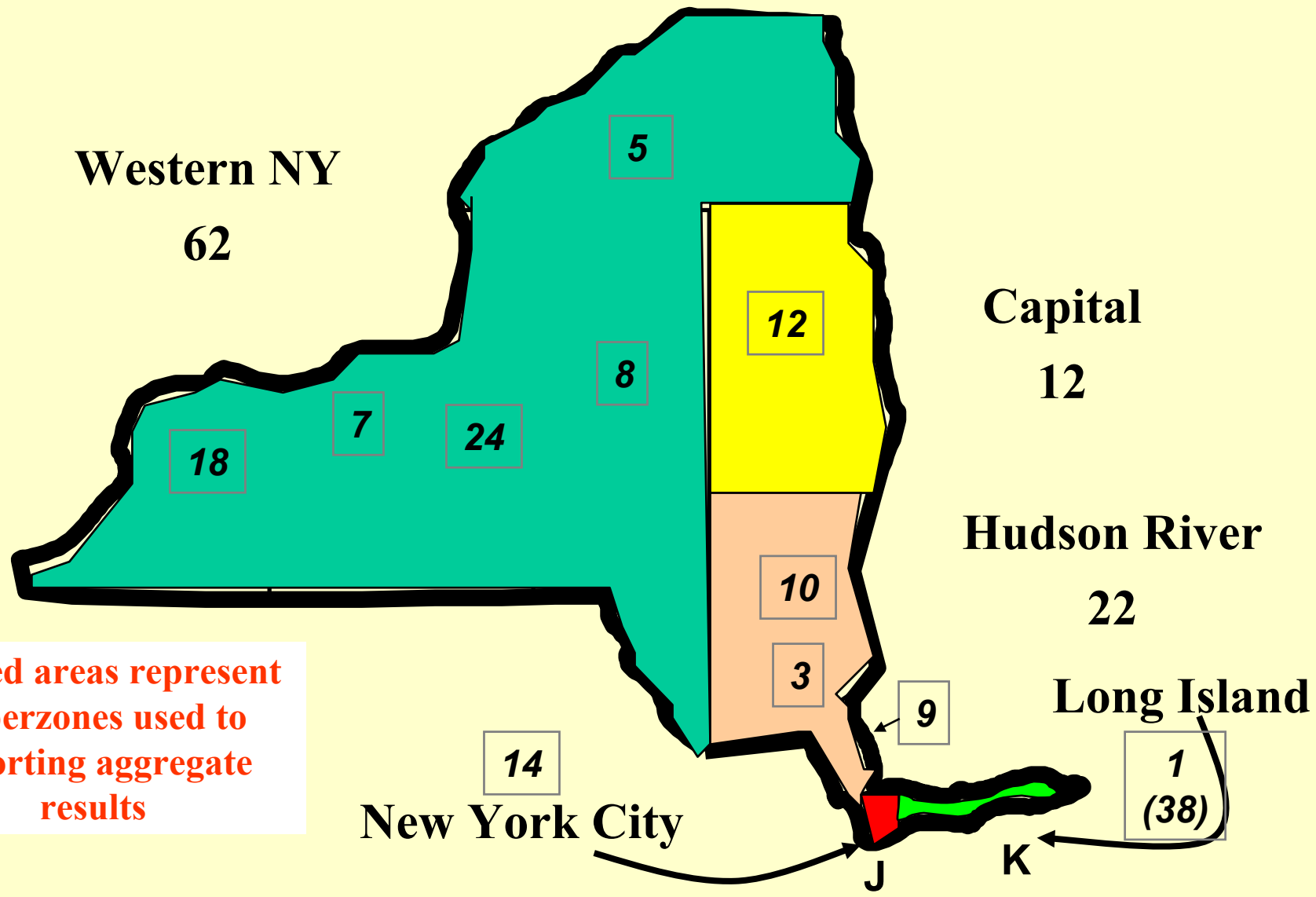


CAT Survey Sample

	Participants			Informed Non-Participants			Total	
	LSEs	CSPs	Other	LSEs	CSPs	Other	P	INP
Available Population	140	142	10	3293	?	477	292	3770
Surveys Sent	140	2 (51)	10	478	0	48	152	526
Completed Surveys Received	44	2 (51)	7	49	0	9	53	58
Total: Surveys Sent							631	
Total: Survey Responses							111 (63 paper and 48 web)	

- Two CSPs made their customers available for surveying
- Two of the CSP survey responses represented multiple accounts
- The analysis is reported on unweighted data from the 111 survey respondents

Survey Response by NYISO Zone



Shaded areas represent Superzones used to reporting aggregate results

Statistically speaking ...

- **Sampling hindered by:**
 - *lack of participation of all LSEs & CSPs.*
 - *Varying survey responses from NYS zones*
 - *Methodological limitations (Anthrax scare, etc.)*
- **n = 111 -> estimation is accurate within ± 9.3 percentage points overall, if random sampling from relevant universe**
- **These findings are descriptive of the sample & representative of the LSE population.**

- Only 2 of the CSPs participated in the study.
- Consequently, the findings reflect the actions and opinions of LSE customers, but not for CSP customers.
- It is important to keep this in mind when interpreting the findings.
- Estimation based on the 111 respondents is accurate within ± 9.3 percentage points.

Who answered the questions?

The typical respondent is a customer of a New York State LSE and:

- **has fewer than 100 employees;**
- **operates through 3 working shifts;**
- **occupies from 100,000 to 499,999 square feet of space;**
- **used between 100,000 kWh & 2,000,000 kWh in the last month before the survey;**
- **used electricity accounting for less than 8% of operating expenses;**
- **has air conditioning (69%), building-wide environmental control technologies (61%) and interval meters (88%).**

(Exhibits of customer characteristics are in the appendix.)

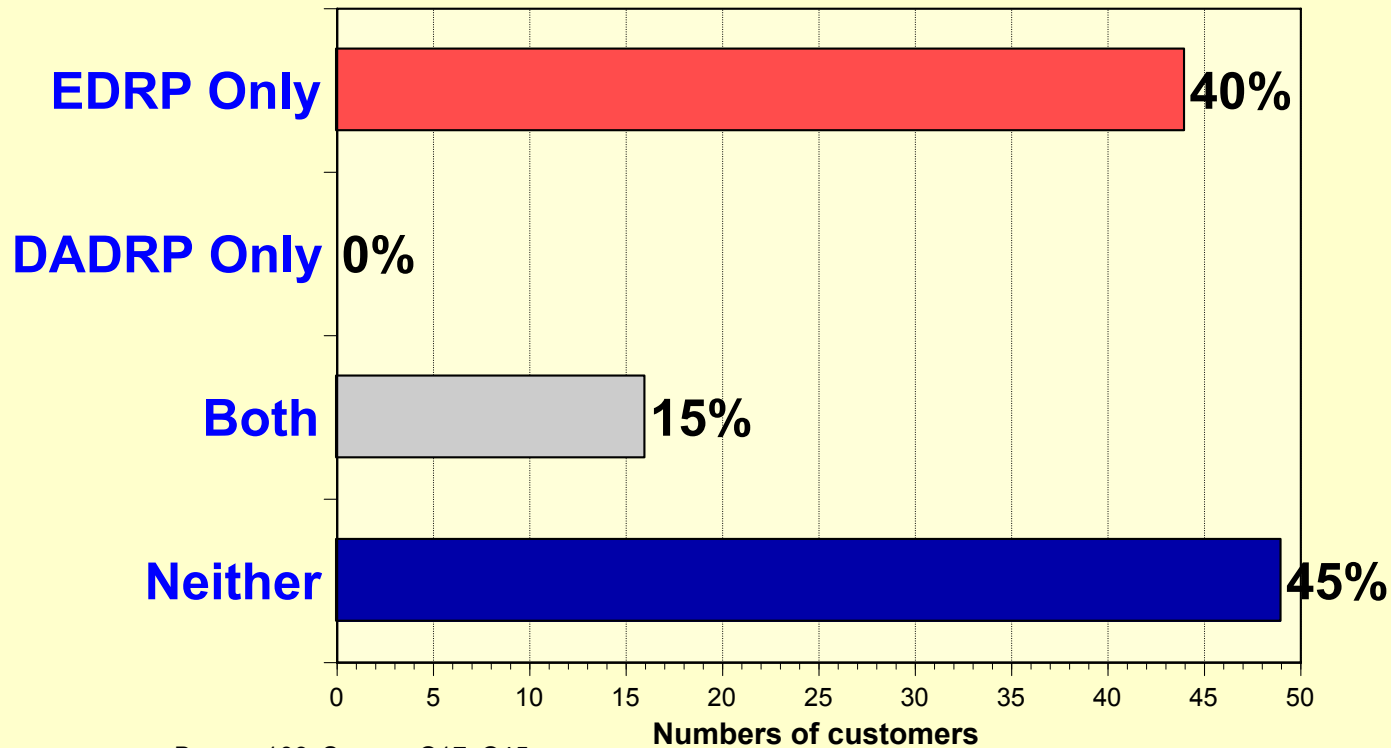
Participation: **Real & Imagined!**

- **Survey respondents are sometimes not aware of all of the electricity initiatives in which the firm is involved.**
- **Several respondent claimed to be on a DRP program that is known to be inaccurate.**
 - e.g., 19% of those known to have participated in neither program, claimed to have been an EDRP participant.

Lack of total accuracy for factual questions in surveys is typical. Respondents are very busy and sometimes can't recall the answer, might not have been the decision maker or might not have been informed of all aspects of the electricity decision.

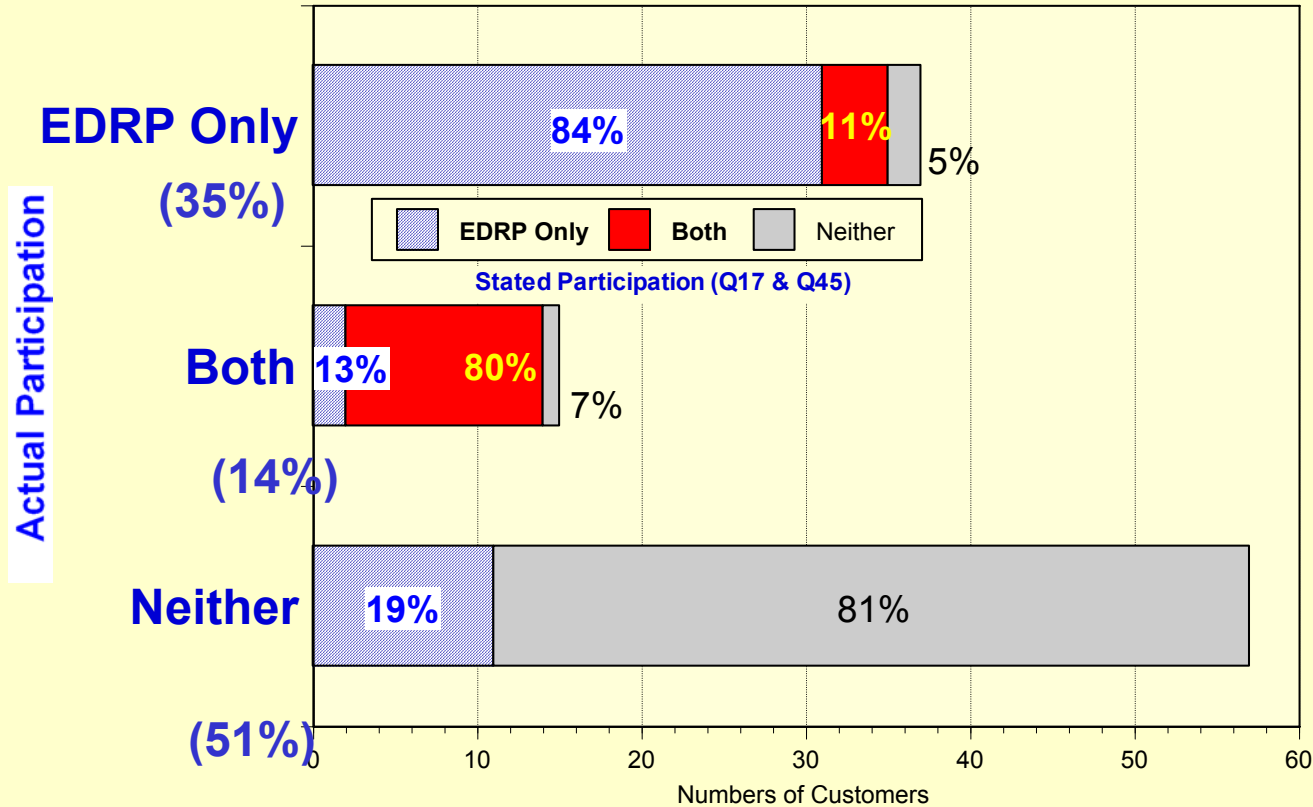
Such results are typical, reflecting low customer understanding of the terms of service under which they are actually served

Stated Participation in DRP Programs



- These are the answers that participants provided when asked if their firms had signed up for the DRPs.
- As seen on the next page, these are not fully accurate.

Actual and Stated Participation



Base = 109, Source: Q17, Q45, NYISO Combined EDRP-STAT & DADRP-STAT

- Slightly more than 80% of customers **knew their participation state**.
- 84% of those who were **actual participants in EDRP** stated that participation accurately.
 - 11% felt, incorrectly, that their firm was in both DRPs and 5% said they were in neither.
- 19% of those who were in **Neither** DRP stated that they were in EDRP.

Key Drivers of Likely Participation in 2002 EDRP

- Higher **satisfaction** with the 2001 NYISP programs tends to drive intention to participate in 2002.

- Extensive analysis was performed to identify those program characteristics or firm features that most contributed to higher intentions to participate in the 2002 EDRP.
- the one key driver of likely participation in next year's programs was higher satisfaction with the 2001 DRPs.
- This is an important phenomenon; It's important to provide an attractive entry program to build knowledge through experience
- Evidence is presented showing that those who rated the **usefulness of program information** higher tended to be significantly more satisfied with the DRP.

Drivers of 2002 EDRP Sign-Up

Q59. Likelihood will sign up for 2002 EDRP?

Highly satisfied customers clearly will form the bulk of those who re-sign and participate in load reduction through EDRP next summer.

Cat.	%	n
Definitely not	3.51	2
Probably not	26.32	15
Probably will	31.58	18
Definitely will	38.60	22
Total	(100.00)	57

Q29A. EDRP Satisfaction Overall

Very dissatisfied;<missing>

Slightly dissatisfied;Slightly satisfied;Somewhat satisfied

Very satisfied

Cat.	%	n
Definitely not	9.52	2
Probably not	61.90	13
Probably will	23.81	5
Definitely will	4.76	1
Total	(36.84)	21

Cat.	%	n
Definitely not	0.00	0
Probably not	4.00	1
Probably will	52.00	13
Definitely will	44.00	11
Total	(43.86)	25

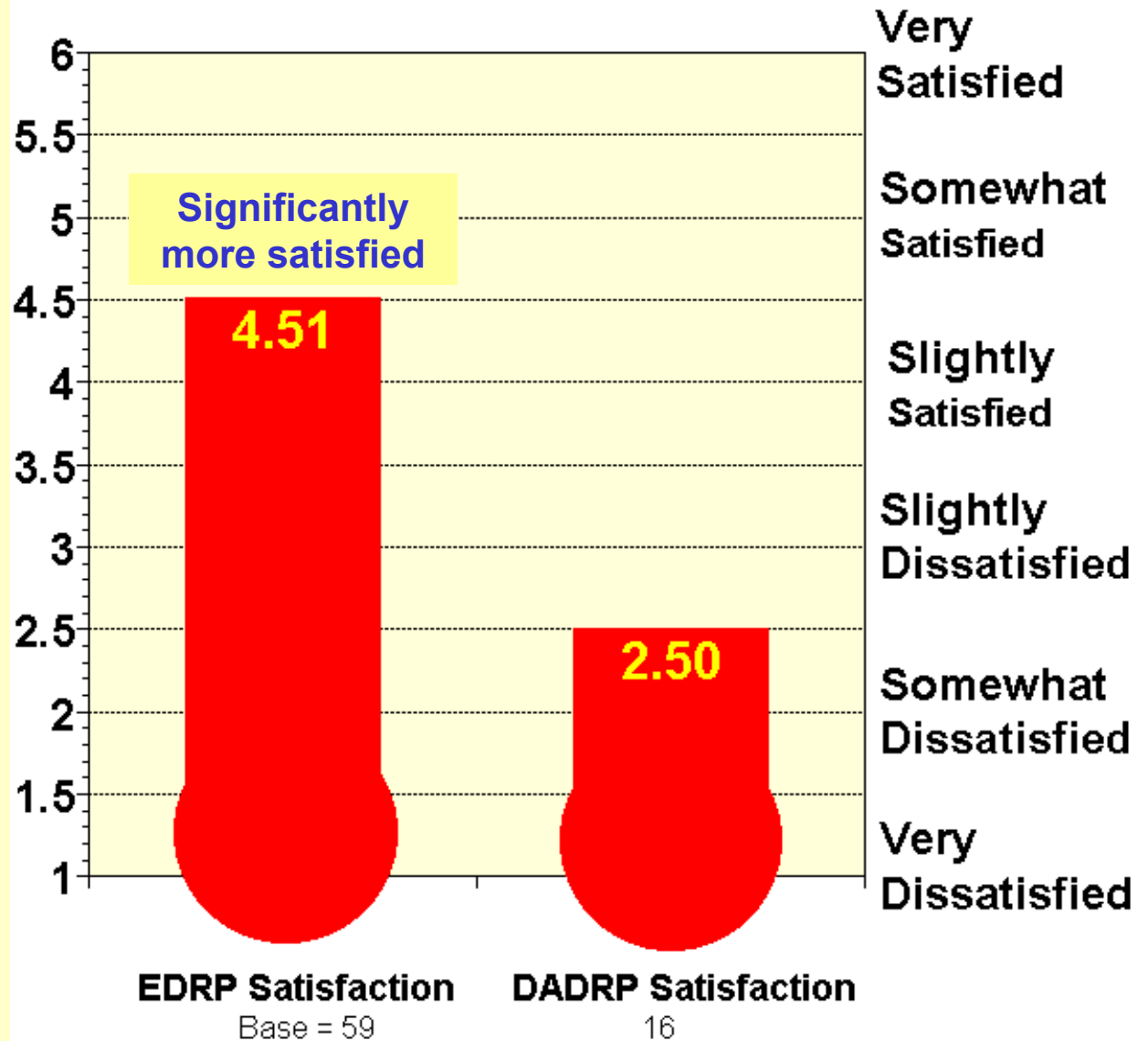
Cat.	%	n
Definitely not	0.00	0
Probably not	9.09	1
Probably will	0.00	0
Definitely will	90.91	10
Total	(19.30)	11

- While 91% of those who were “very satisfied” said they definitely will participate in the 2002 EDRP, only 44% of those who were somewhat satisfied to slightly dissatisfied are likely to participate next year.

Satisfaction with EDRP & DADRP

- Many firms put substantial importance on satisfying customers.
- EDRP participants were significantly more satisfied than were DADRP participants.
 - EDRP mode for satisfaction: “somewhat satisfied”
 - DADRP mode for satisfaction: “somewhat dissatisfied”

Overall Satisfaction of EDRP & DADRP



- **Satisfaction with EDRP was significantly higher than for DADRP.**

- Note that only 16 reported their satisfaction for DADRP.

- **The distribution of answers was dramatically different for the two programs. (See next page.)**

- **Reasons for satisfaction were provided by some.**

Satisfaction with EDRP

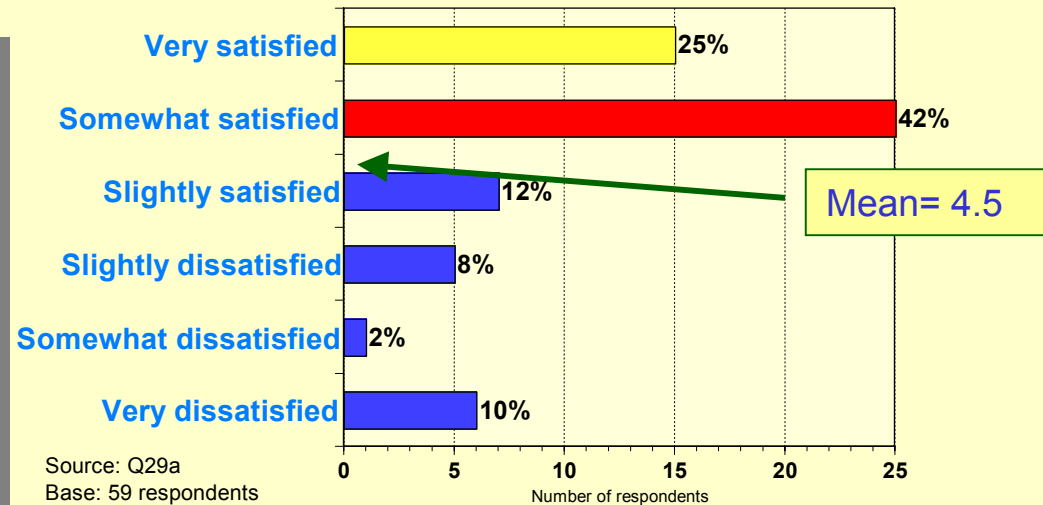
- **67% were at least somewhat satisfied with EDRP, but only 12% with DADRP.**

- **The mode for EDRP was “somewhat satisfied”.**

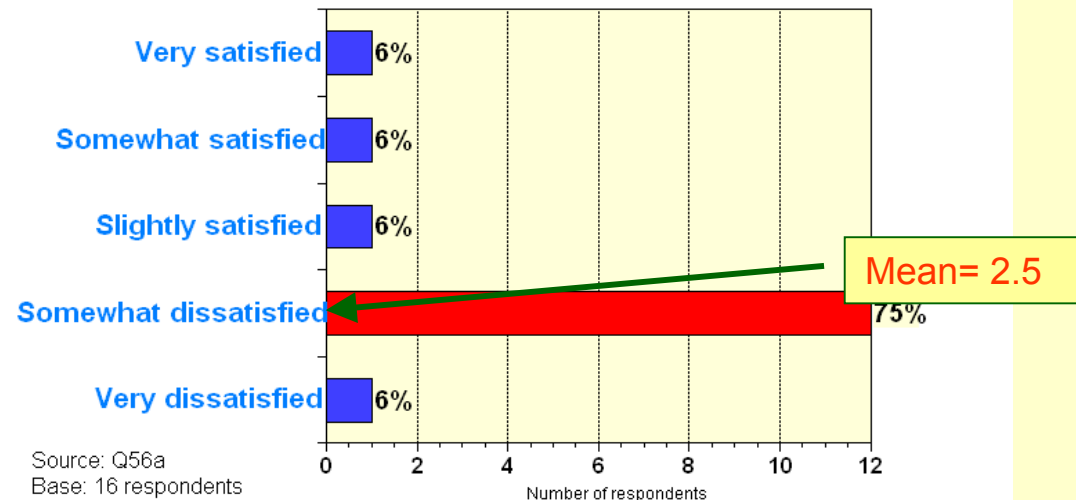
- **The mode for DADRP was “somewhat dissatisfied”.**

- **Note that the distribution of satisfaction with DADRP was extremely heavily skewed to the negative part of the scale.**

- **Program satisfaction was found to be the key indicator of intention to sign up for the 2002.**



Satisfaction with DADRP



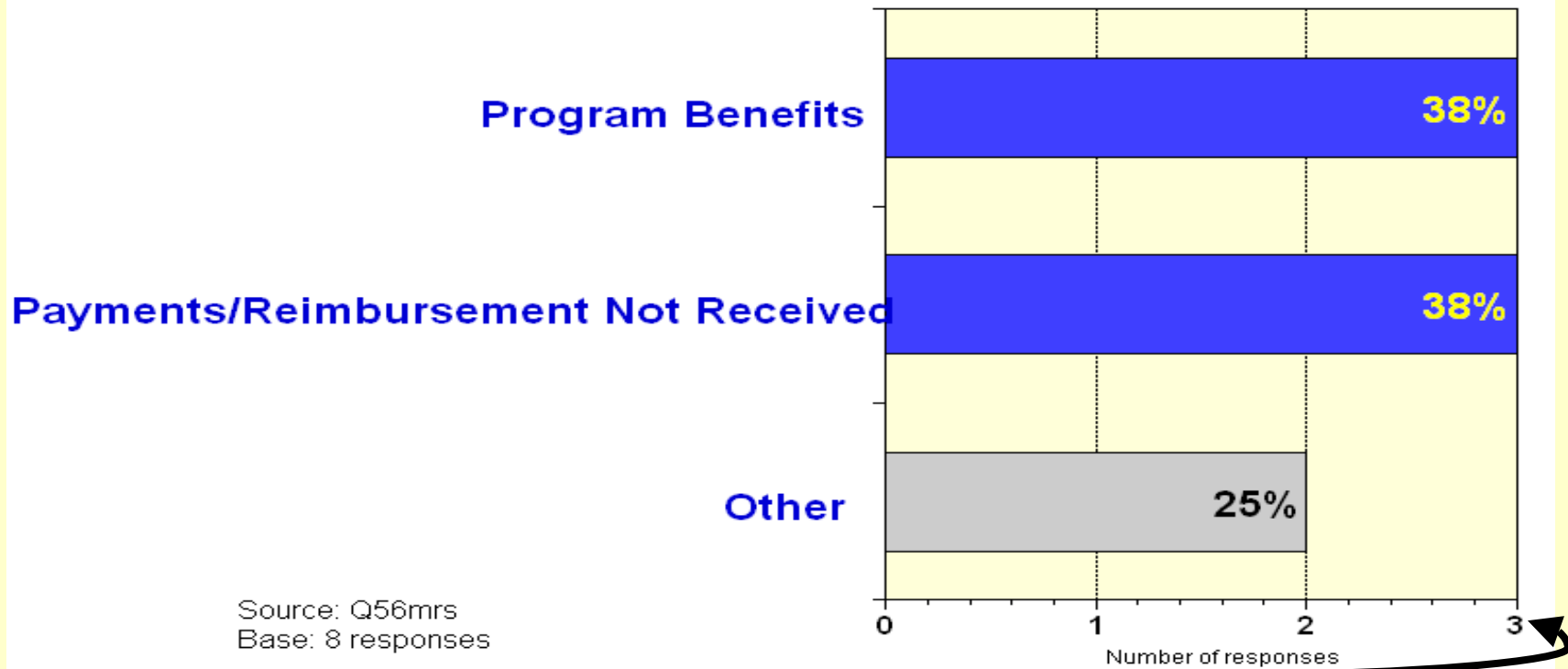
Reasons for EDRP Satisfaction/Dissatisfaction

- Customers were asked their reasons for rating DRP satisfaction.

	Dissatisfied	Satisfied
Not cost effective	3	2
Lack of or Slow feedback	4	5
Unreliable or Confusing notification of event process	0	4
Program Benefits	0	12
Haven't received payment	4	4
Not enough opportunities/incentive for saving	1	3
Financially worthwhile/ received incentives to reduce	0	5
Other	1	8

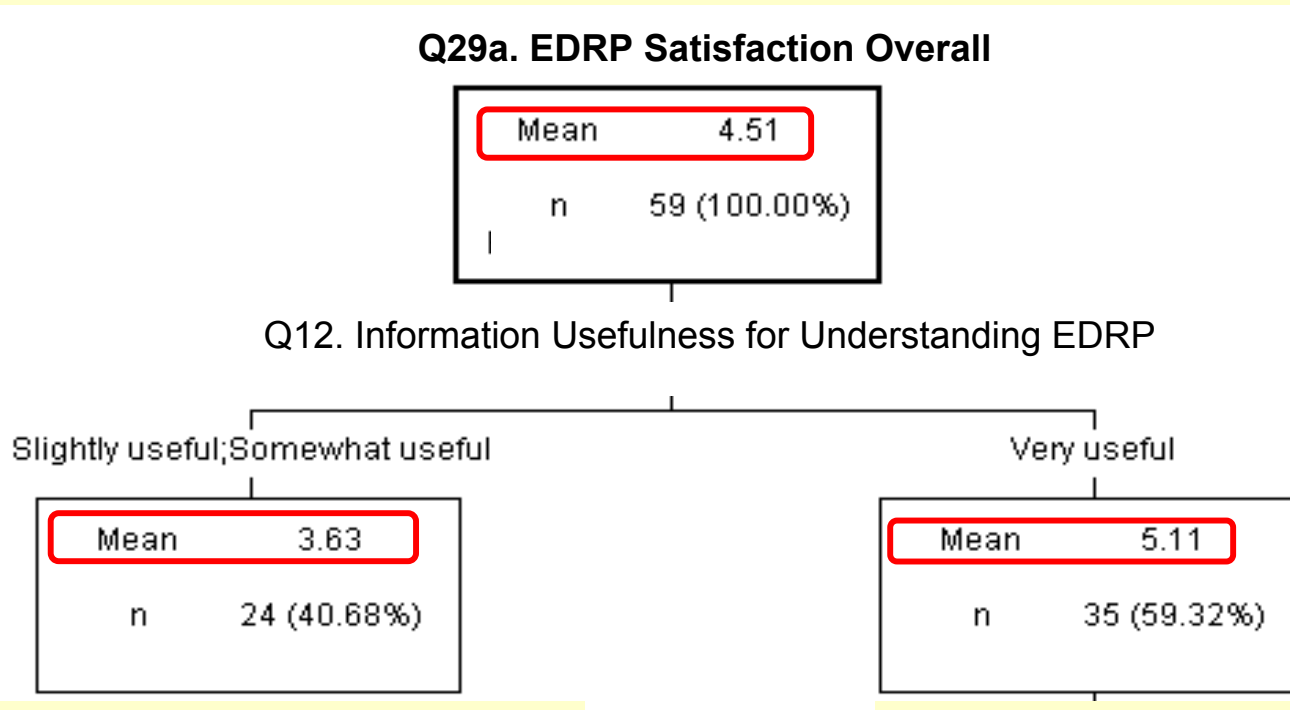
- Many of those who were “satisfied” provided reasons for their dissatisfaction as well as for satisfaction.
- This information can be used for improving satisfaction for the 2002 DRPs.
- Communication of, and fulfillment of, payment timing is very important for increasing satisfaction.
- Improvement in education and communication of program attributes will help to increase satisfaction.

Reasons for Satisfaction / Dissatisfaction with DADRP



- Very few sampled customers participated in DADRP and, consequently, few provided reasons for their satisfaction/dissatisfaction.

A Key driver of EDRP Satisfaction: Were they given useful information?



Not enough respondents to conduct similar analysis for DADRP

- This tree-splitting analysis highlights those variables that helped to explain EDRP satisfaction.
- The usefulness of provided information for understanding EDRP was found to be most effective in explaining differences in satisfaction.
- Those who felt the information was “very useful” were significantly more satisfied than were those who felt that the information was only somewhat or slightly useful.

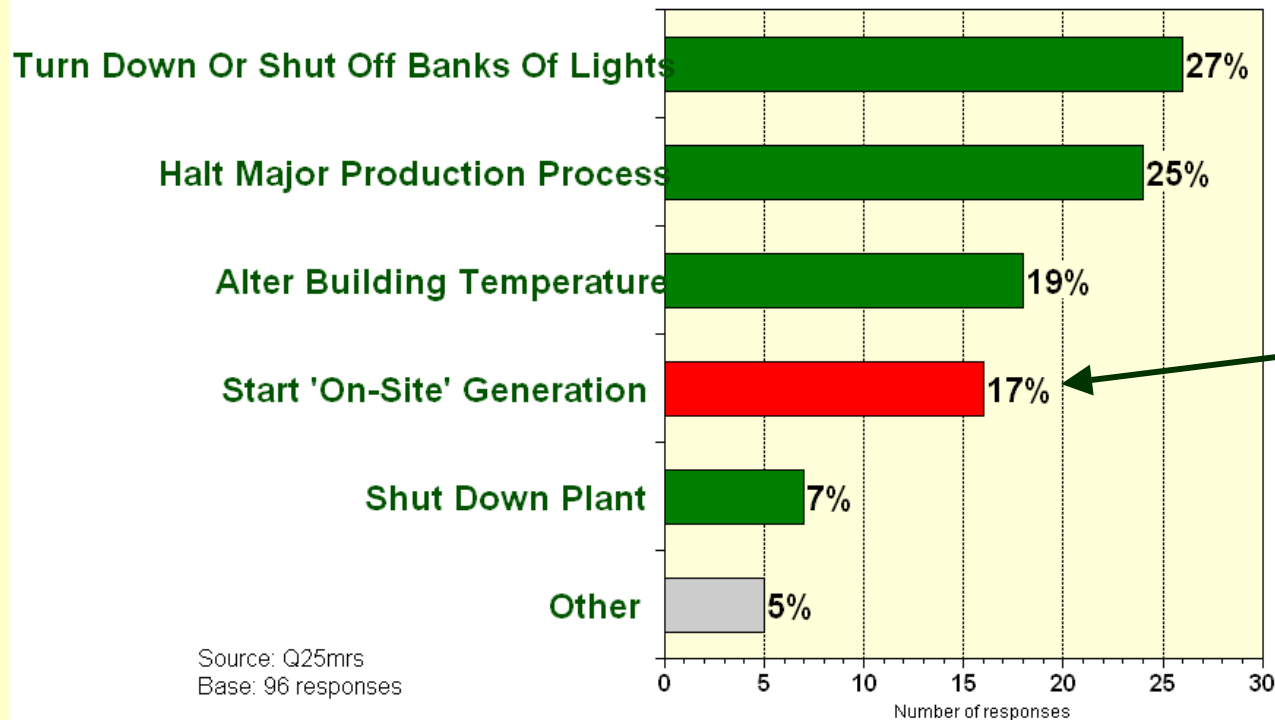
Hypothesized Relationships

- **Neenan Associates initiated several hypotheses about relationships among variables so as to better explain differences in participation and other key responses. The list of hypotheses was augmented by members of the price responsive load steering committee and working group.**
- **The findings for several of those hypotheses are presented on the following tables. For some of the hypotheses, the data was not conducive to testing. For others, the analyses of actual performance and the conjoint part of the survey were found to be more instructive. That information is presented in Chapter 3.**

H1: Environmental-based restrictions on DG operation acted as a significant barrier to customer participation in PRL programs.

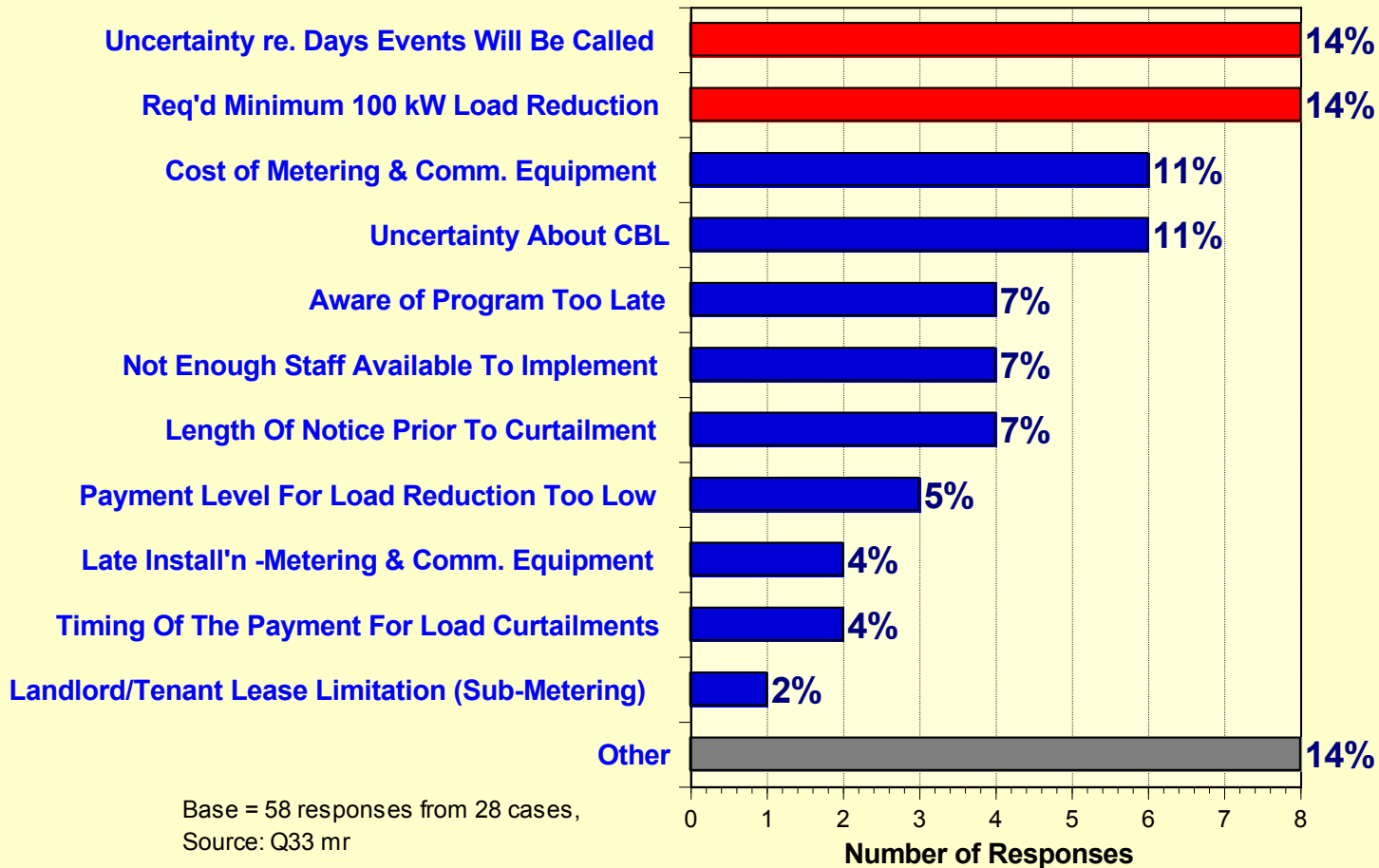
- **Survey Respondents did not indicate the such restrictions were a barrier to participation or response**
- **During the presentations of the findings to the PRL steering committee and working group, several people found this finding unexpected. It is important to interpret the findings relative to those who participated in the study. Only 2 CSPs cooperated in the study.**
- **However, 17% of respondents said that they complied with the events called from August 7th to 10th, 2001 by “starting on-site generators”. This percentage coincides with the NYISO records for compliance actions by the population of program participants.**
- **Perhaps those who were very concerned about environmental penalties for running distributed generators did not respond to the survey or did not protest environmental restriction for their own reasons.**
- **In the future, groups that might be included to not respond should be identified prior to the survey. If response rates among those groups are not adequate, special efforts could be made to encourage members of those groups to complete the questionnaires.**

Compliance actions undertaken during the EDRP emergency events on August 7th- 10th, 2001?



• Comments were made during the presentations to the Steering Committee and to the Working Group that approximately 17% of participants actually responded to events by starting on-site generators.

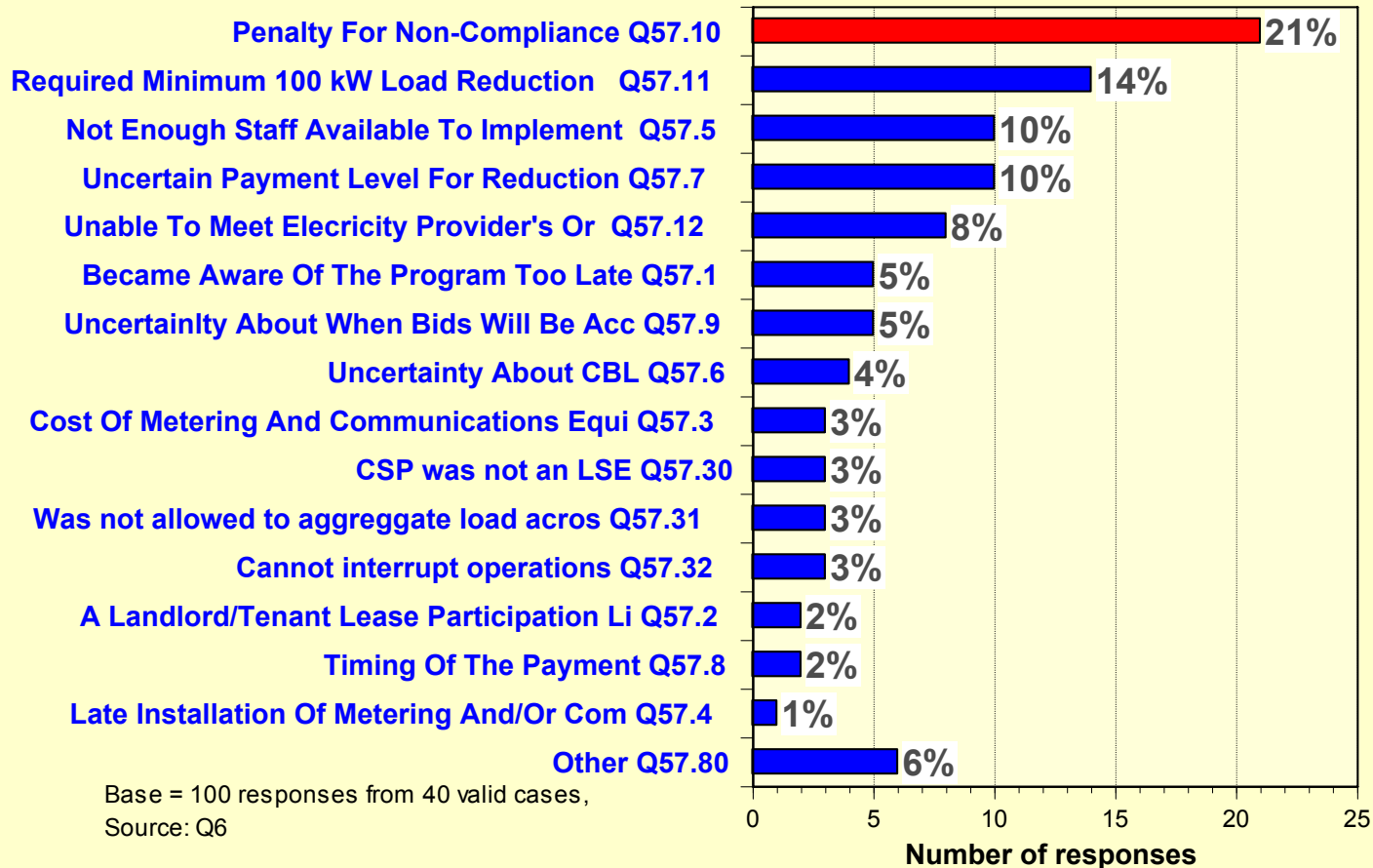
Reasons for Not Signing Up for EDRP



- No customers indicated that environmental restrictions on DG were reasons for their firms not signing up for EDRP.

- Note, only 28 out of 58 non-participant respondents answered this question.

Reasons for Not Signing Up for DADRP



• No customers indicated that environmental restrictions on DG were reasons for their firms not signing up for EDRP.

• Note, only 40 of 58 nonparticipating respondents customers answered this question.

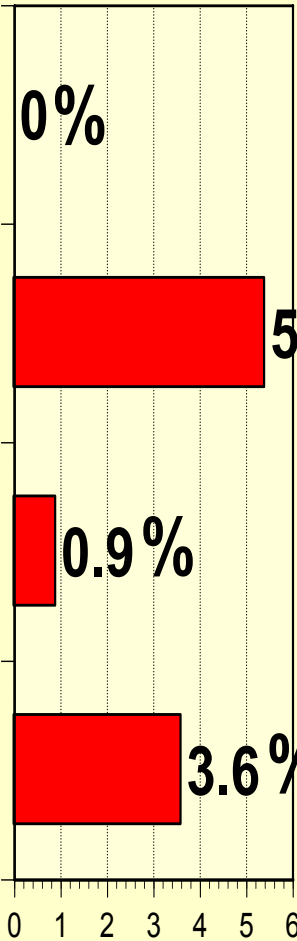
H2: A major deterrent to participant performance was that CBL did not properly reflect weather sensitive loads.

- **Very few** customers indicated that anything to do with CBLs influenced their decisions to participate. (See following graph.)
- **No one mentioned weather** in connection with their CBL.

Mentions of CBL as reasons for ...

- Below are percentages of all 111 survey respondents.
- **5.4% of all respondents mentioned CBL as a reason for not signing up for EDRP.**
- Those who signed up for the DRPs and those who did submit DADRP bids would not have been asked these questions.

Q26.3 Reasons for nonparticipation in EDRP Aug 7-10



Q33.7 Reasons for not signing up for EDRP

Q53.5 Reasons for not submitting any DADRP bids

Q57.6 Reasons for not signing up for DADRP

- **28.6% of the 29 people who were asked Q33 mentioned “uncertainly about CBL”**
- 11% (1 of 9 respondents to Q53) mentioned “uncertainty about CBL”
- 9.5% of the 42 who answered Q57 mentioned “uncertainty about CBL”

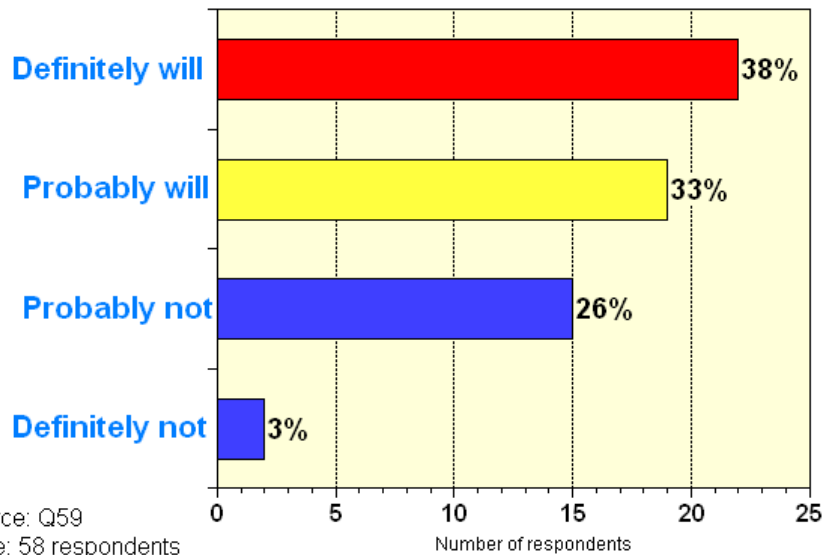
Base = 111

Percent of customers

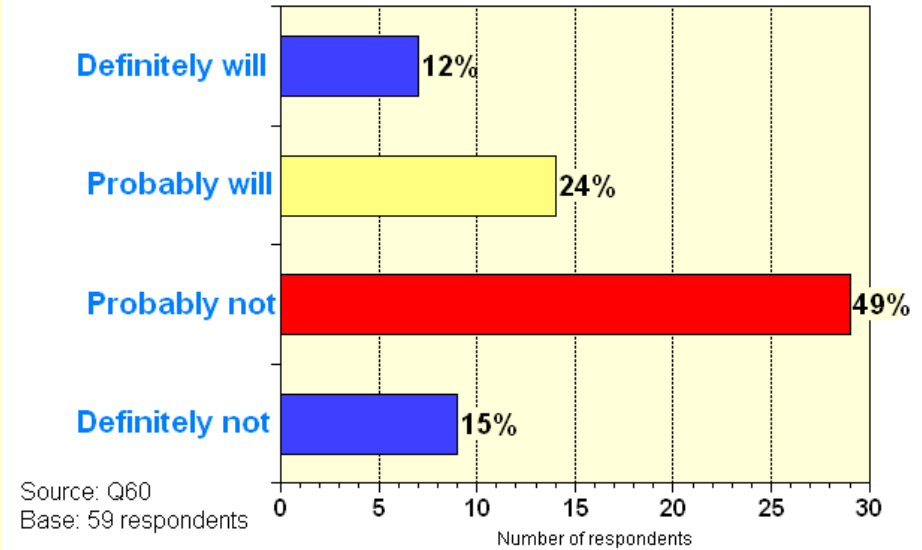
H3: Participation in a program in 2001 is indicative of intent to participate in 2002.

- **Participants in the 2001 EDRP are significantly more likely to participate in the 2002 EDRP program only or in both DRPs than are non-participants.**
- **Participants in Both 2001 DRPs are significantly more likely to participate in DADRP than participants in only the 2001 EDRP or in Neither 2001 DRP.**

Intention to Sign Up for 2002 EDRP



Intention to Sign Up for 2002 DADRP



- While 71% of respondents were intending to sign up for 2002 EDRP, 64% intended NOT to sign up for DADRP.
- The two graphs reflect the substantially different opinions of customers to these two programs.

Subscription in 2001 Increases Intention to Subscribe in 2002

Q59. Likelihood will sign up for 2002 EDRP?

Cat.	%	n
Definitely not	3.45	2
Probably not	25.86	15
Probably will	32.76	19
Definitely will	37.93	22
Total	(100.00)	58

Actual 2001 Participation (NYISO)

EDRP Only;Both

Cat.	%	n
Definitely not	0.00	0
Probably not	15.38	6
Probably will	33.33	13
Definitely will	51.28	20
Total	(67.24)	39

Neither

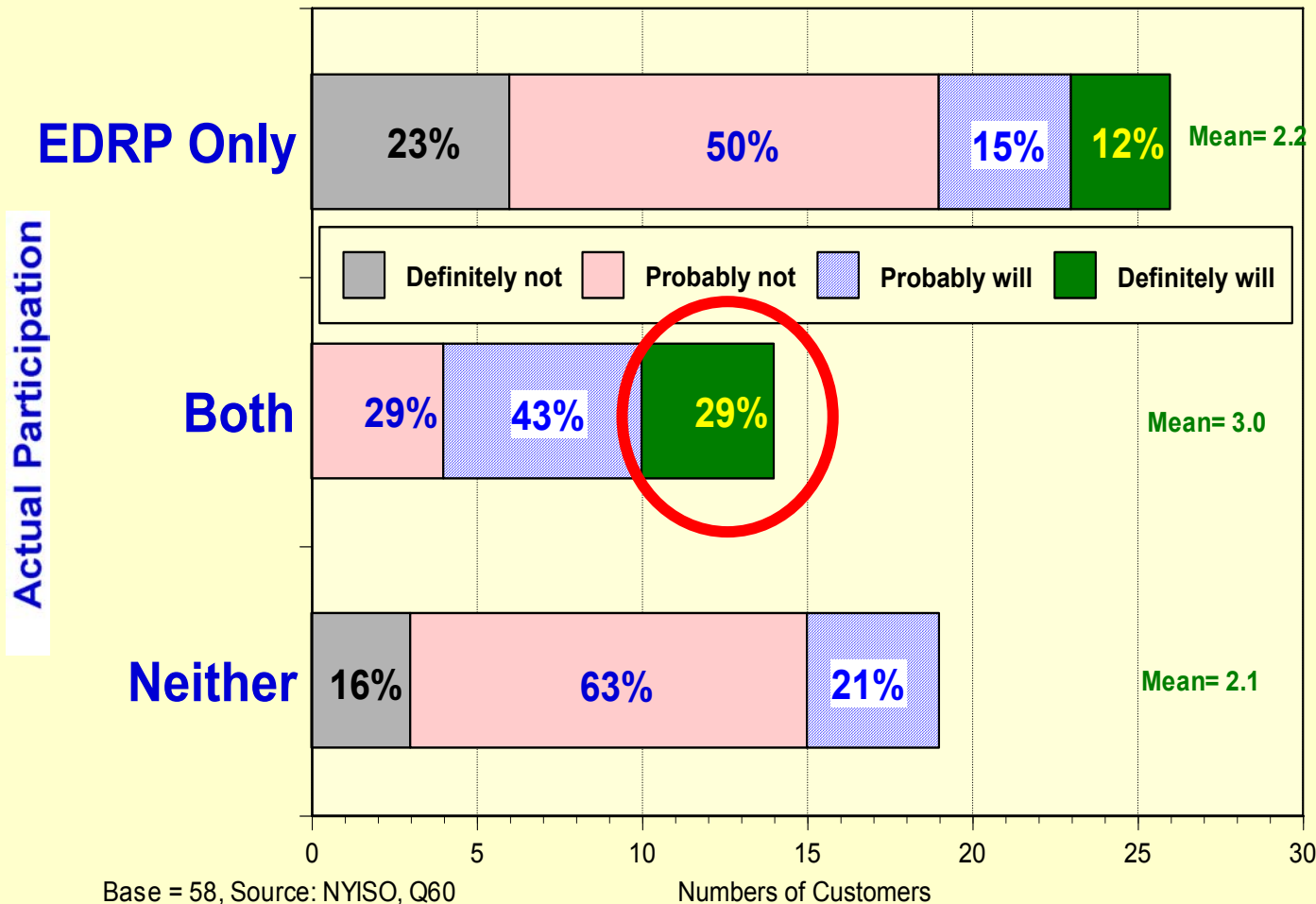
Cat.	%	n
Definitely not	10.53	2
Probably not	47.37	9
Probably will	31.58	6
Definitely will	10.53	2
Total	(32.76)	19

- Participation in the 2001 was found to be an important indicator of intentions to sign up for the 2002 EDRP.

- **51% of participants intended to sign up for the 2002 EDRP**

- **Only 10.5% of non-participants intended to sign up for 2002 EDRP**

H3b: 2001 Actual Participation & 2002 Intended DADRP Participation



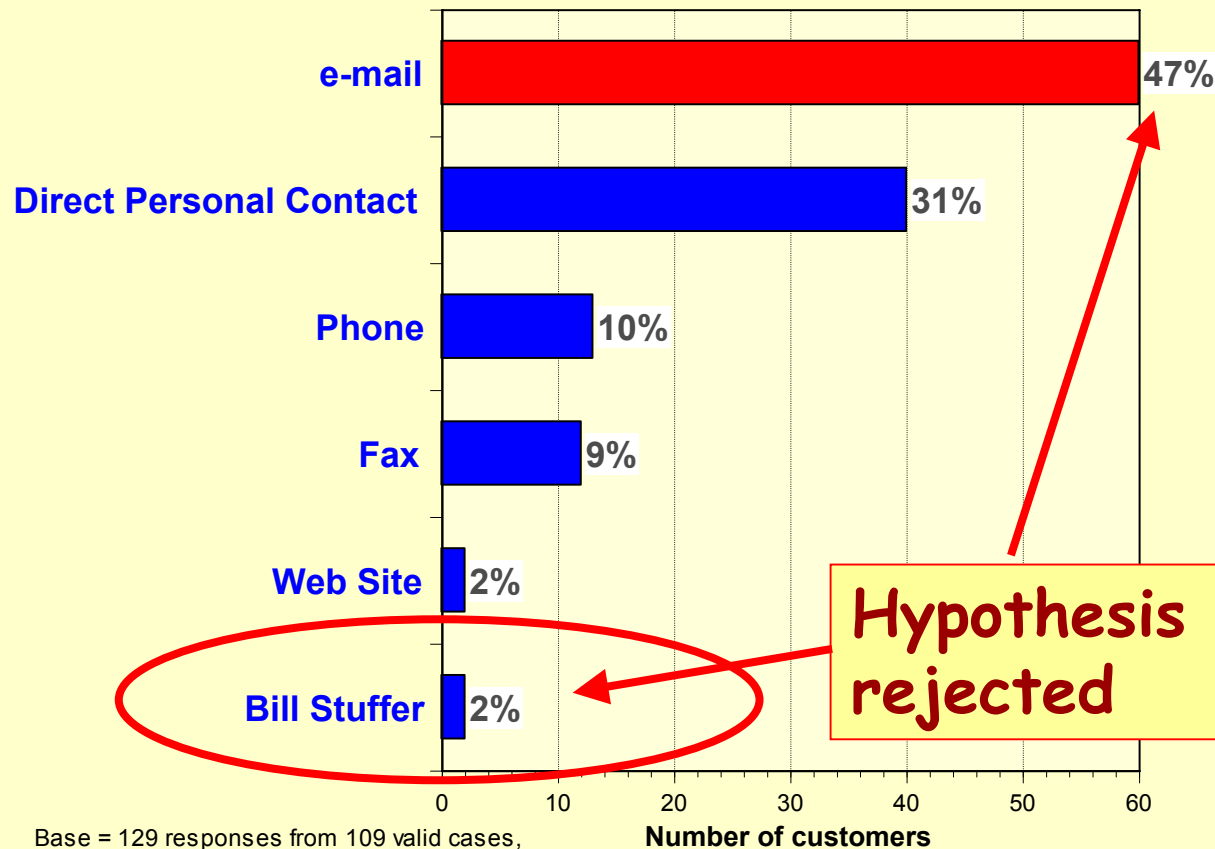
- Participation in both 2001 programs was found to be the key driver of intentions to sign up for the 2002 DADRP

- 29% of participants in both DRPs in 2001 intended definitely to sign up for the 2002 DADRP

- None of the 2001 non-participants intended definitely to sign up for 2002 DADRP

H5: The most effective way to get **information on PRL programs to customers is through a **bill stuffer** or other direct communication.**

Most Effective Communication of DRPs

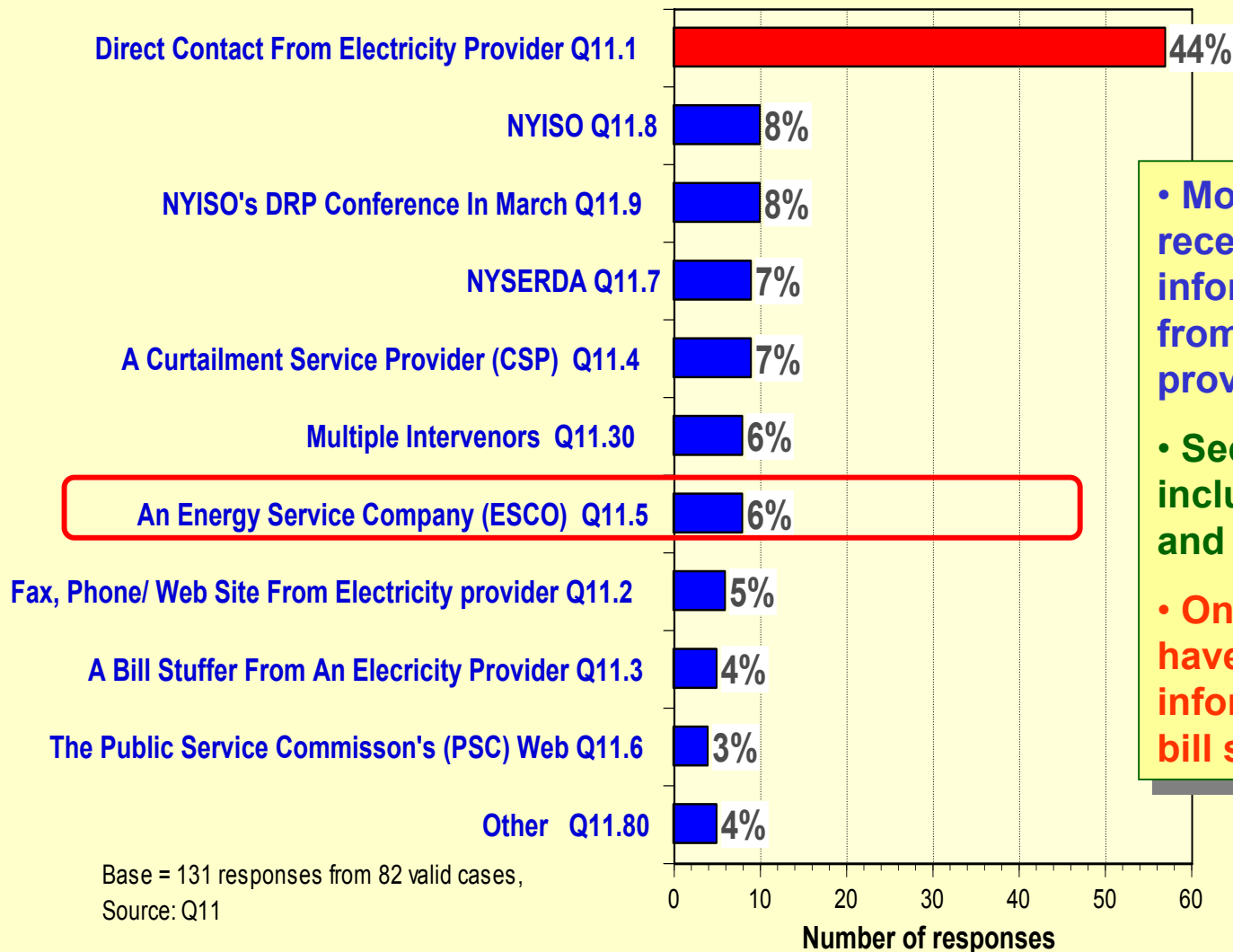


- Bill stuffers were mentioned by only 2% as the best way to communicate features of DRPs.
- Contact through email and direct personal communication were identified as the most desirable communication methods.

Hypothesis rejected

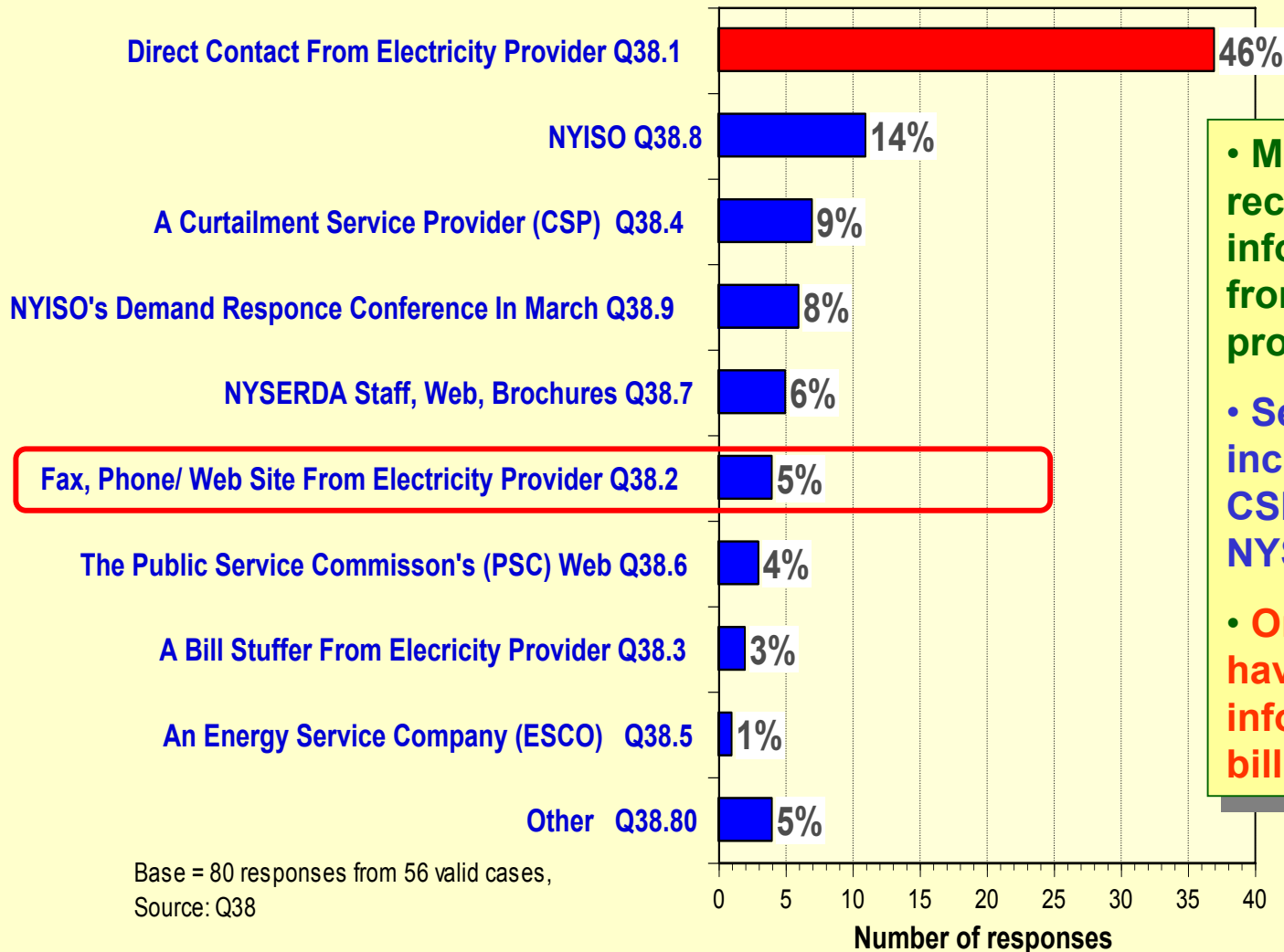
Base = 129 responses from 109 valid cases,
Source: Q61

Sources of Information About EDRP



- Most customers received EDRP information directly from their electricity providers.
- Secondary courses included the NYISO and NYSERDA.
- Only 4% claimed to have received EDRP information through bill stuffers.

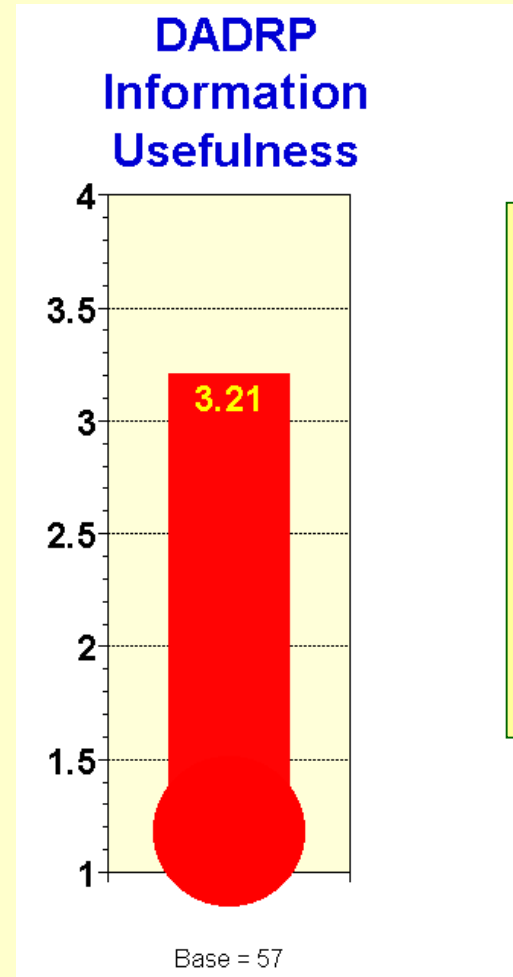
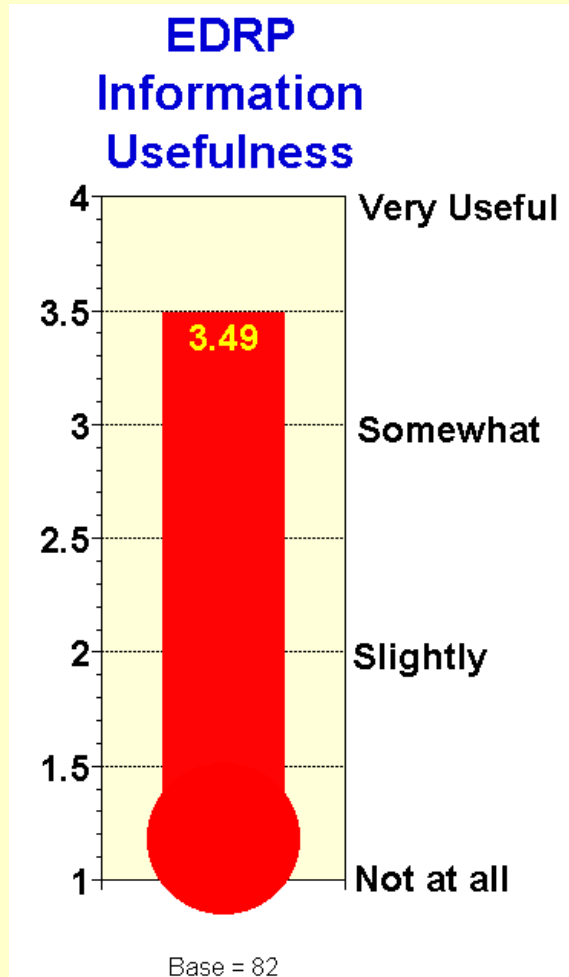
Sources of Information About DADRP



- Most customers received DADRP information directly from their electricity providers.
- Secondary sources include the NYISO, CSPs and NYSERDA.
- Only 3% claimed to have received EDRP information through bill stuffers.

Judged Usefulness of DRP Information

EDRP information was perceived to be significantly more useful than DADRP info.



- EDRP information was perceived as being significantly more useful for understanding that program than was the DADRP information for understanding DADRP.

Understanding of Programs

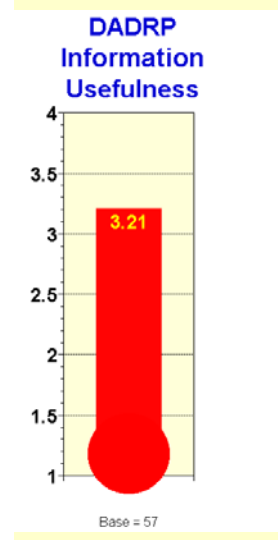
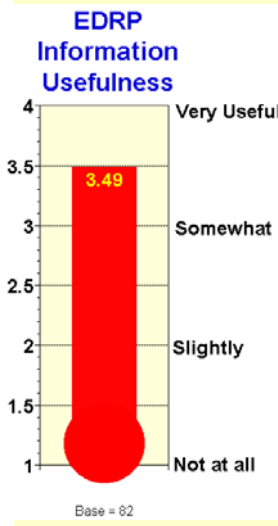
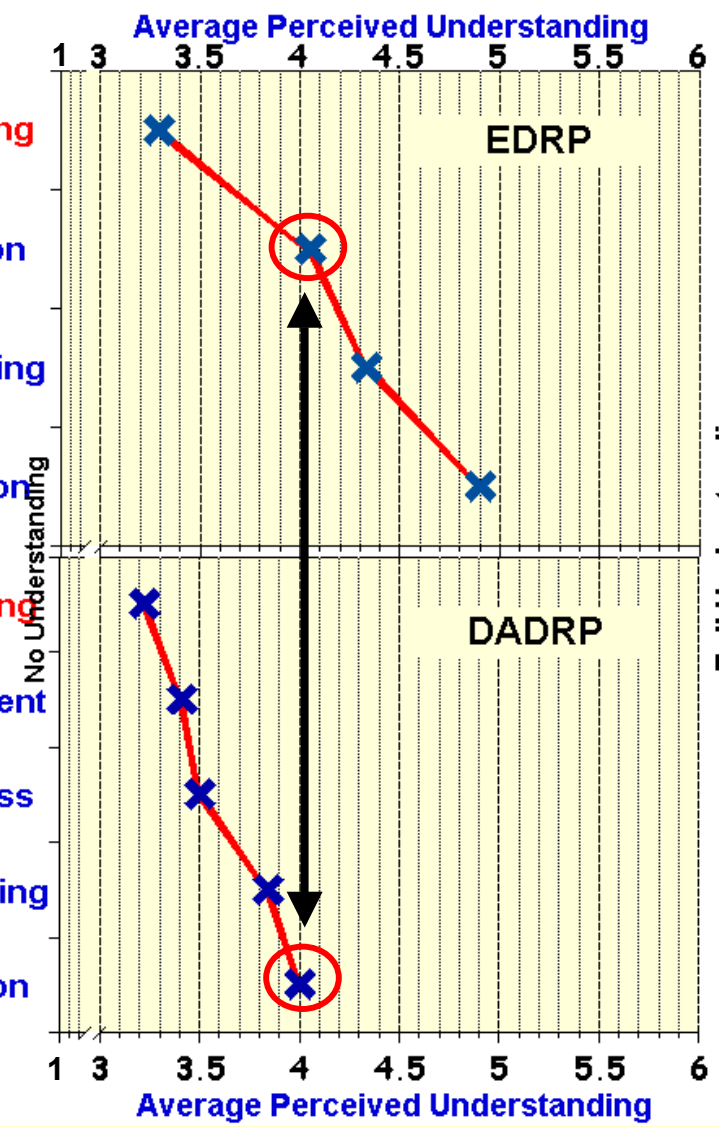
- **EDRP program attributes tended to be somewhat better understood overall than were those for DADRP (see next page)**
- **Measured on a scale where 6= fully understood and 1= not at all understood, all attributes rated at least 3.2, just slightly below the scale midpoint.**
- ***CBL calculation* was understood about the same for both programs, 4 on the 6 point scale.**
- **CBL was the best understood attribute of DADRP, 3rd best for EDRP**
- ***Understanding of payment time for curtailing* was about equally understood for both DRPs, and for both it was the least understood attribute.**

Perceived Understanding of EDRP & DADRP Attributes

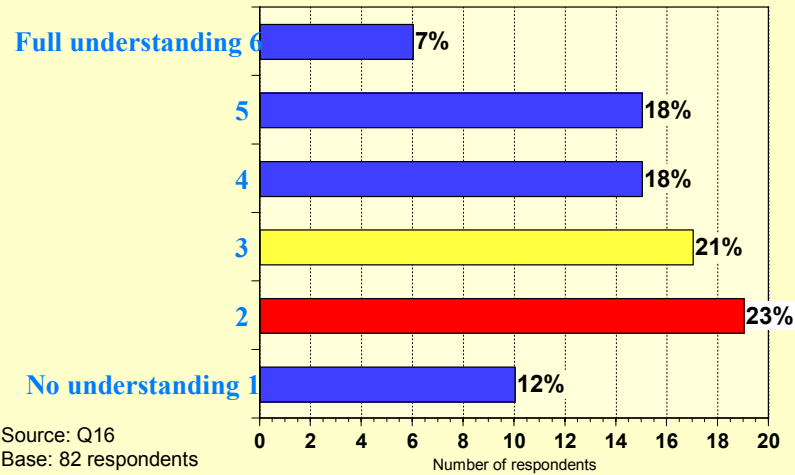
- Q16. Understanding of Payment Time for Curtailing
- Q13. Understanding of CBL Calculation
- Q15. Understanding of Payment Amount for Curtailing
- Q14. Understanding of Timing of Event Notification
- Q43. Understanding of Payment Time for Curtailing
- Q44. Understanding of Method for Penalty Assessment
- Q41. Understanding of the bidding process
- Q42. Understanding of Payment Amount for Curtailing
- Q40. Understanding of CBL Calculation

Base = 82

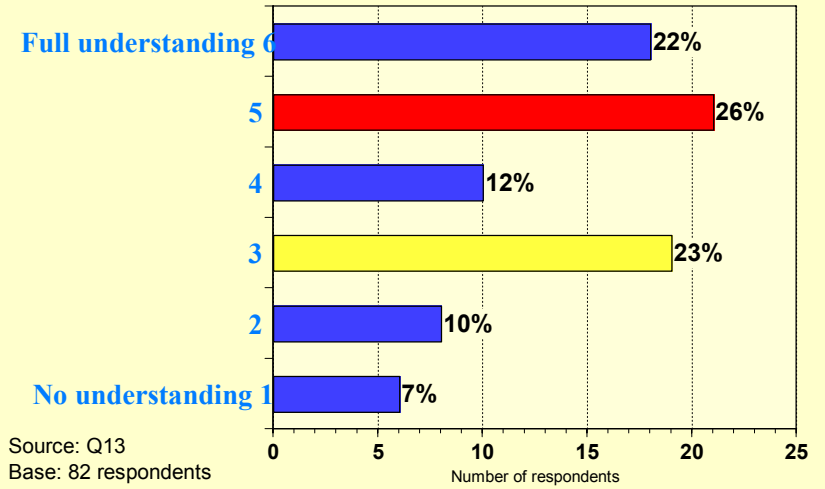
Base = 58



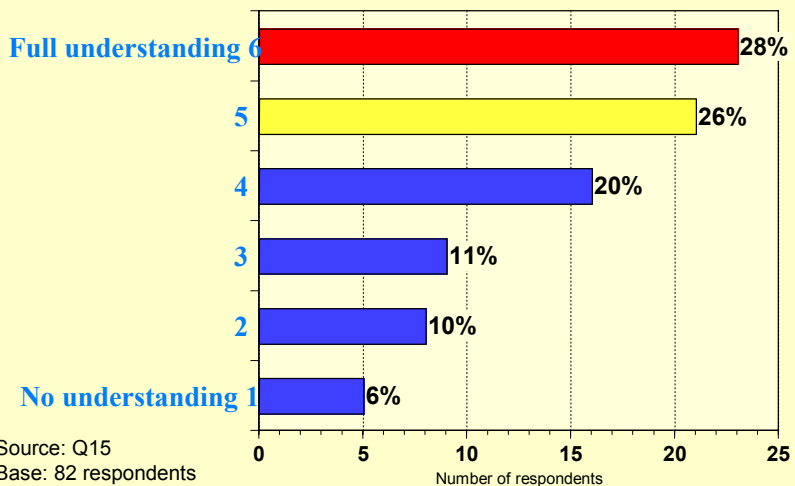
Q16. Understanding of time of payment?



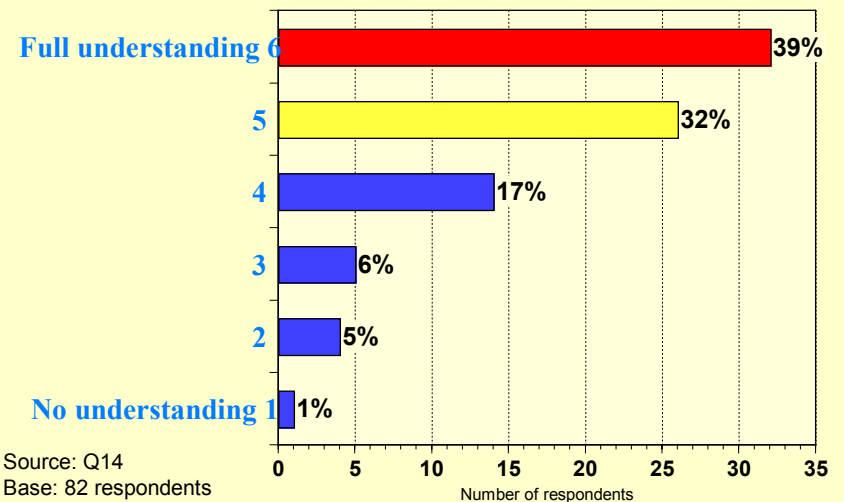
Q13. Understanding of CBL calculation?



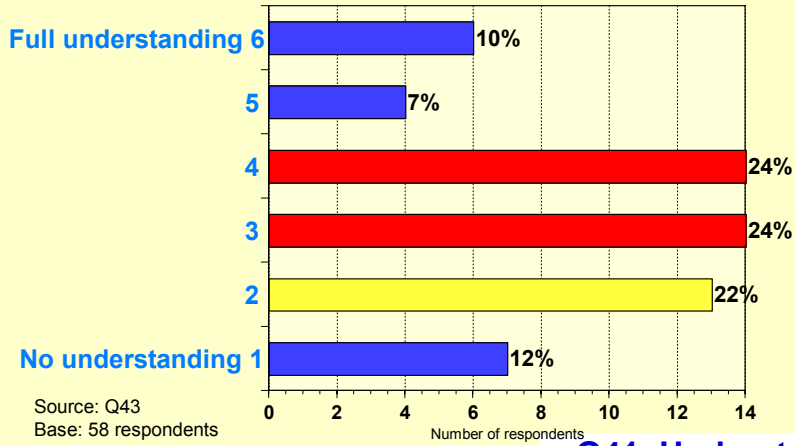
Q15. Understanding of payment?



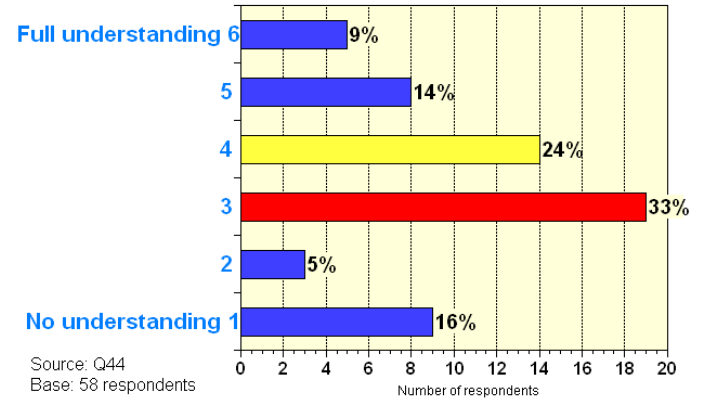
Q14. Understanding of notification?



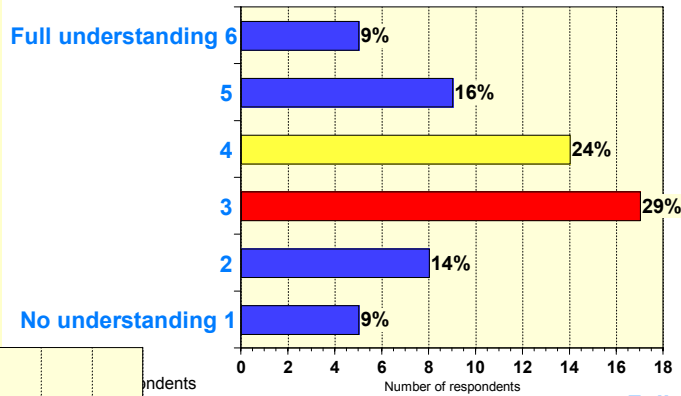
Q43. Understanding of time of payment?



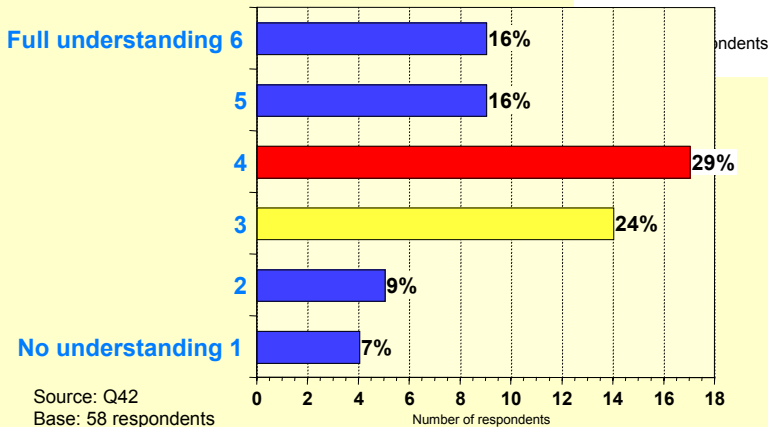
Q44. Understanding of how the non-compliance penalty is assessed.



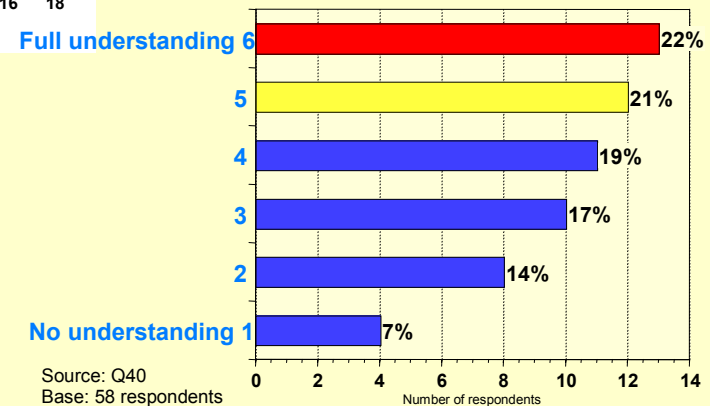
Q41. Understanding of bidding process?



Q42. Understanding of payment?



Q40. Understanding of CBL calculation?



Customers having fuller understanding of the “timing of event notification” judged EDRP information more useful.

Q12. Information Usefulness for Understanding EDRP

Mean	3.49
n	82 (100.00%)

Q14. Understanding of Timing of Event Notification

1. No understanding;2

3;4;5

6. Full understanding

Mean	2.60
n	5 (6.10%)

Mean	3.33
n	45 (54.88%)

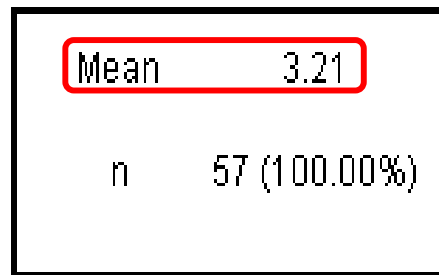
Mean	3.84
n	32 (39.02%)

Understanding of Payment Time for Curtailing (Q16) also Significantly Influences Perceived Usefulness of Information

- The perceived usefulness of EDRP information was positively influenced by better understanding of the “timing of event notification”
- Those who better understood the payment time for curtailing provide higher ratings of the usefulness of EDRP information

Customers having fuller understanding of the “CBL calculation” judged the DADRP information more useful.

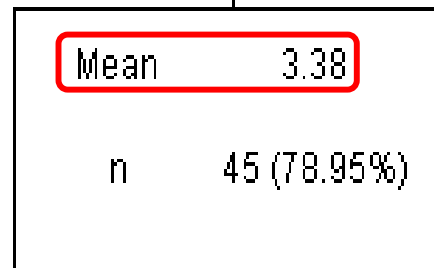
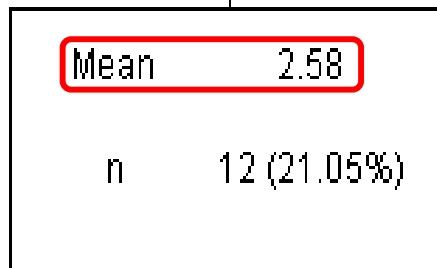
Q39. Information Usefulness for Understanding DADRP



Q40. Understanding of CBL Calculation

1. No understanding; 2

3; 4; 5; 6. Full understanding

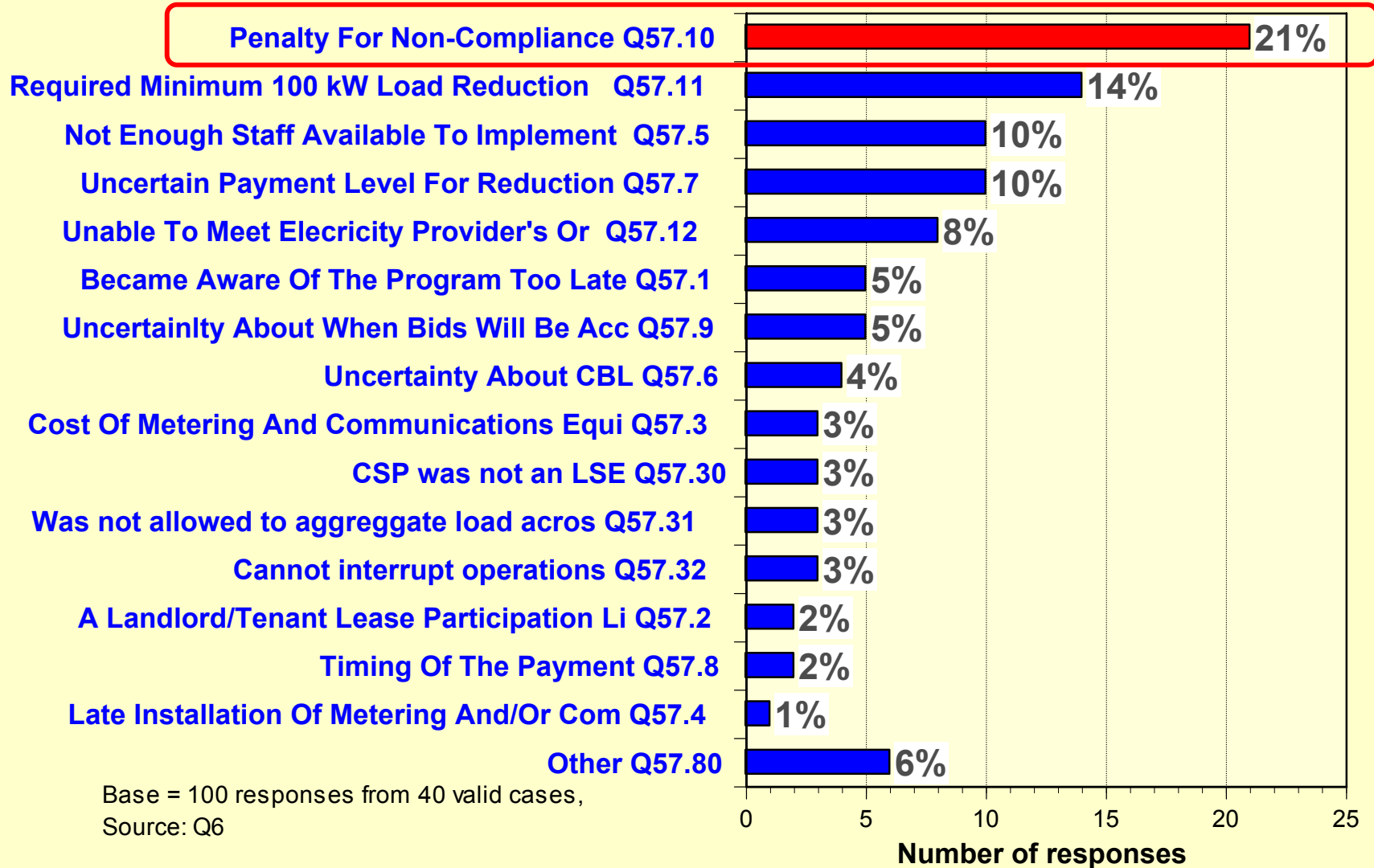


- DADRP information usefulness is most strongly influenced by customer understanding of the CBL calculation.
- Educating customers to enhance their understanding of CBL calculations, plus other attributes, should increase the value that customers place on DADRP information.

H6: Non-performance penalties are a strong deterrent to program participation of customers of all sizes and situations.

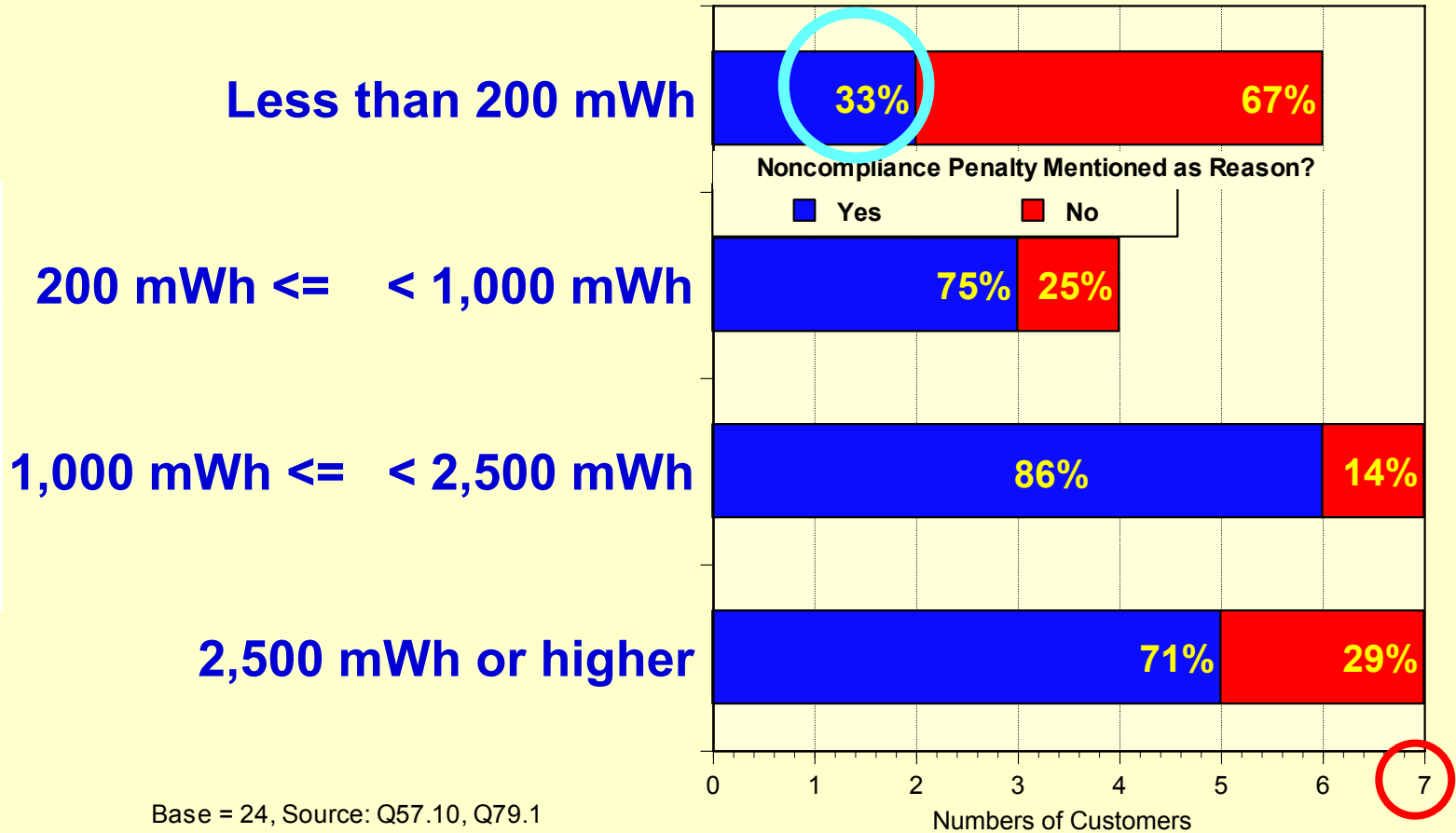
- **Non-performance penalties** were mentioned **most frequently as the strongest deterrent** to participation in DADRP.
- This reason tended to be given less frequently by those organizations using less than 200 MWh the month before the survey.

Reasons for Not Signing Up for DADRP



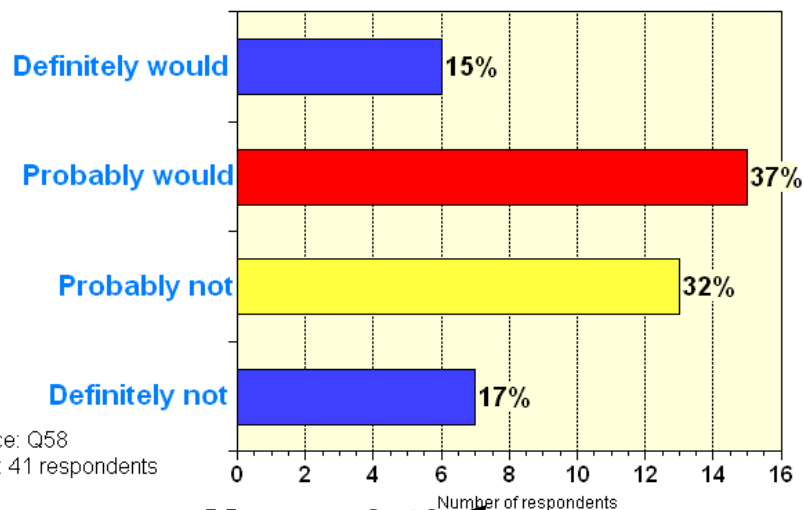
Penalty for Noncompliance Given as a Reason for Not Signing by # mWh Used Last Month

Last Month Bill, mWh



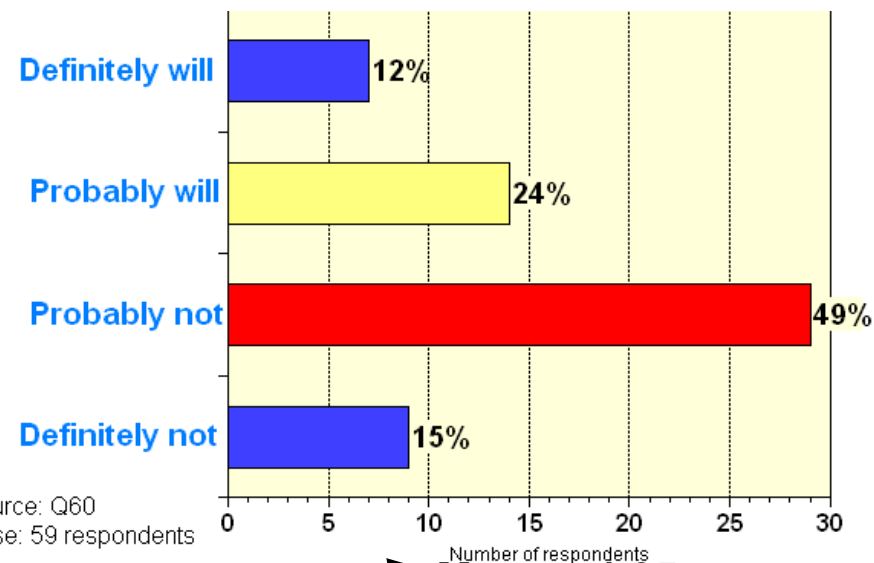
Base = 24, Source: Q57.10, Q79.1

Q58. How likely is it that you would have participated in the Day-Ahead Demand Response Program(DADRP) if the penalty for non-compliance were eliminated?



Mean = 2.49

Intention to Sign Up for 2002 DADRP



Mean = 1.95

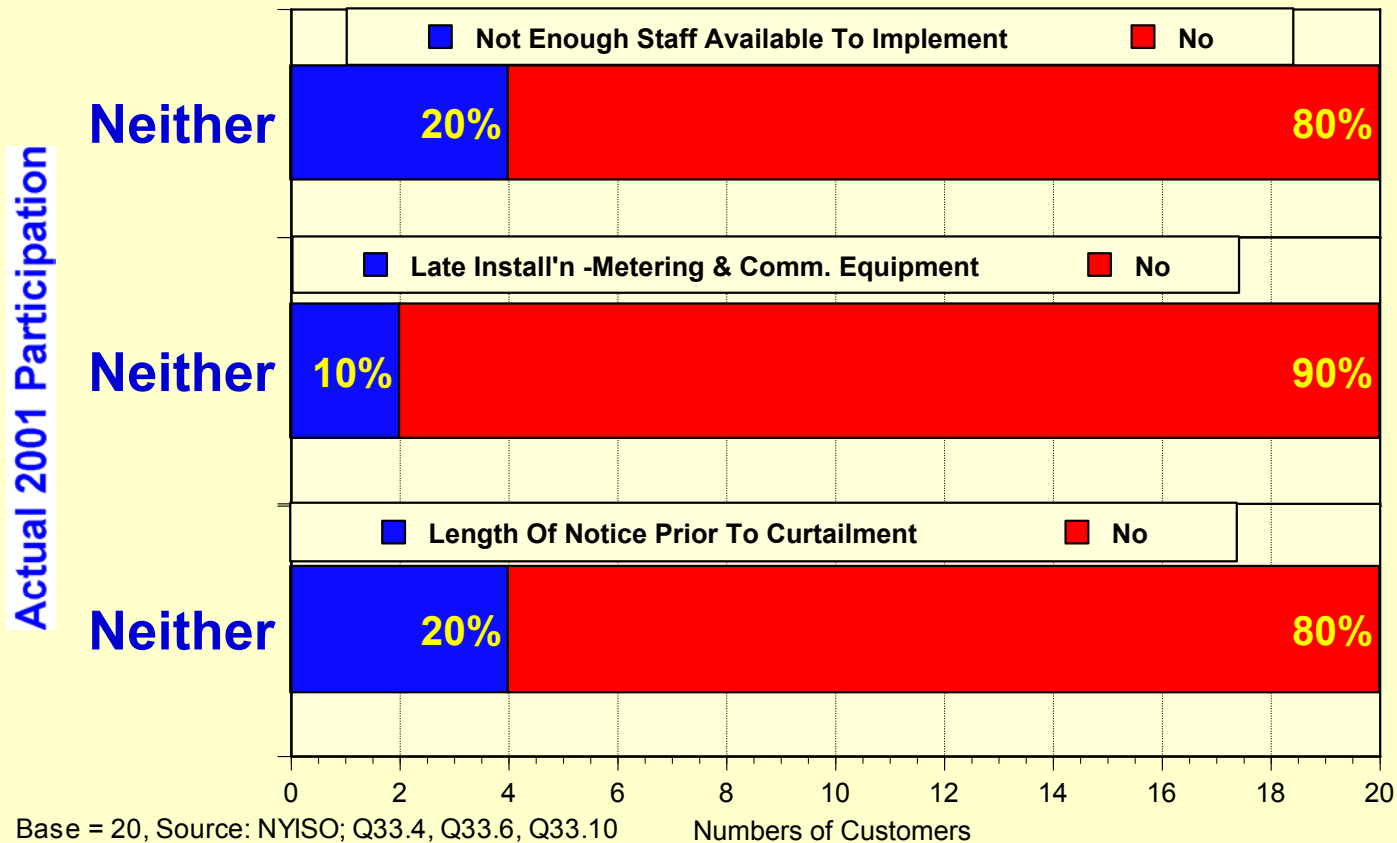
Statistically different paired values

- This display indicates that respondents are more likely to sign up for DADRP if the penalty for non-compliance were eliminated.
- Consider the supply side! While fewer might intend to sign up, it is important to consider the financial impact of not having a penalty or adjusting the penalty to a level that encourages reasonable subscription while motivating subscribers to react when an event is called.
- For guidance on better designing the impact of penalty level, see the conjoint analysis.

H8: For many customers, the **lack of sufficient time or firm staff/resources served as a deterrent to participation in PRL programs**

- **Rejected: At most 20% of those who did not sign up for EDRP indicated that limitations of time and human resources were a reason.**

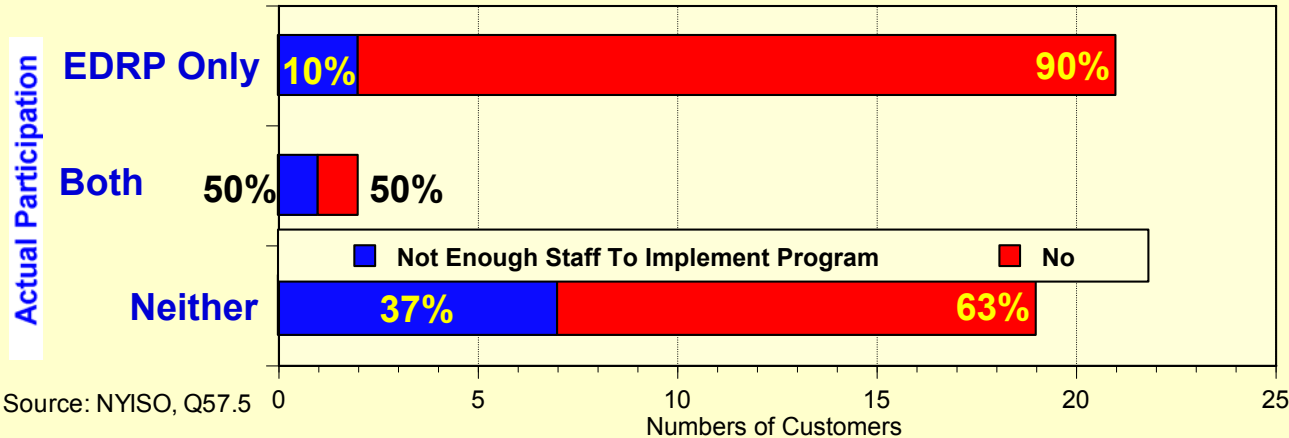
Actual Participation and Staff-related Reasons for Not Signing Up for EDRP



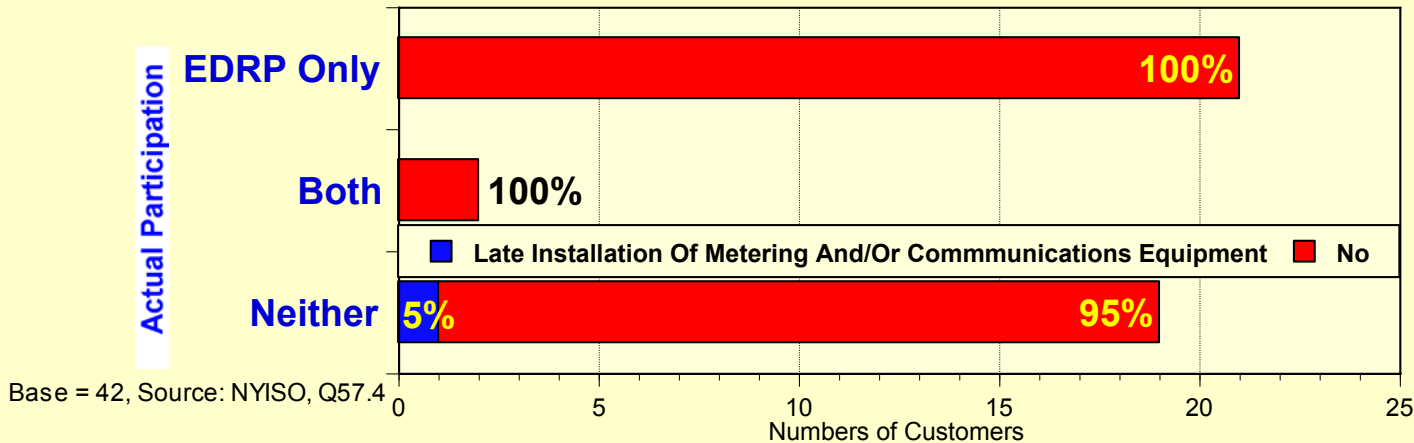
• These low levels of mentions for the constraints of staff shortages tend to refute the hypothesis that staff shortages were a major cause for not participating in EDRP.

Time/Staff Reasons for Not Signing Up for DADRP

Actual Participation & Lack of Enough Staff



Actual Participation & Late Installation of Metering

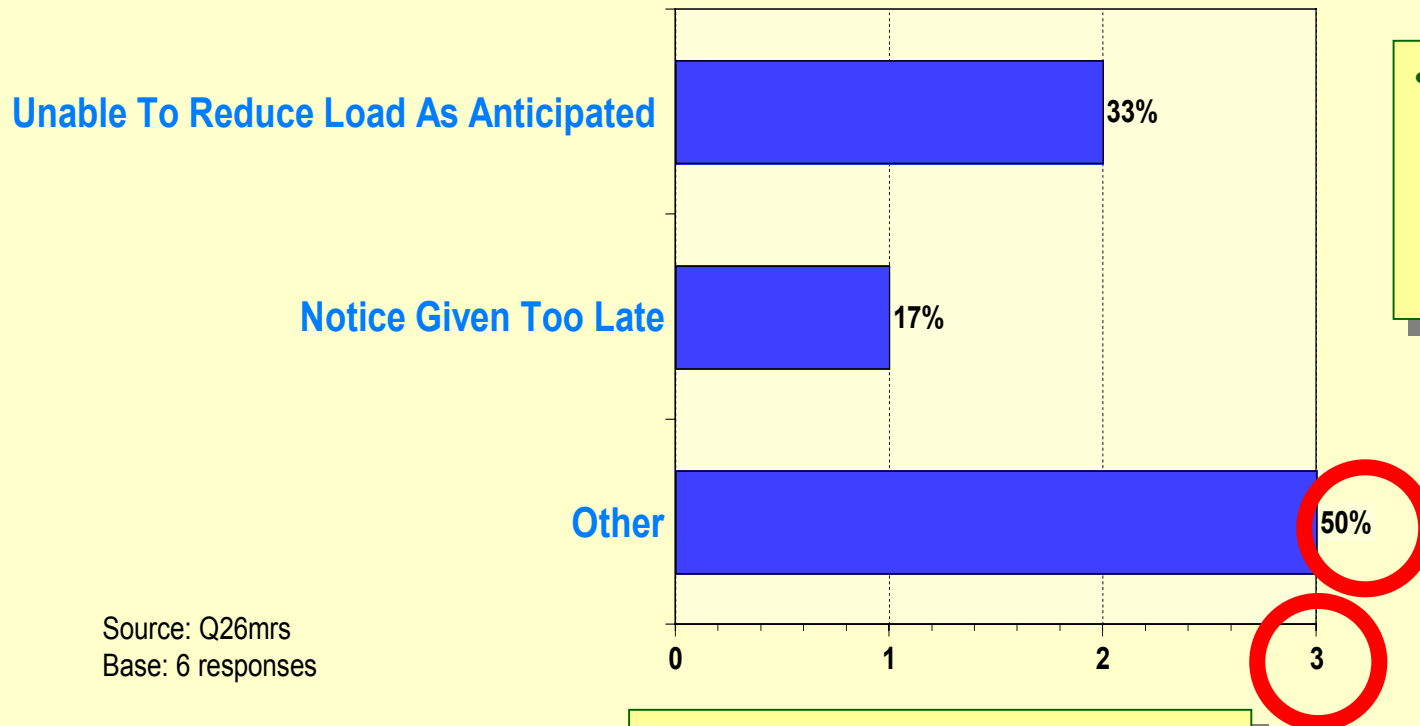


- 37% of those who participated in neither DRP stated “lack of enough staff” as a deterrent to signing up for DADRP.
- While the number of customers answering these questions is rather small, this reason for lack of participation should be investigated further.

H9: The **lack of information, available in a timely manner, describing the program provision and benefits was a major reason why customers chose not to participate.**

- **While given as reasons for non-participation, these were **not the major reasons.****

Please specify the reasons you did not participate in the EDRP emergency events called on August 7th- 10th, 2001?

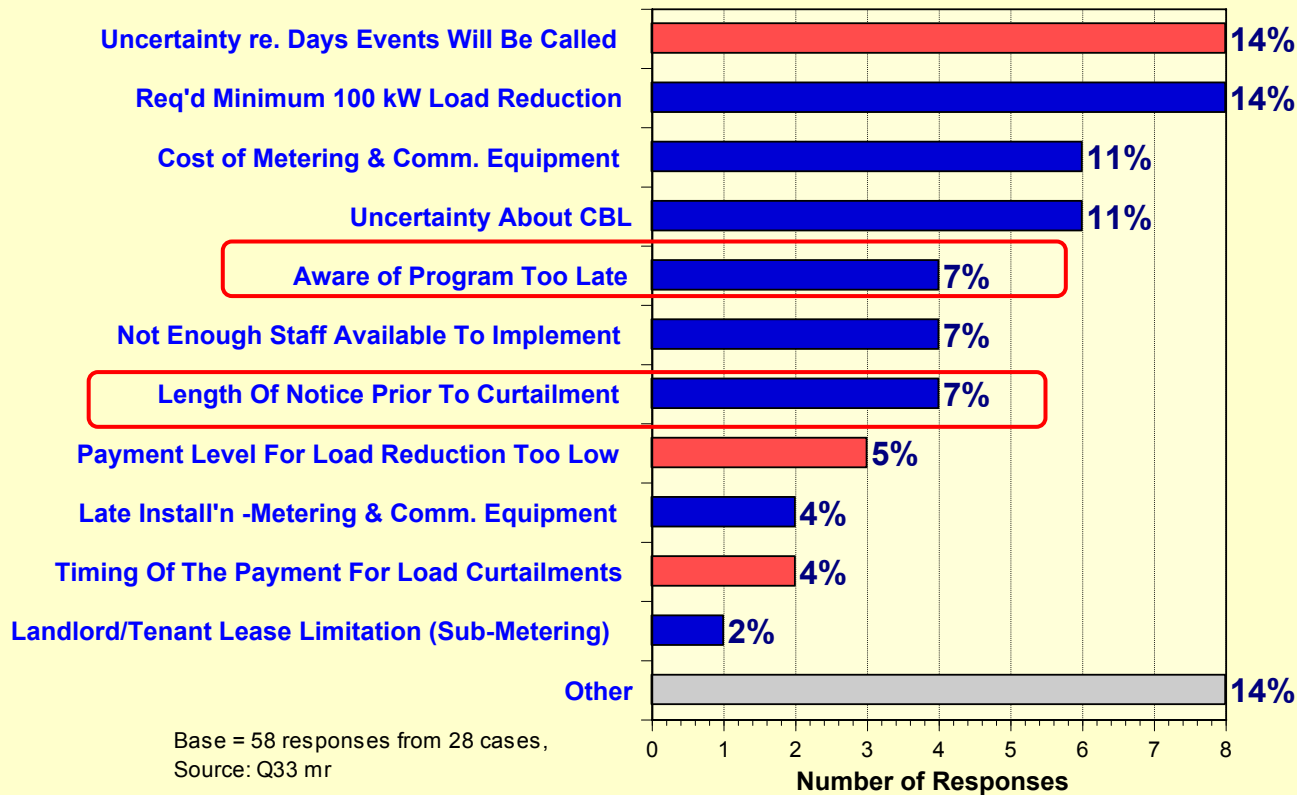


- Not enough evidence exists for confirming or refuting this hypothesis.

Source: Q26mrs
Base: 6 responses

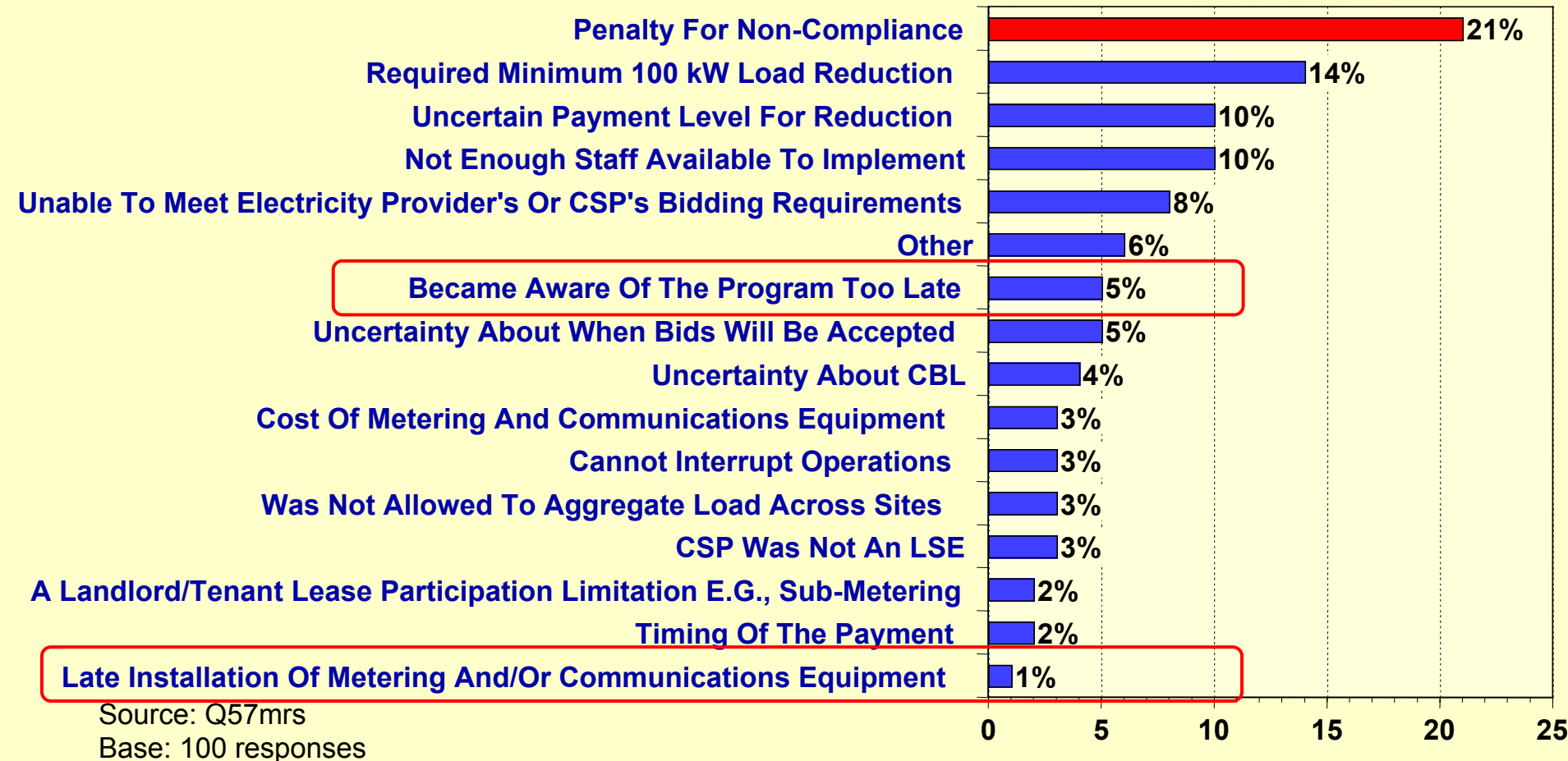
- Only a very small part of the sample answered this question.

Reasons for Not Signing Up for EDRP



- While not inconsequential, incidences of only 7% claiming “aware of program too late” and “length of notice prior to curtailment” were not compelling evidence that late notice hindered EDRP subscription.

Factors that contributed directly to decision not to sign up to the DADRP

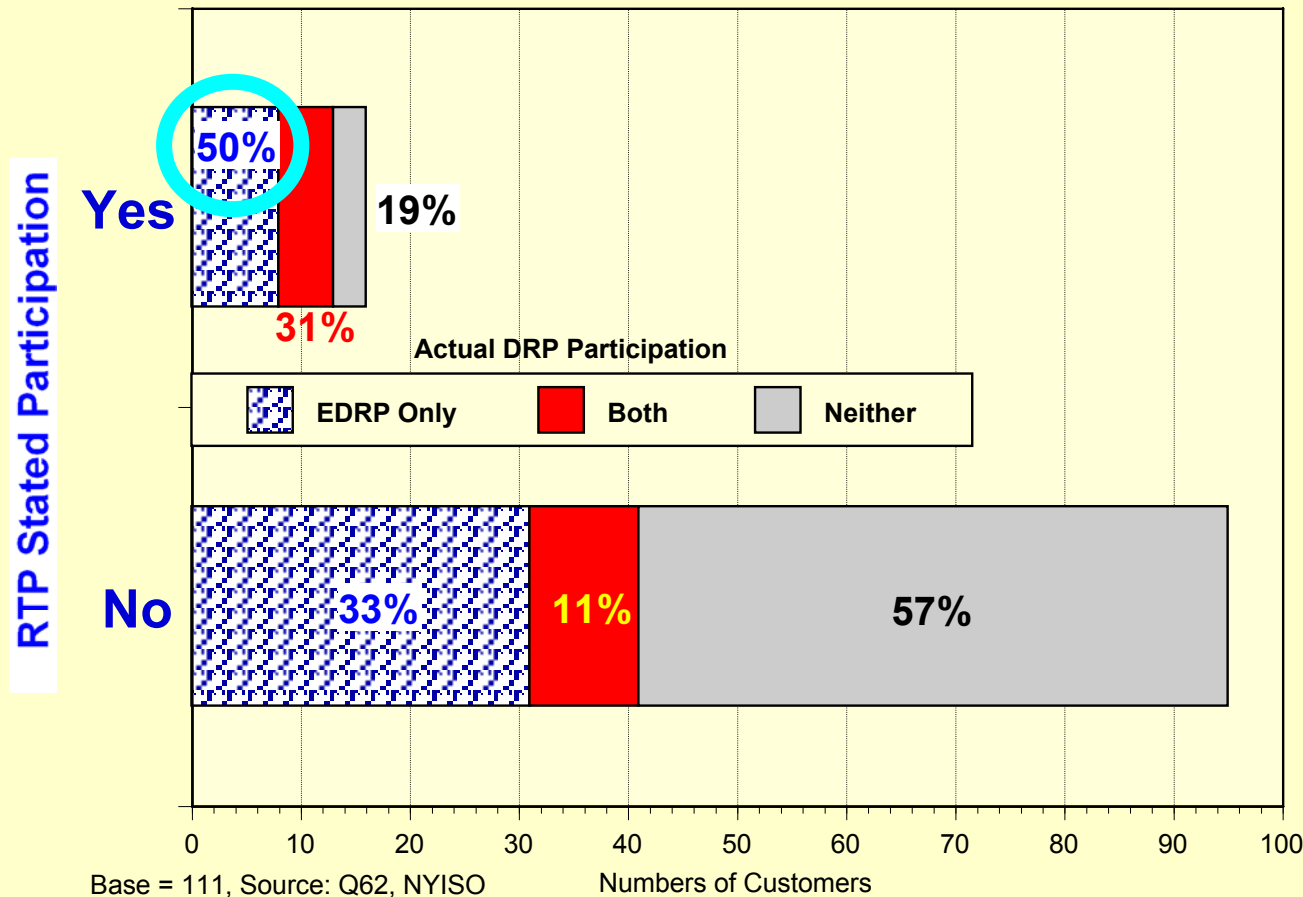


- Similar to EDRP findings, neither the “lateness of becoming aware of the program” nor “the lateness of installing metering and/or communication equipment” seemed to significantly deter customers from joining DADRP.

H10: Prior participation in other load management or pricing programs had a strong influence on participation in EDRP/DADRP.

- **A significant relationship tends to exist between prior participation in RTP programs and current 2001 participation in NYISO DRP programs.**
 - **While 50% of those who stated having participated in RTP previously participated in EDRP in 2001, 32.6% of those who had not participated in RTP participated in the 2001 EDRP.**
- **Past TOU participation and 2001 DRP participation tend to be significantly related.**
 - **Significantly higher percentage of those who had participated in TOU programs participated in both NYISO 2001 DRP programs (29%) compared to those with no TOU participation (8%).**
- **A significant statistical relationship does not seem to exist between past participation in interruptible/curtailable programs and 2001 DRP participation.**

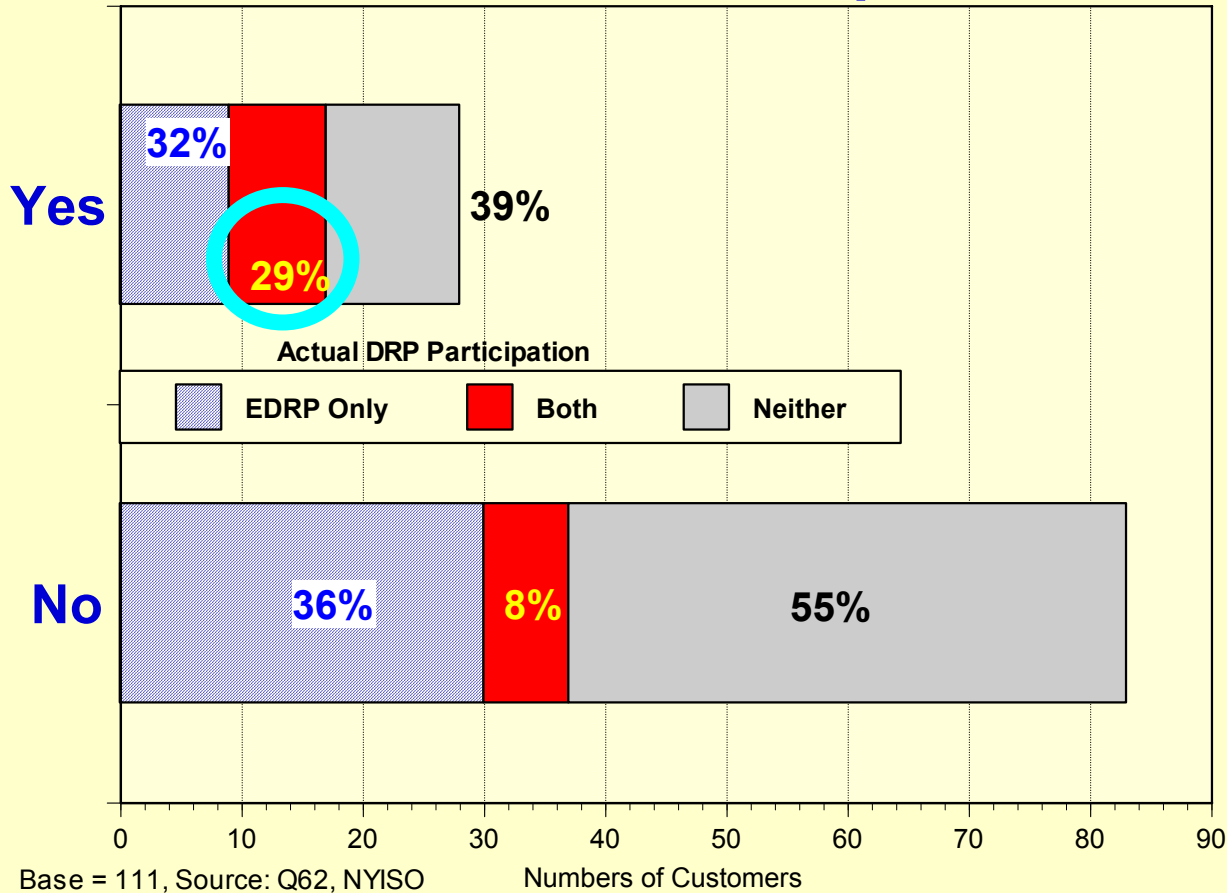
H10: Past RTP Participation and Actual DRP Participation



- 81% of those who had participated in RTP participated in either EDRP or in both EDRP and DADRP.
- It seems that those who had participated in RTP were significantly more inclined to participate in the NYISO programs.

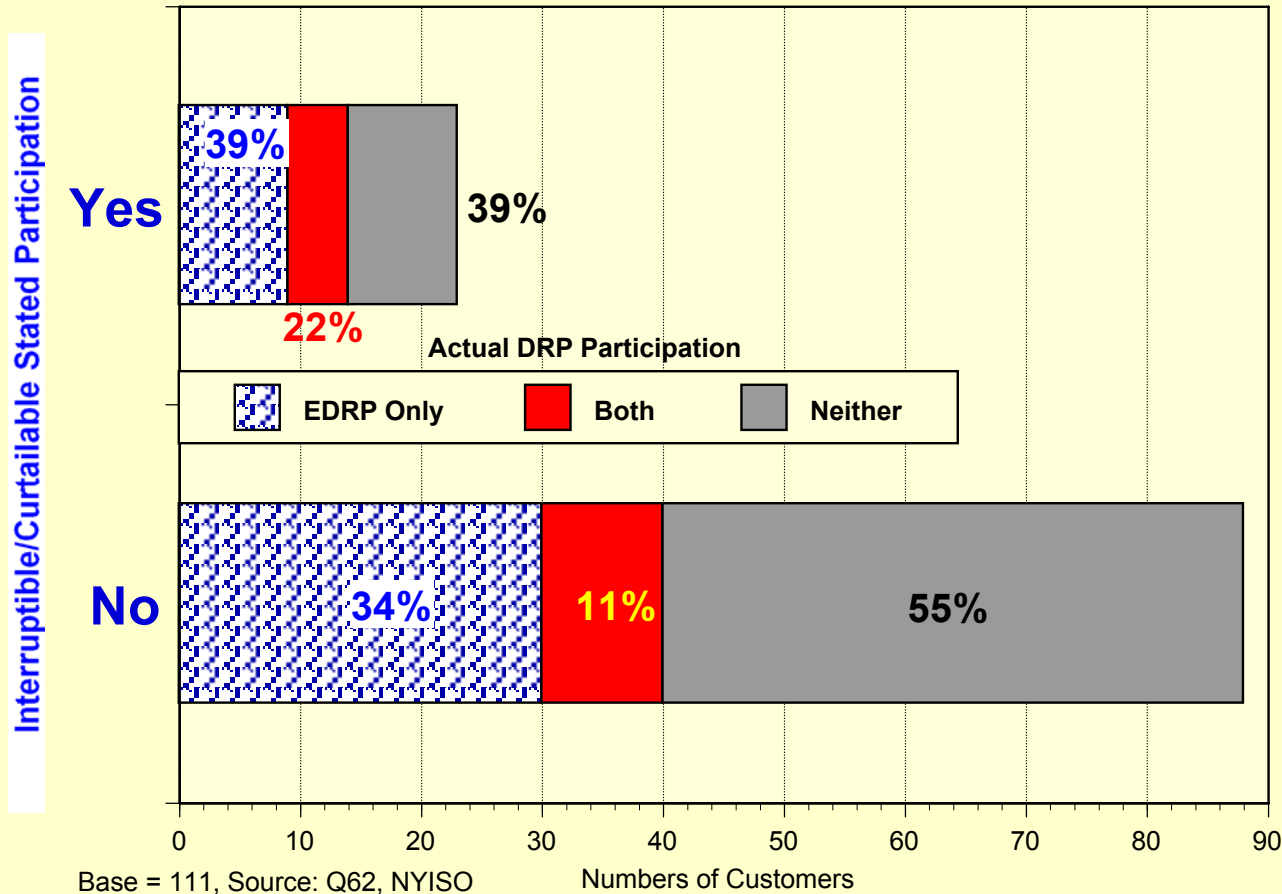
Past TOU Participation and Actual DRP Participation

TOU Stated Participation



- 29% of those who had participated in a TOU program participated in both EDRP and DADRP.
- Only 8% of those who had not participated in TOU, participated in both EDRP and DADRP.
- It seems that those who had participated in TOU were significantly more inclined to participate in the NYISO programs.

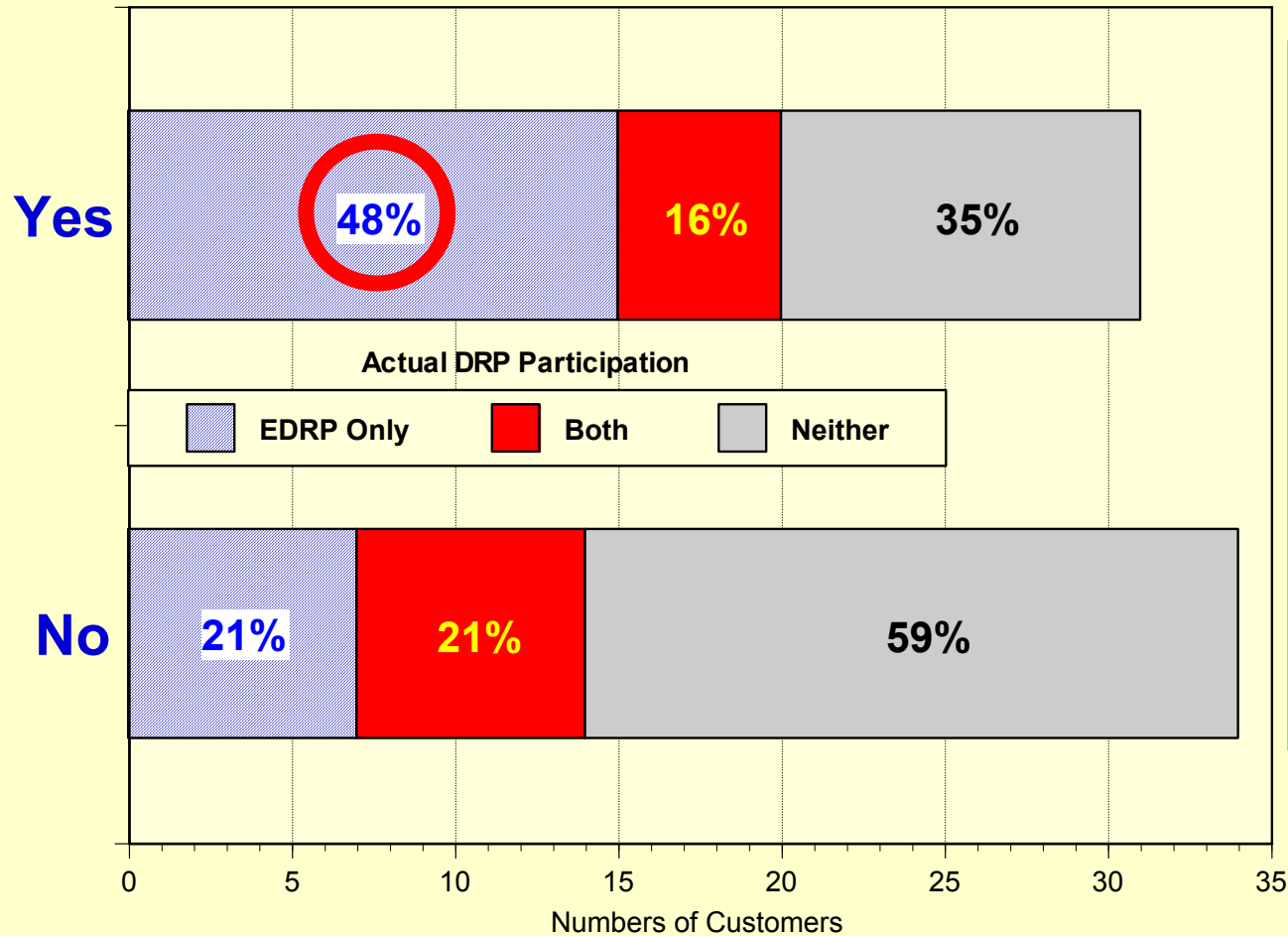
H10: Past Participation in Interruptible/Curtailable and Actual DRP Participation



- Only 22% of those who had participated in an interruptible/curtailable program participated in both DRPs, while 11% of those who had not participated were involved in both NYISO programs.
- However, these percentages are not statistically different.

NYSERDA PON 585 & 577 Participation and Actual DRP Participation

NYSERDA PON Participation



NYSERDA PONs participants were significantly more likely to have actually participated in the NYISO EDRP and DADRP programs.

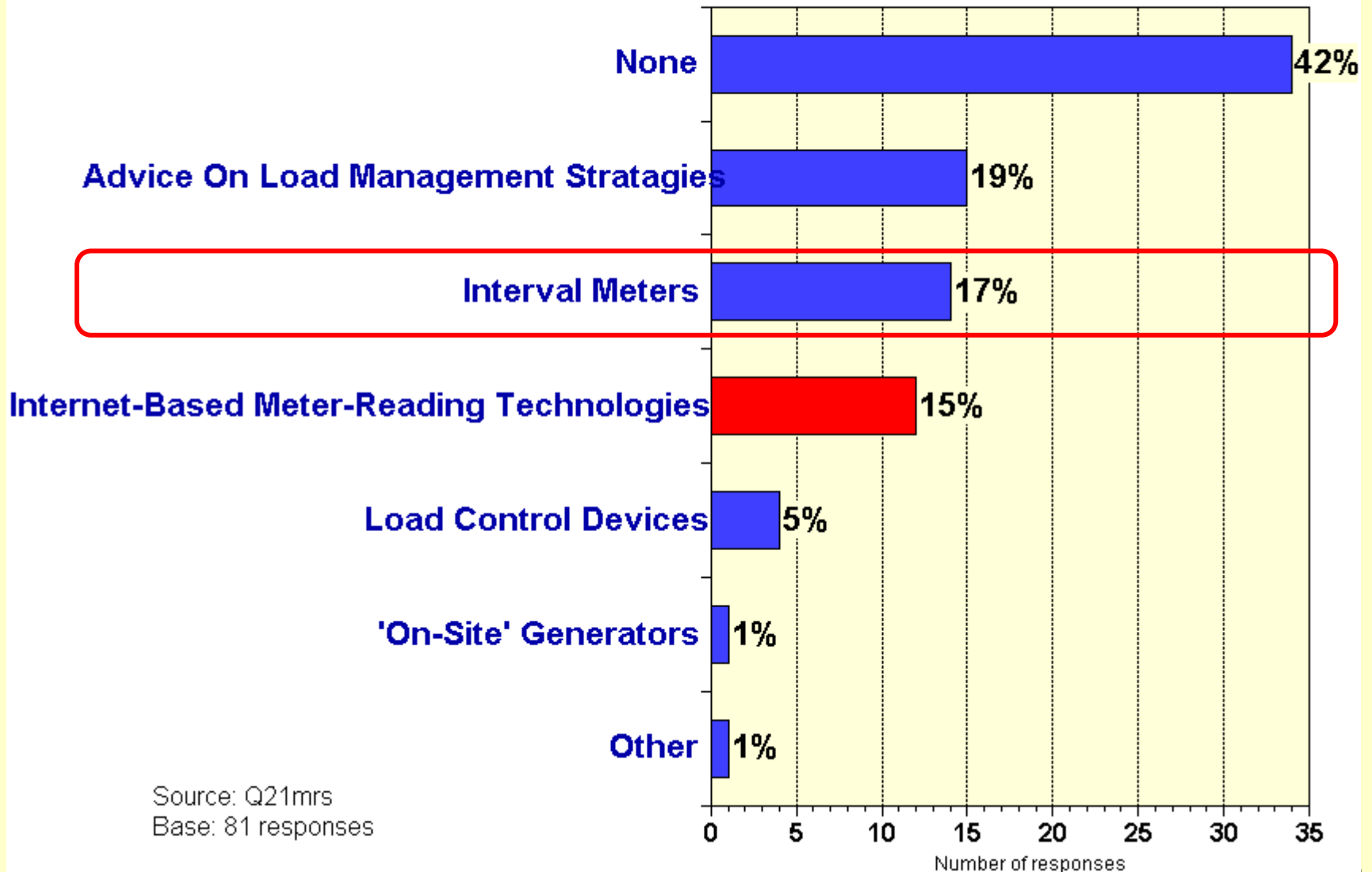
Base = 65, Source: Q7, NYISO Combined participation

H11: Customers who received an **interval meter incentive from NYSERDA were more likely to participate in a PRL program.**

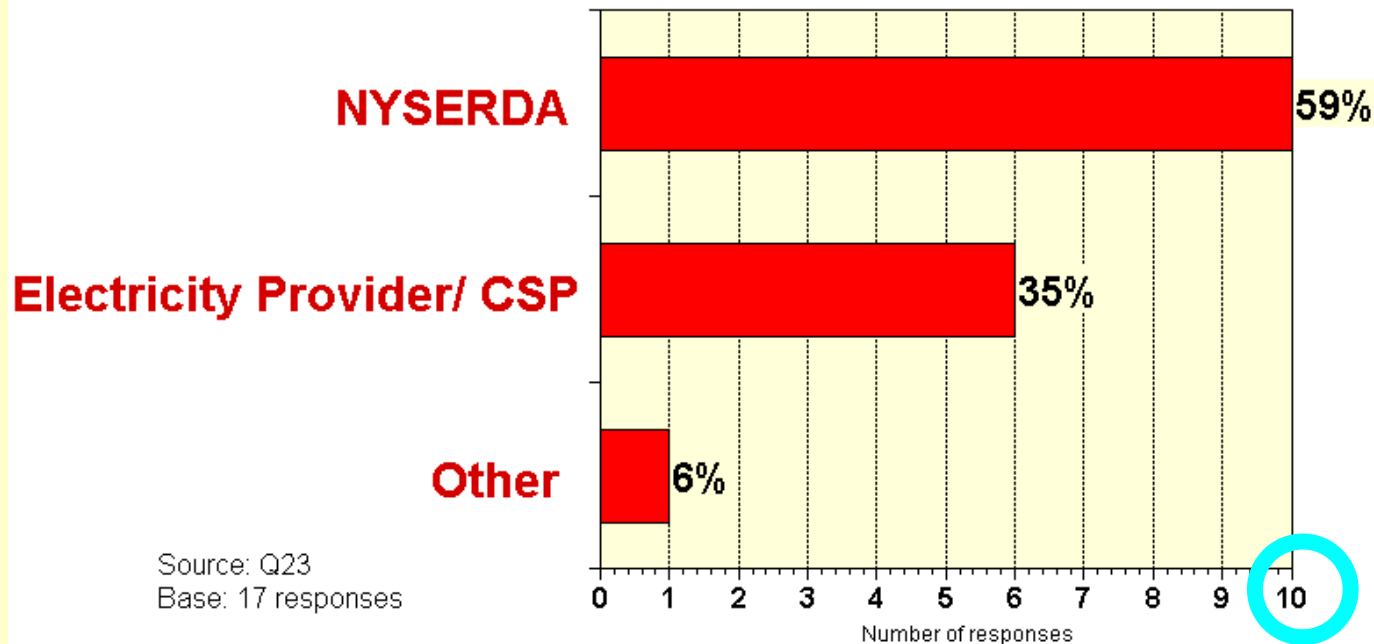
- **While differences in percentages are seen on the next slide, the number of respondents to these questions was very low and limits the projectability of this information.**

One explanation: the presence of an interval meter is a necessary, but not sufficient reason to participate.

Equipment installed specifically to participate in EDRP



Financial Assistance Source to Purchase Equipment for EDRP

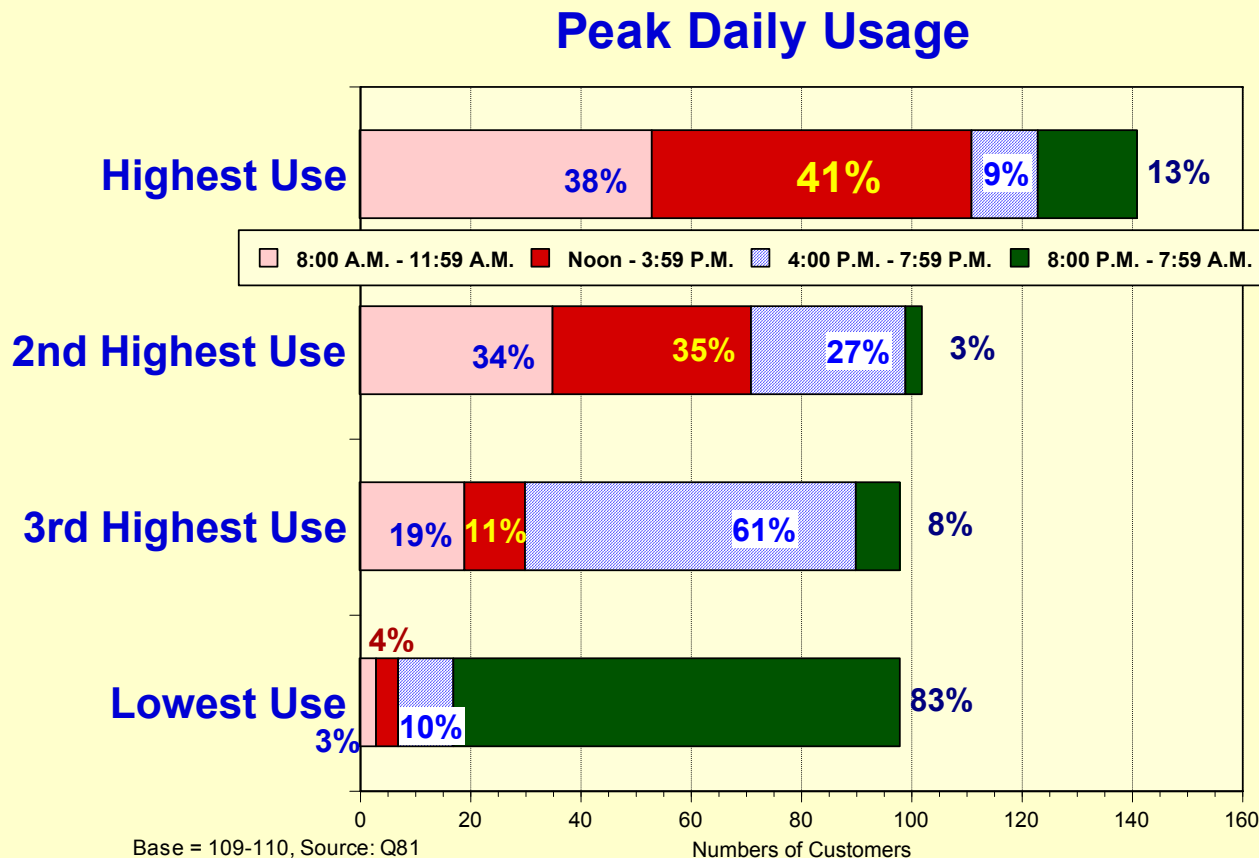


- While NYSERDA was the major financial backer for purchasing equipment for EDRP participation, the numbers of people answering this questions was too small for drawing any lasting conclusions.

H16: Lack of knowledge about their load shape is a barrier to participation for many customers

➤ Rejected. Customers seemed to have a very good idea of their load shapes.

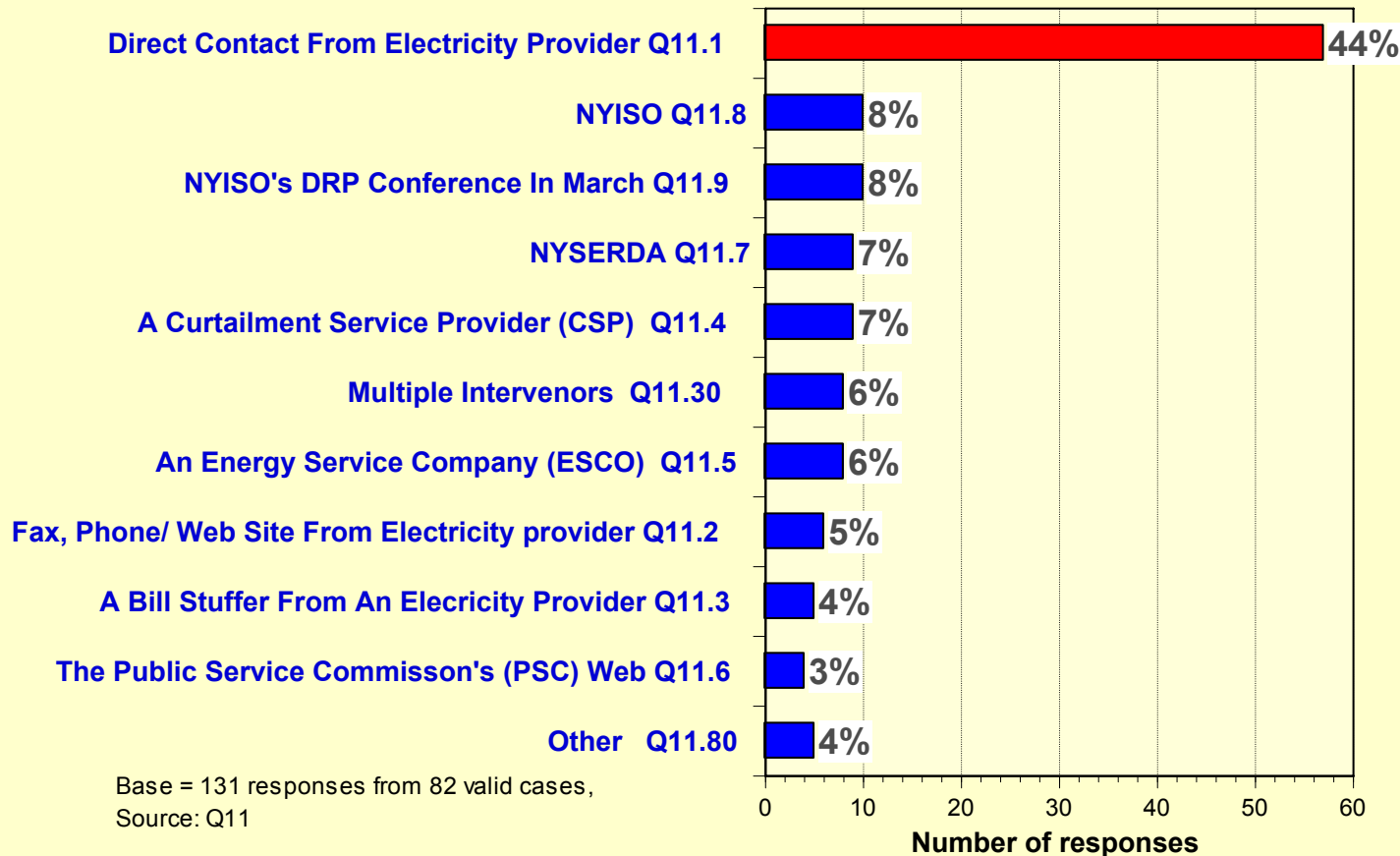
- Almost all respondents answered these questions about load shapes.
- Noon to 4:00 P.M. was claimed as the peak by most customers, with 8:00 A.M. to noon following closely.
- Due to the large number of customers answering this question and the reasonable nature of their answers, it is assumed that customers understood their load shapes.



H19: Most customers **found out** about the PRL programs through their **local utilities**.

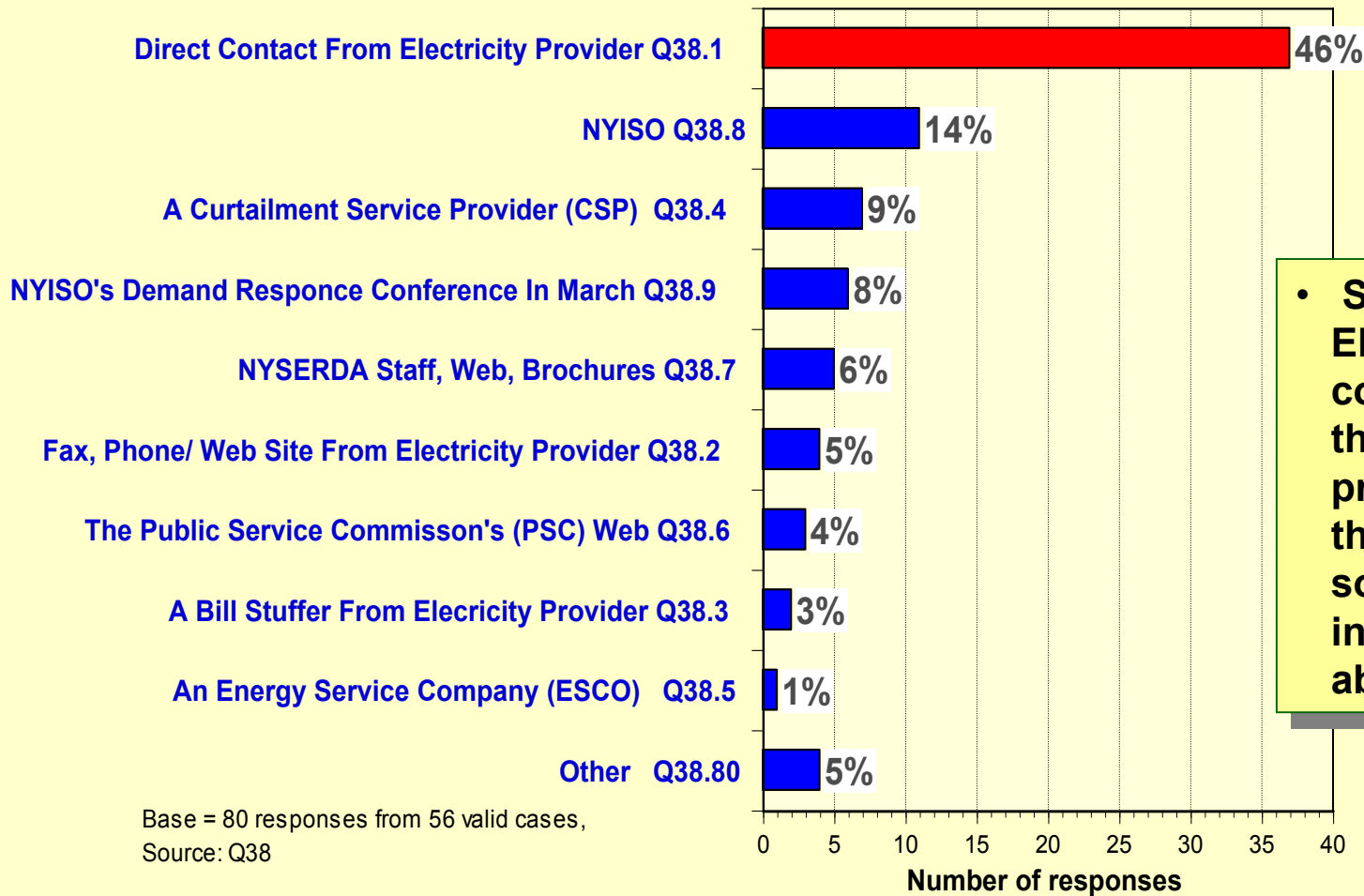
➤ This tends to be confirmed by the data.

Sources of Information About EDRP



- 44% stated direct contact from their electricity provider was their primary source of EDRP information.
- The second most prominent source of information was the NYISO, but at only 8%.

Sources of Information About DADRP

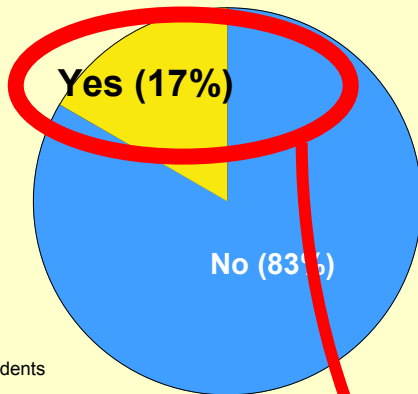


- Similar to EDRP, direct contact from the electricity provider was the dominant source of information about DADR.

H20: The continued joint participation in **ICAP** is critical to maintaining customer participation in PRL programs.

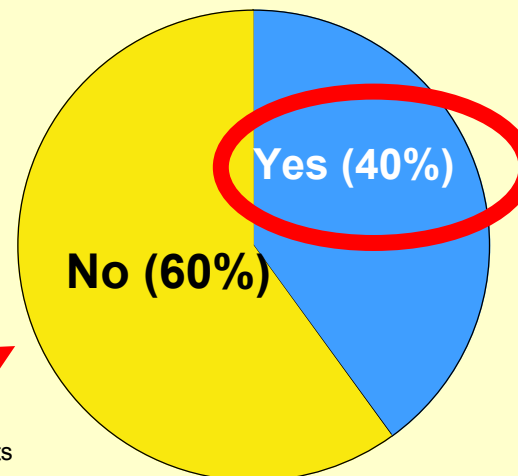
- This tends not to be confirmed by the survey data. But there appears to be a response bias.

Q27. Do you participate in the NYISO's ICAP Special Case Resource program?



Source: Q27
Base: 60 respondents

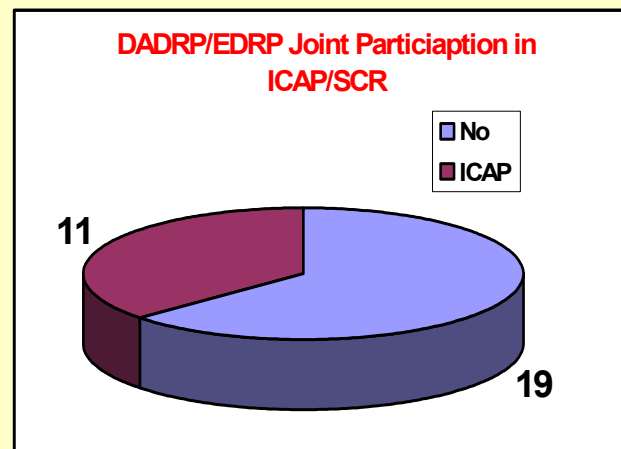
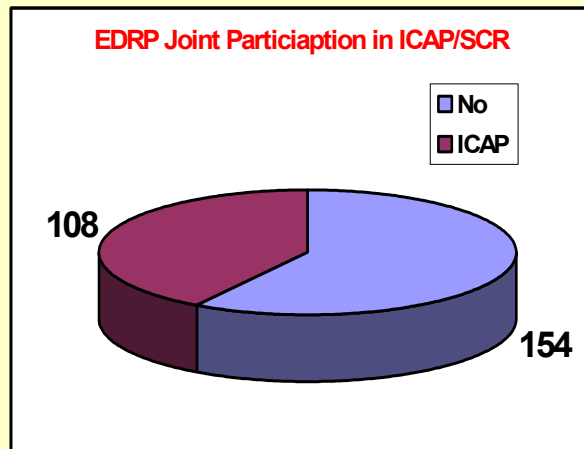
Q28. If, in the future, you were not allowed to participate in both NYISO's ICAP Special case Resource program and the Emergency Demand Response Program(EDRP), would you still participate in EDRP?



Source: Q28
Base: 10 respondents

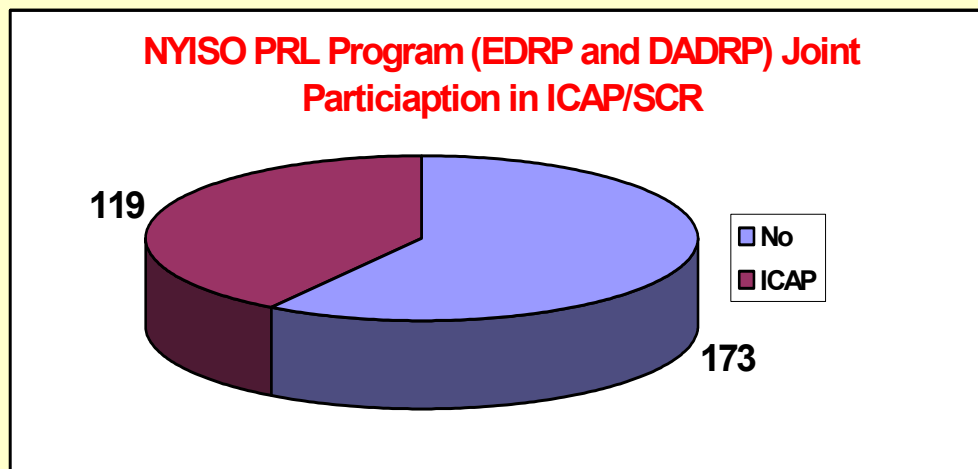
- 40% among the 17% (10 customers) who stated participation in ICAP would still participate in EDRP even if they could no longer participate in ICAP.
- 60% prefer to stay with ICAP and not participate in EDRP.

Joint Participation in demand reduction and ICAP programs



- 17% of survey respondents reported joint ICAP participation.

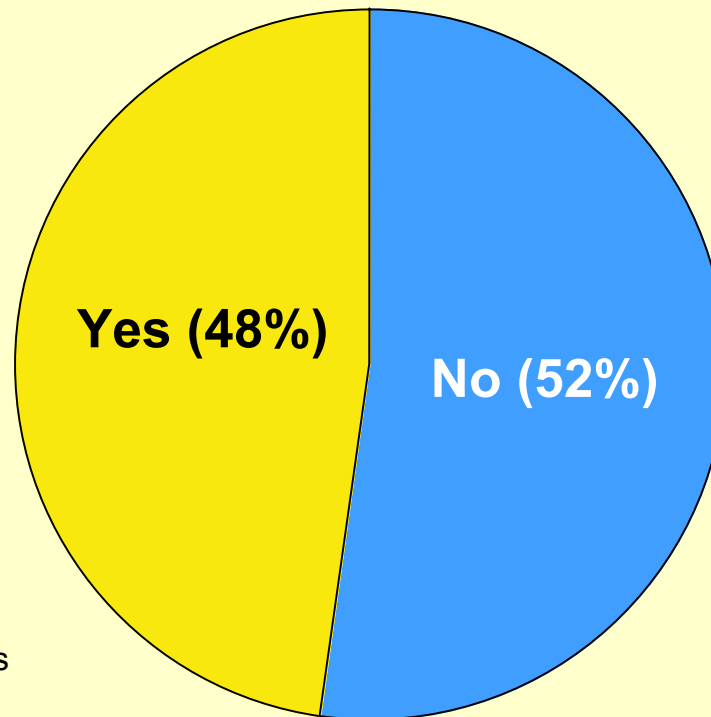
- Over 60% of EDRP and DADRP program participants.



- Extrapolating the survey results, if joint ICAP participation were precluded, over half of current participants would drop out.

Responses to Selected Survey Questions

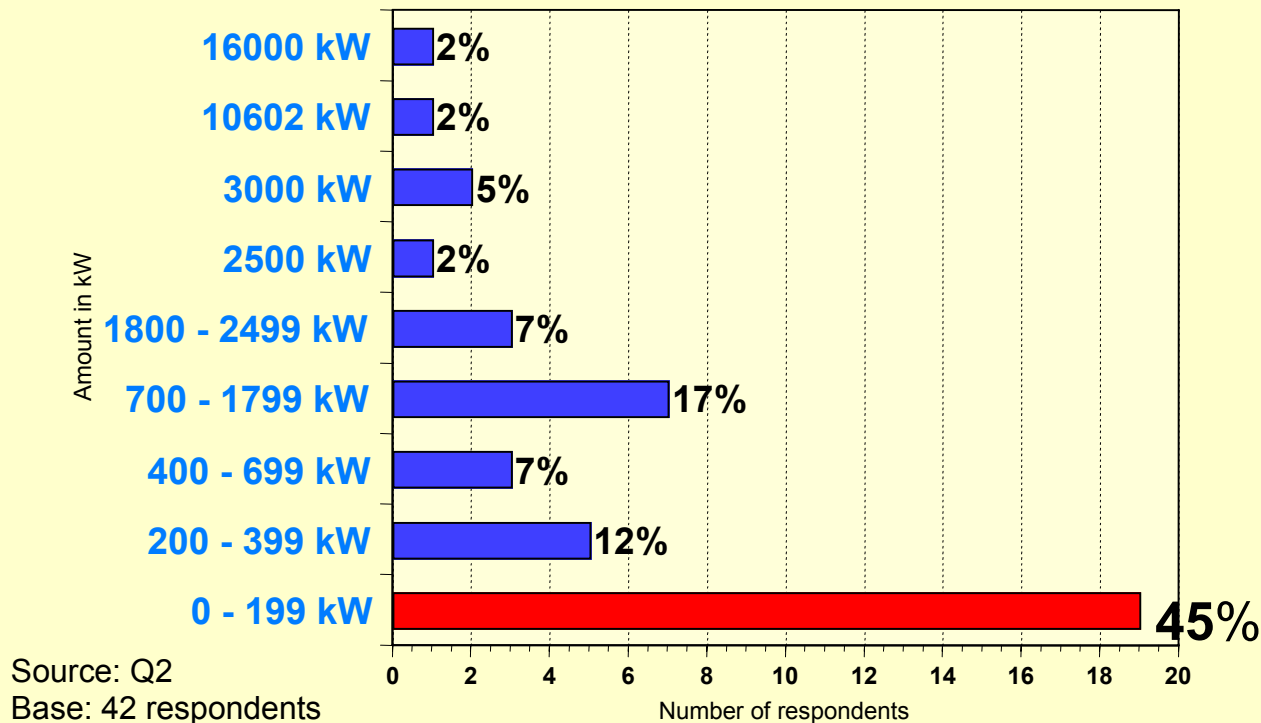
Q1. Prior to 2001, did your utility ask your organization to reduce electricity usage voluntarily and without compensation to help cope with an emergency?



Source: Q1
Base: 109 respondents

Some argue that response to public appeals argues against paying customers to curtail.

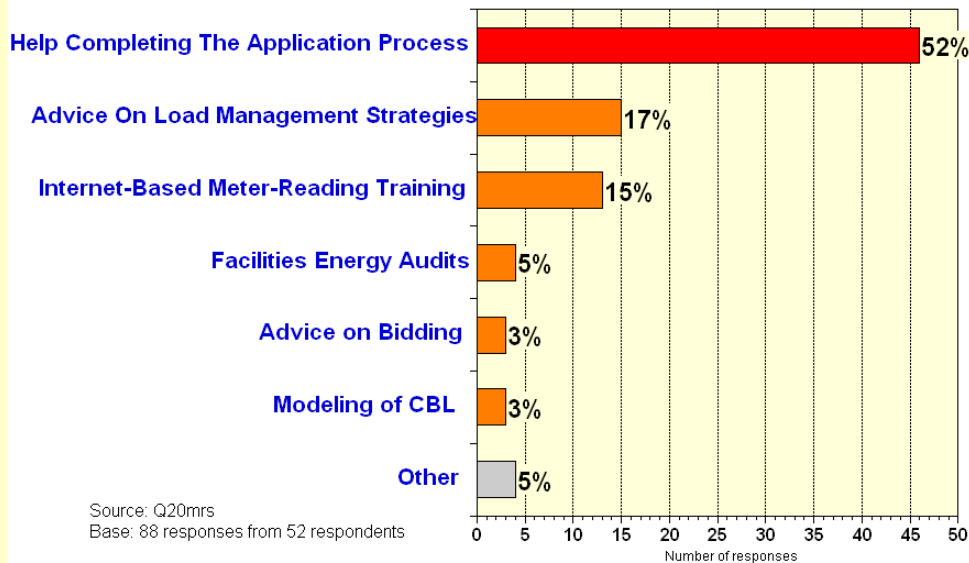
Q2. During the most recent of those events prior to 2001, by approximately how much did you reduce your electricity usage in response to that request?



45% said under 200 kW, making them only marginally eligible for program participation

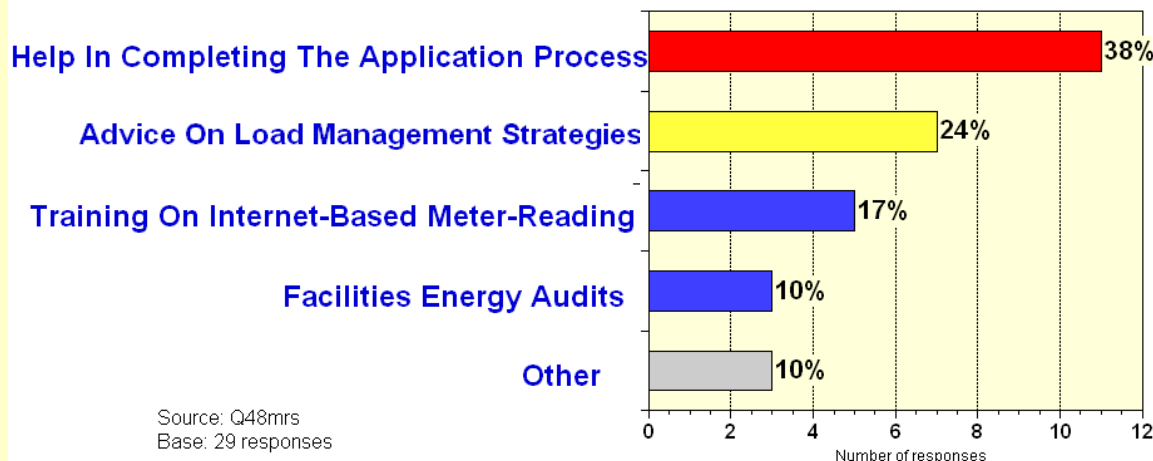
29% reported providing no curtailment relief

Assistance Received in Facilitating Participation in EDRP



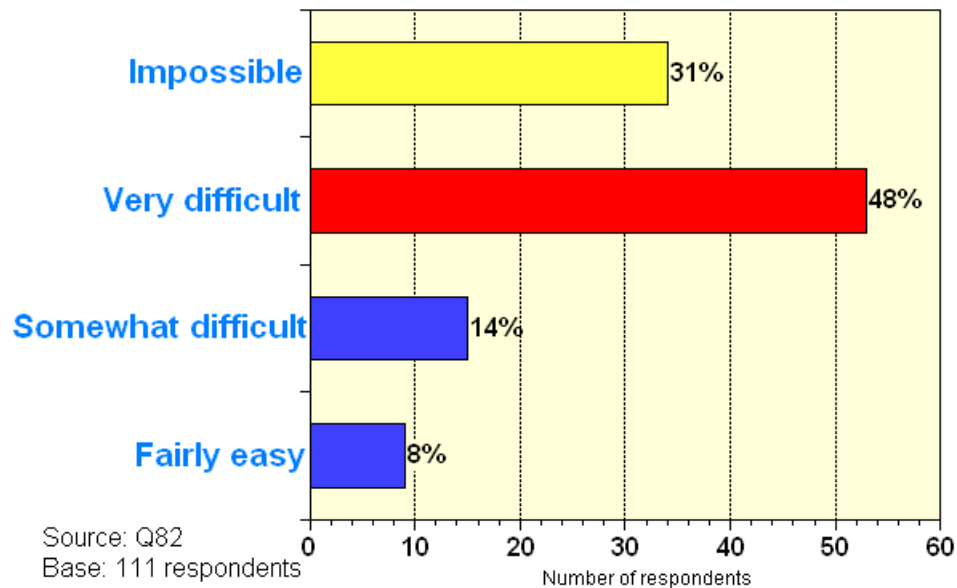
- For both EDRP & DADRP, the main assistance received was “assistance in completing the application process”.
- Less than one in four participants reported getting Advice on load management strategies was next in frequency, 17% for EDRP, 24% for DADRP

Assistance received in facilitating participation in the DADRP



- Given the importance of information and advice, the low incidence of their provision merits attention

Q82. How easy would it be to shift part of your electricity usage from the period of highest use indicated in the previous question to a period of lower use?



• **Shifting load seems like a reasonable alternative to shedding load to a fairly small percentage of customers.**

Summary & Recommendations

Key Findings:

Satisfaction

- **Customers were significantly more satisfied with EDRP than with DADRP.**
 - Few DADRP participants & none by itself
- **Satisfaction:** driven by program & financial benefits
- **Dissatisfaction:** related to perception that participation is not cost effective, slow feedback, slow payment

Key Findings: Communication and CBL

- **Email**, not bill stuffers, is the most effective way to promote DRPs
- But, for **industrial customers**, direct contact from providers is very important
- Lack of **CBL** reflecting **weather sensitivity** was not reported as influencing participation
- Participants seemed to understand their **load shapes**.
- This should not be construed that the CBL is not important.
- Those with gripes may have elected not to use the survey to gripe.
- Until they are paid, customers may not realize the importance of the CBL

Key Findings: Information

- **EDRP** information more useful than DADRP information
- **EDRP event notification timing & payment amount** were fairly well understood, and are critical factors in the conjoint valuation of features
- **CBL calculations** were understood at about the same level for EDRP & DADRP
- **Payment timing was least understood** for both programs
- Fuller understanding of **timing of event notification** was positively related to judging **EDRP information as more useful**.
- Those more fully understanding **CBL calculations** perceived **DADRP information as being more useful**.

Key Findings: Participation in other DRPs

- Prior **RTP & TOU participants** were significantly **more prone** to participate in **NYISO 2001 DRPs**
 - **NYSERDA PONs** participants were **significantly more likely** to participate in **NYISO 2001 DRPs**
 - **Curiously**, previous participation in a curtailable load program was not significant
 - Participants in **2001 DRPs** were significantly more likely to participate in **2002 DRPs**.
-
- **The large population of RTP customers upstate appear to be a fertile ground for participation**
 - **But, such experienced customers are sparse in the areas where participants are most needed (eastern part of the state)**

Main Recommendations

- **Enhance program understanding by clearly communicating difficult attributes of the DRPs to all customers.**
 - *This information should be sent by the **LSEs** and **NYISO** by email or by personal contact. **NYSERDA** could also be an effective communicator.*
- **Participation in one program significantly increases their likelihood of participating in others.**
- **Strive to get customers into EDRP, which serves as an effective nurturing and educational experience.**

Appendix

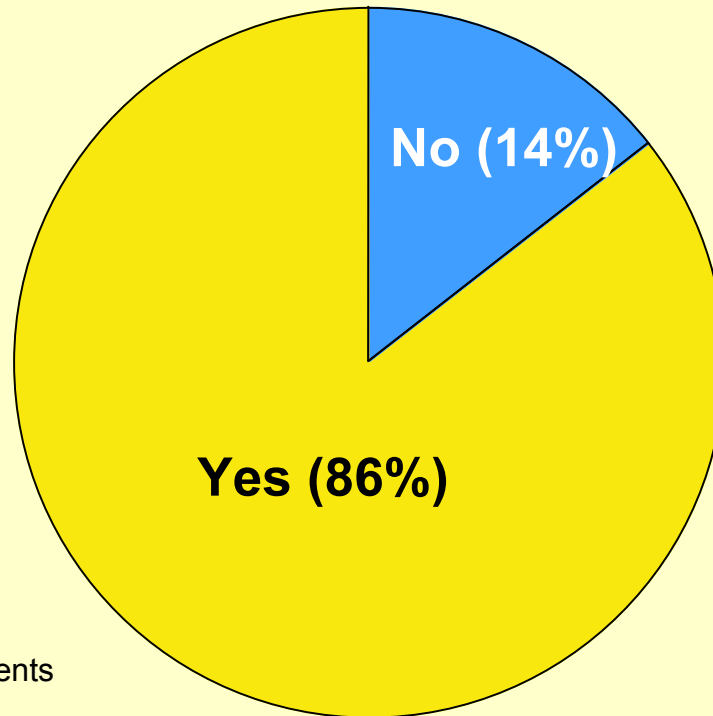
Exhibits of customers' answers to:

- 1) The NYSERDA block of questions;**
- 2) Questions regarding firm characteristics;**
- 3) Questions that do not relate directly to the hypotheses and key findings.**

Responses to the NYSERDA- specific Questions

Basic Graphs

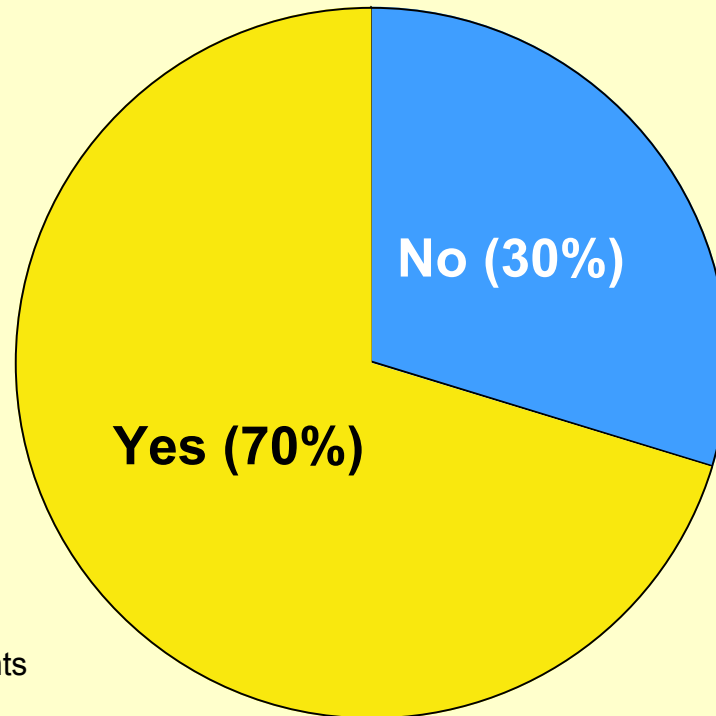
Q3. Have you heard of the New York State Energy Research & Authority(NYSERDA)?



A very high level of name recognition

Source: Q3
Base: 111 respondents

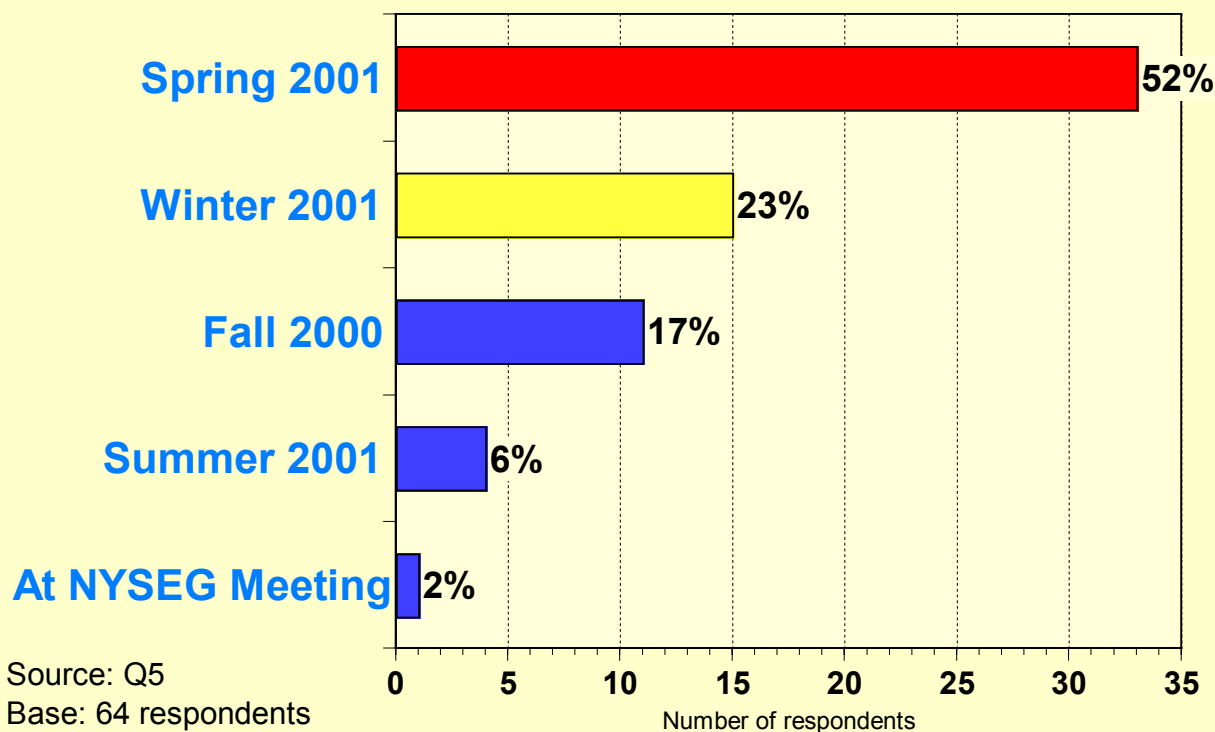
**Q4. Are you aware of either of the following
NYSERDA Program Opportunity Notices (PON), i.e.
PON 585 or PON 577?**



**A slightly
lower level of
PRL enabling
program
recognition**

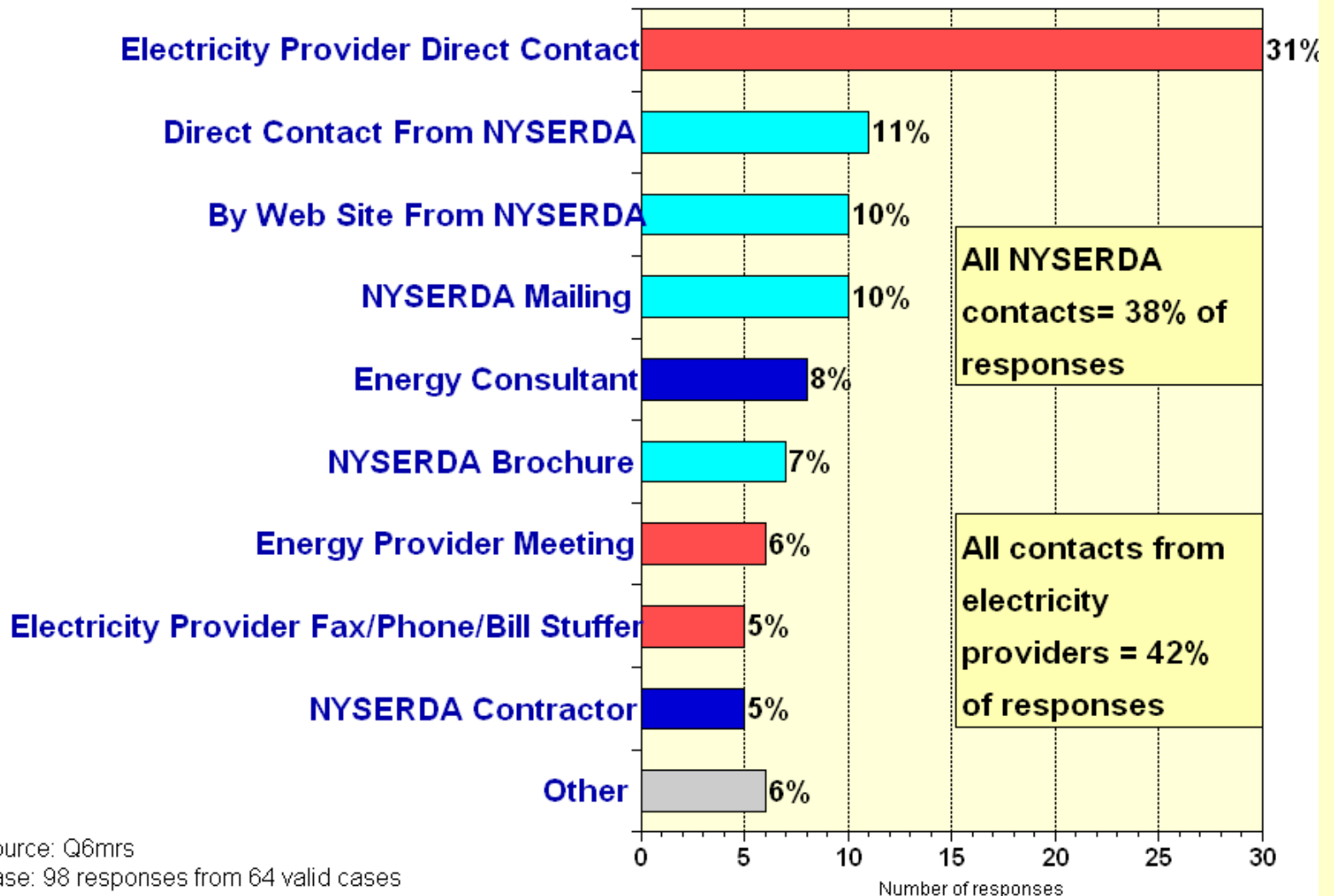
Source: Q4
Base: 91 respondents

Q5. When did you become aware of PON 585 or PON 577?

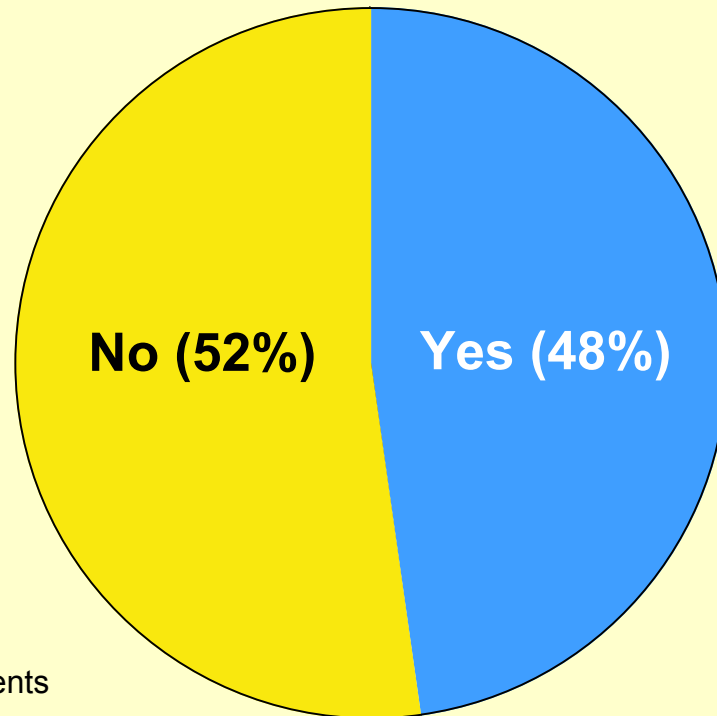


The high level of awareness in the Spring may have hampered participation in the PONS.

Information sources for NYSERDA's PON 585 or PON 577?



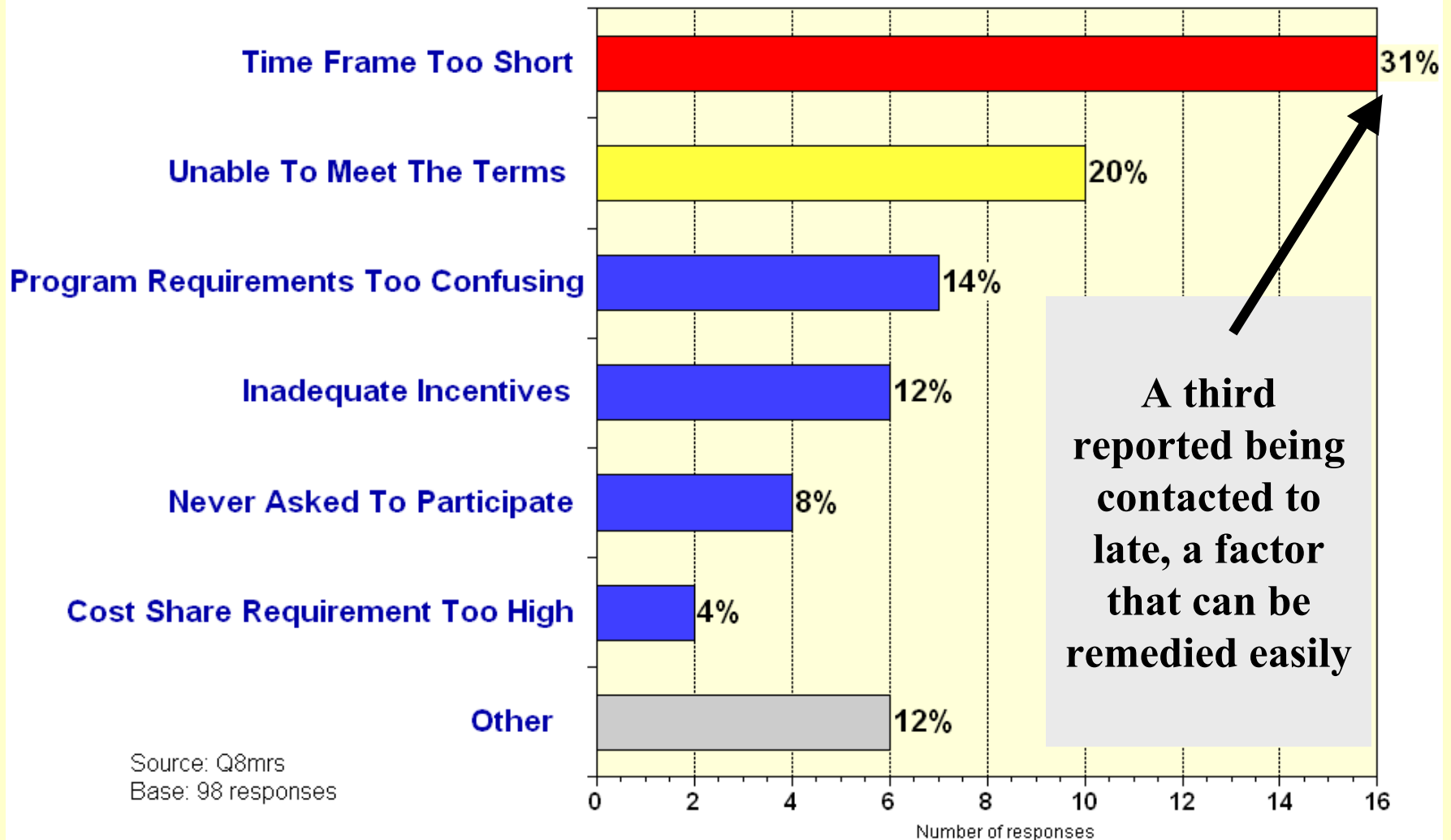
Q7. Are you a participant in NYSERDA's PON 585 or PON 577 ?



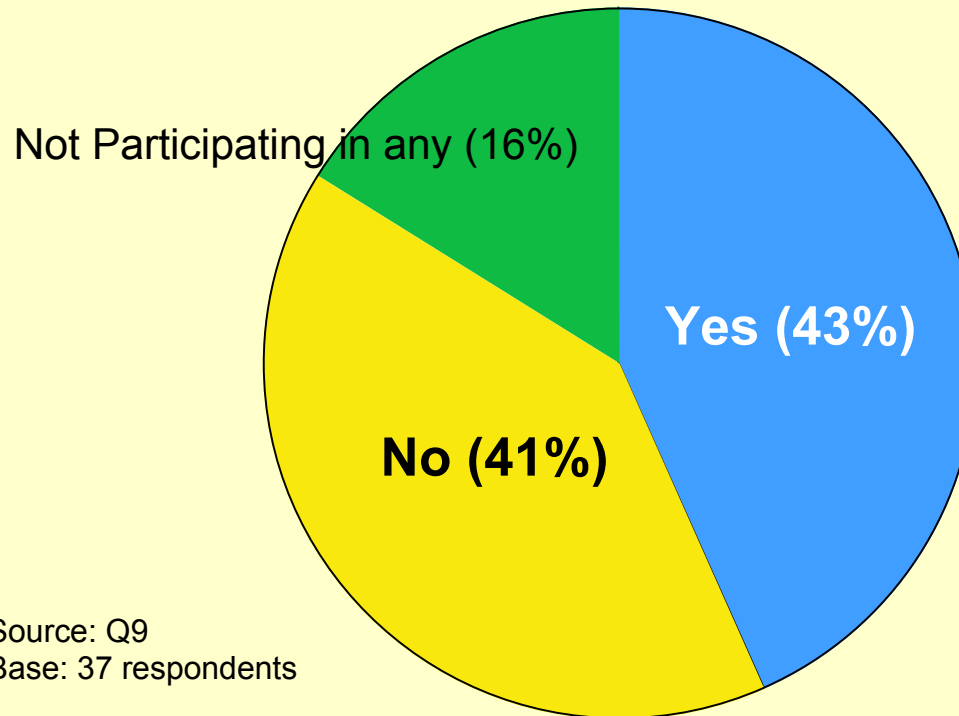
Source: Q7
Base: 65 respondents

**A 50%
yield rate:
70% knew
about the
programs,
48% took
advantage.**

Reasons for Not Participating in NYSERDA's PON 585 or PON 577



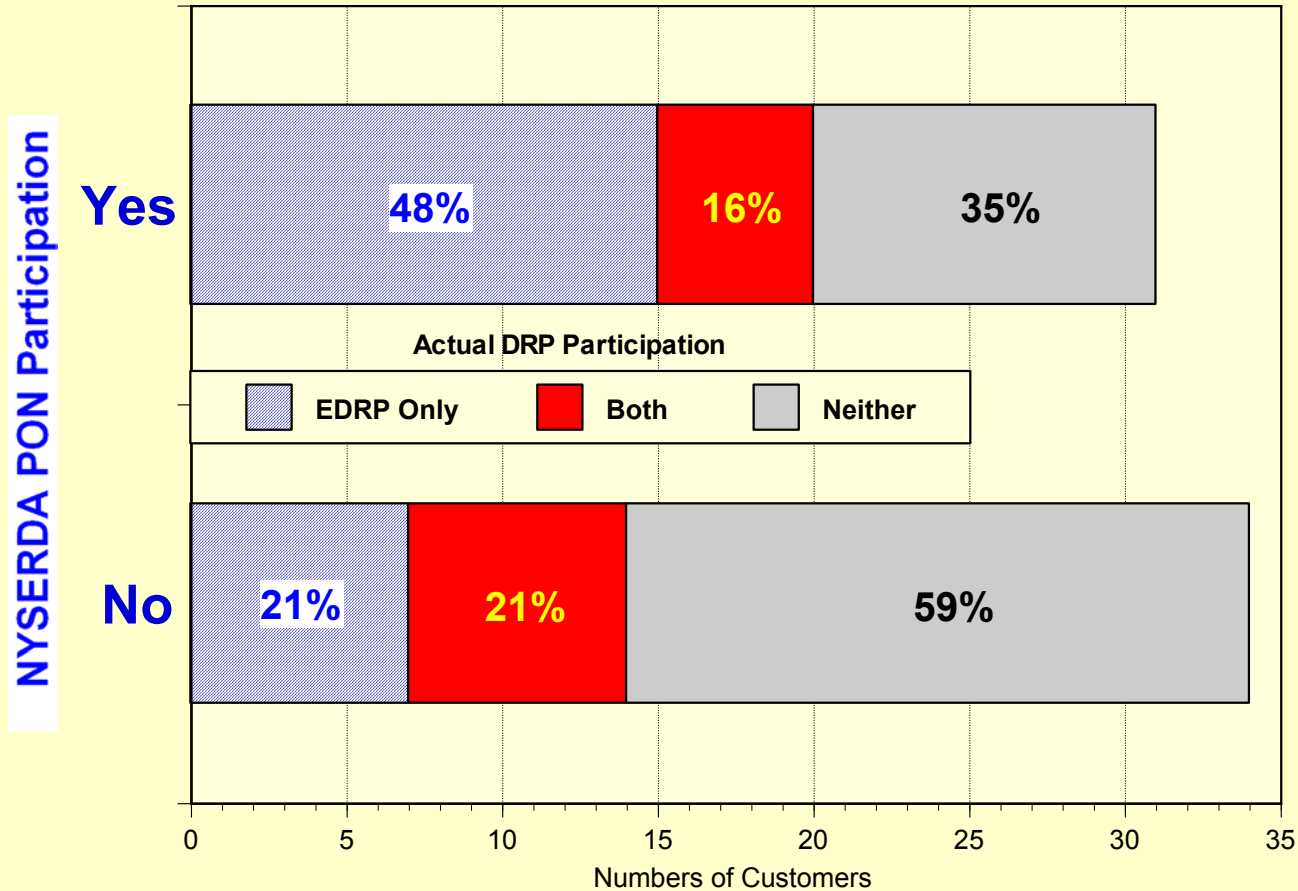
Q9. Was your participation in NYSERDA's PON 585 or PON 577, critical to your participation in an Electricity Load Management Program in 2001?



Source: Q9
Base: 37 respondents

About half report that they don't need enabling assistance.

NYSERDA PON 585 & 577 Participation and Actual DRP Participation

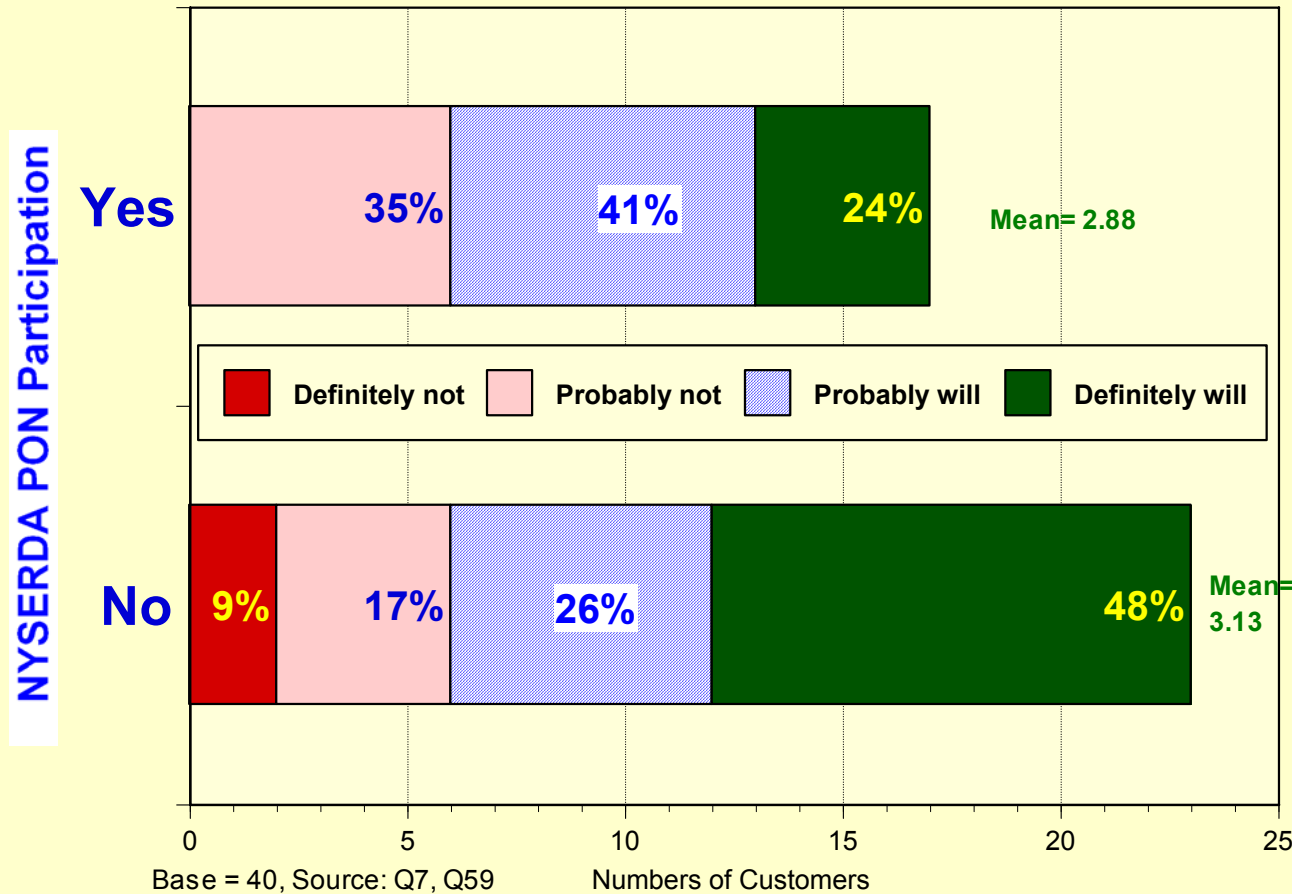


Base = 65, Source: Q7, NYISO Combined participation

✓ NYSERDA PONs participants were significantly more likely to have actually participated in the NYISO DRPs.

✓ For those that need help, NYSERDA support is a critical factor

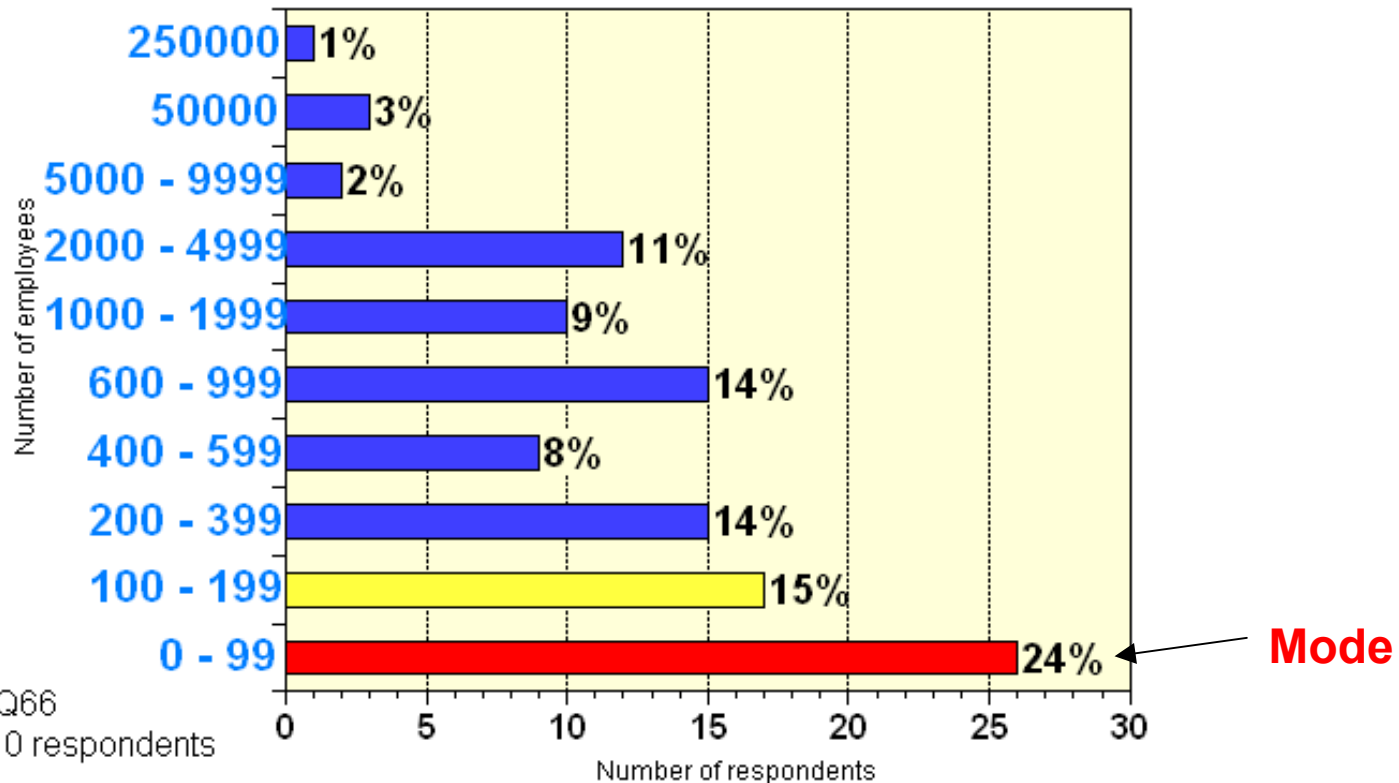
NYSERDA PON Participation & 2002 Intended EDRP Participation



Fewer who had participated in NYSERDA PONs said they definitely would participate in the 2002 EDRP than did those who did not participate in the PON. But, it is not a statistically significant difference.

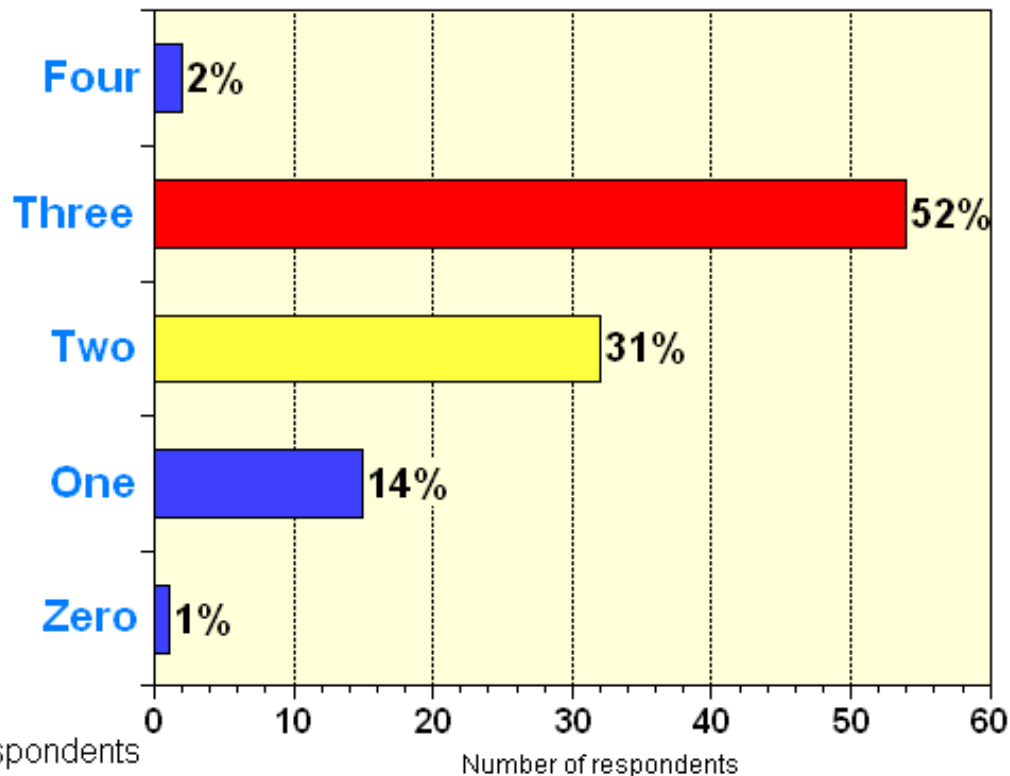
Customer Characteristics

Q66. Approximately how many full-time employees does your organization have?



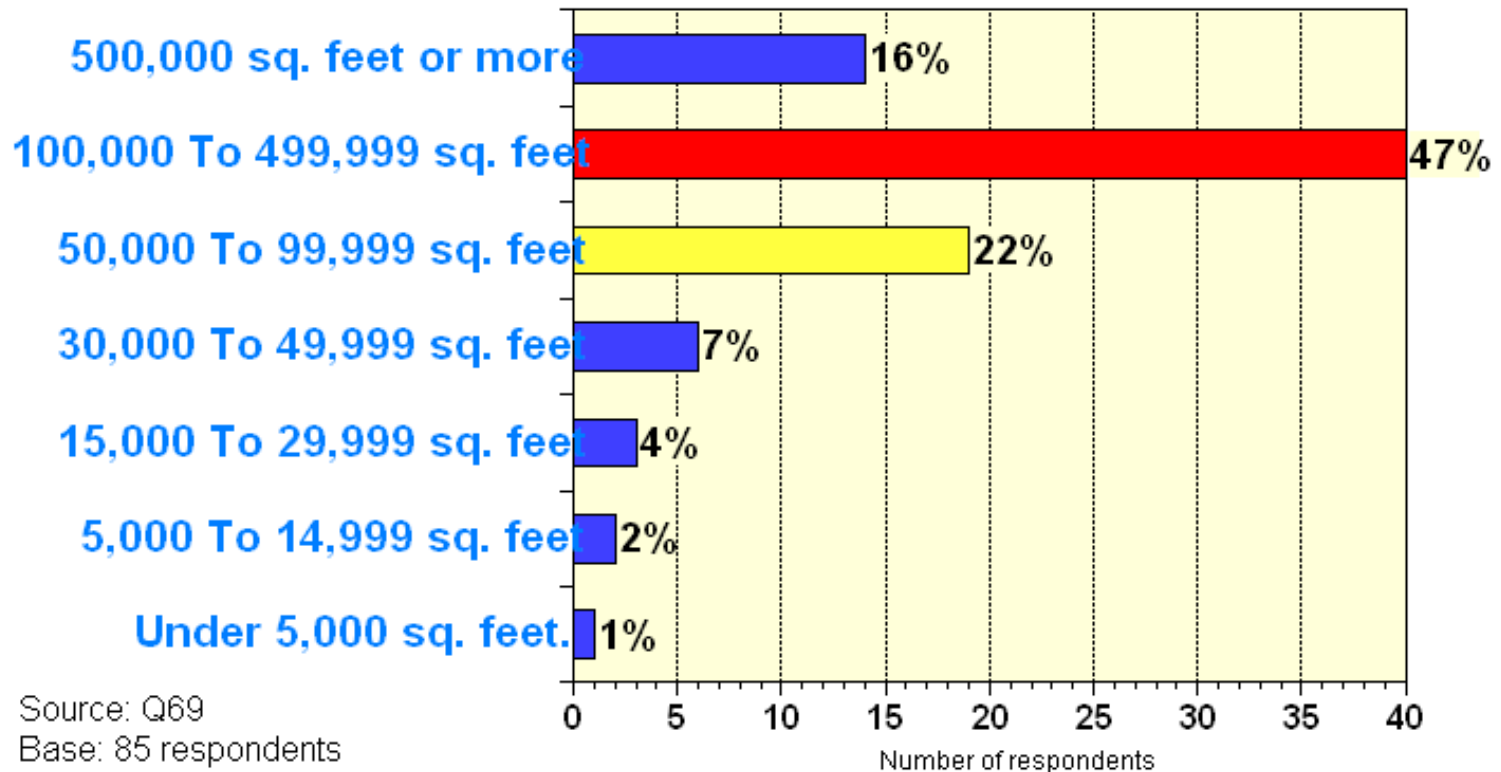
Includes participants and non-participants

Q67. How many production shifts do you operate in a 24-hour period?



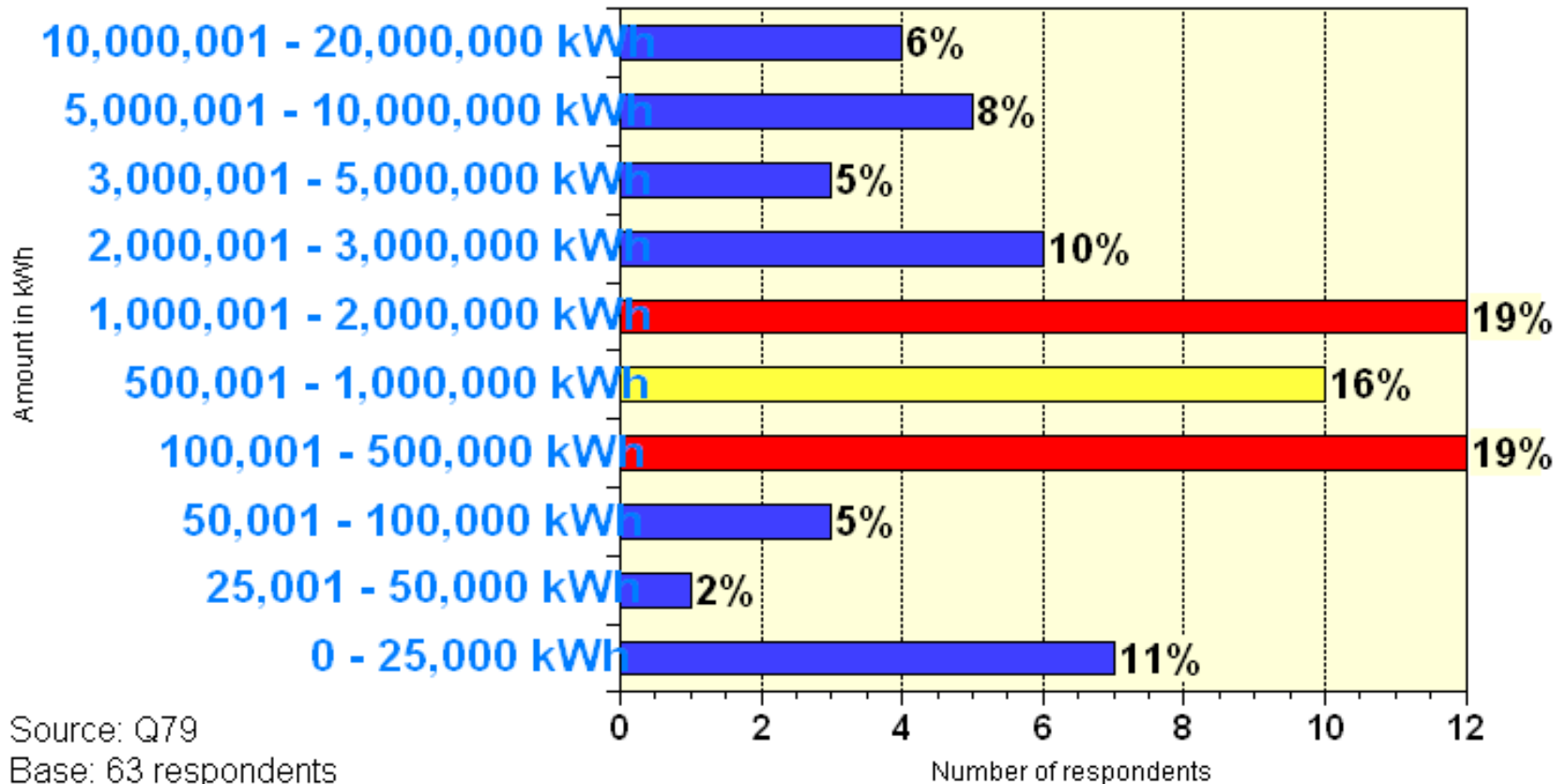
Includes participants and non-participants

Q69. Approximately how large is your main facility



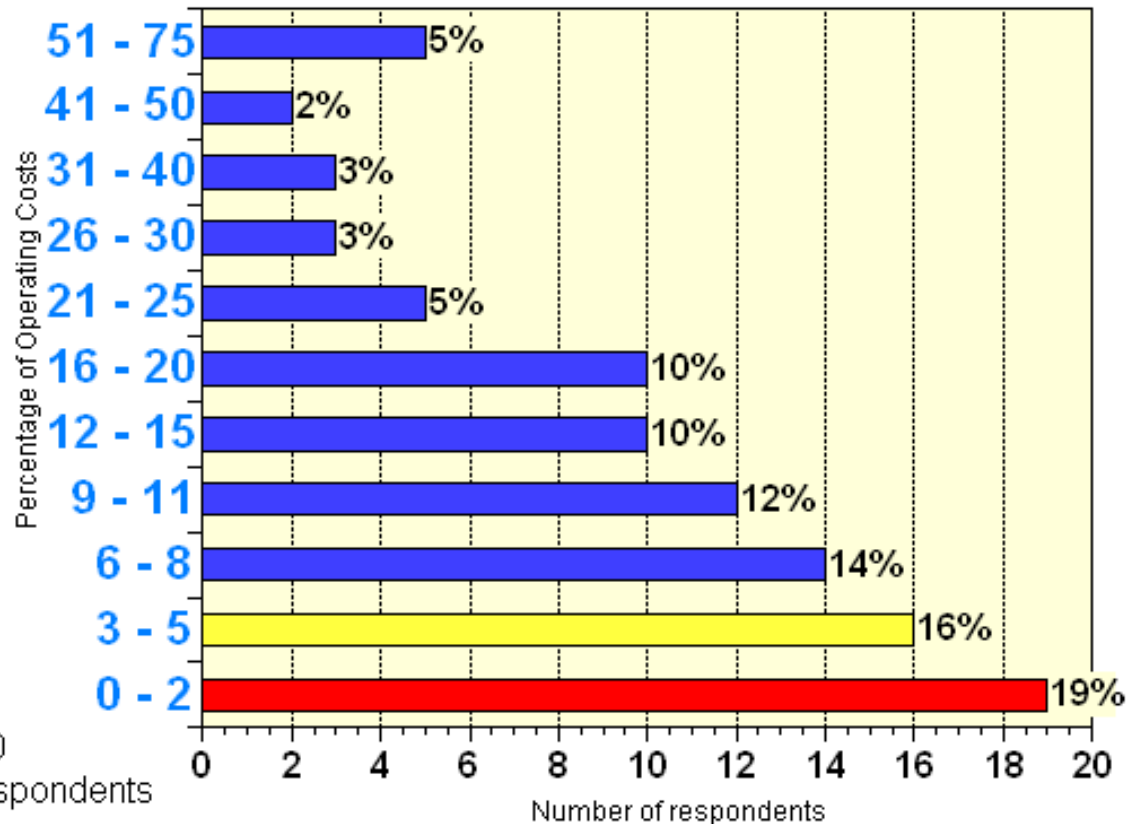
Includes participants and non-participants

Q79. What was your last monthly electricity bill?



Includes participants and non-participants

Q80. What percent of your organization's total monthly operating cost is due to electricity cost?

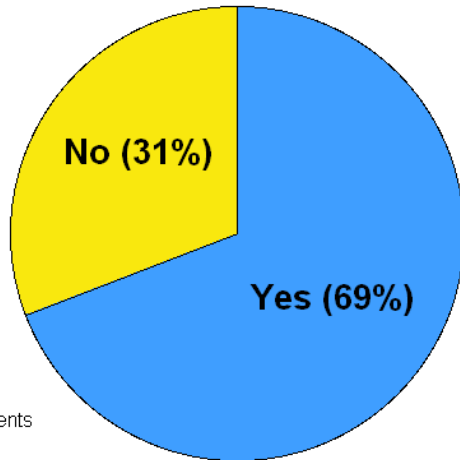


Source: Q80

Base: 99 respondents

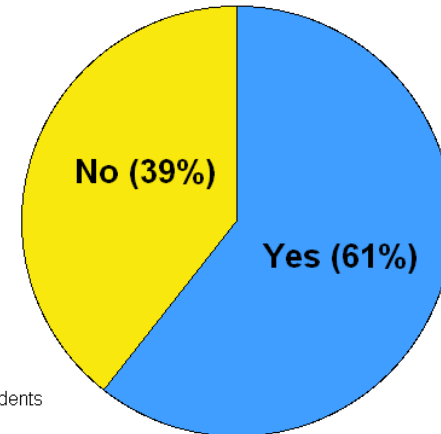
Includes participants and non-participants

Q74. Is your main facility air-conditioned?



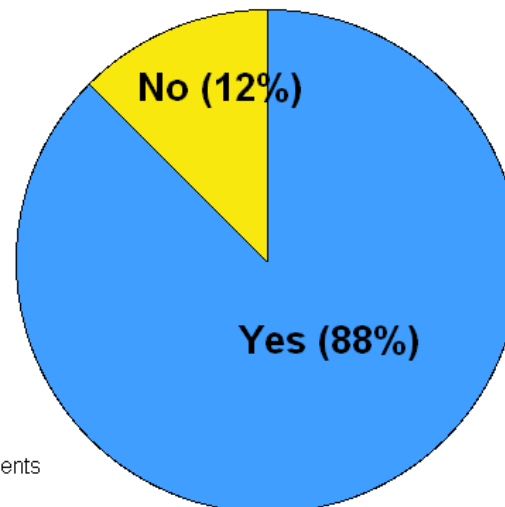
Source: Q74
Base: 110 respondents

Q75. Are building-wide environmental control technologies used in your main facility?



Source: Q75
Base: 109 respondents

Q78. Is your electricity usage recorded with an interval meter?

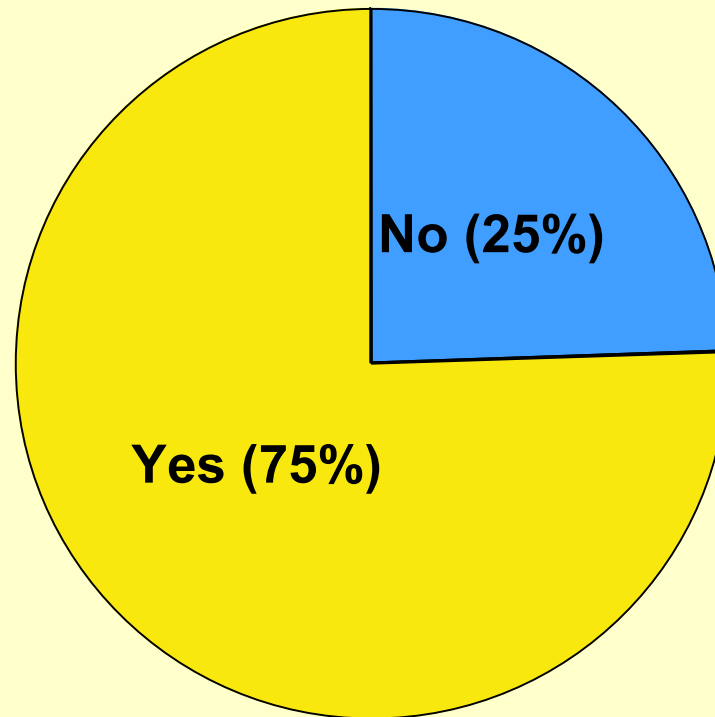


Source: Q78
Base: 105 respondents

Includes participants and non-participants

Answers to Other Survey Questions

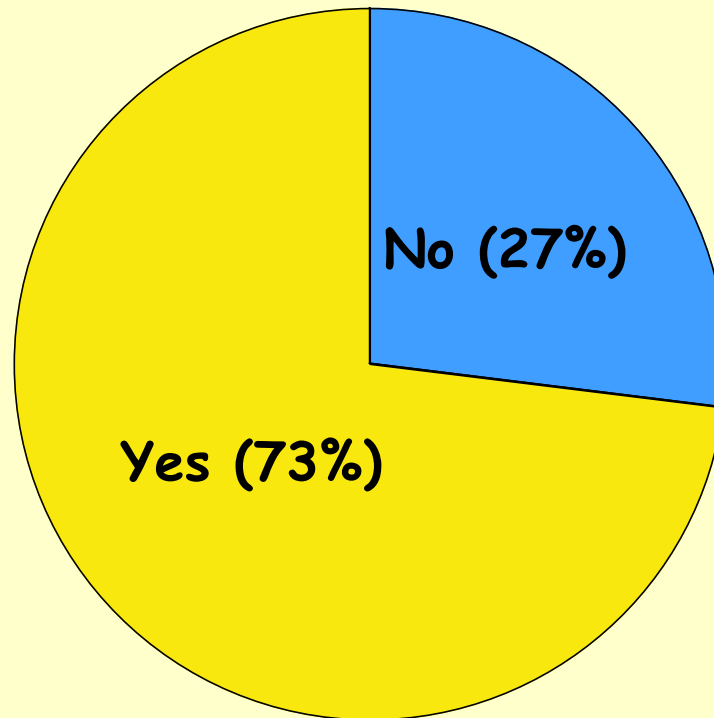
Q10. Are you aware of New York State Emergency Demand Response Program(EDRP)?



Source: Q10
Base: 110 respondents

Sample population purportedly include only customers direct contacted about participation by an CSP or LSE

Q17. Did your organization sign up for the Emergency Demand Response Program(EDRP)?



Equipment Installed Specifically to Participate in EDRP

About half reported taking specific actions

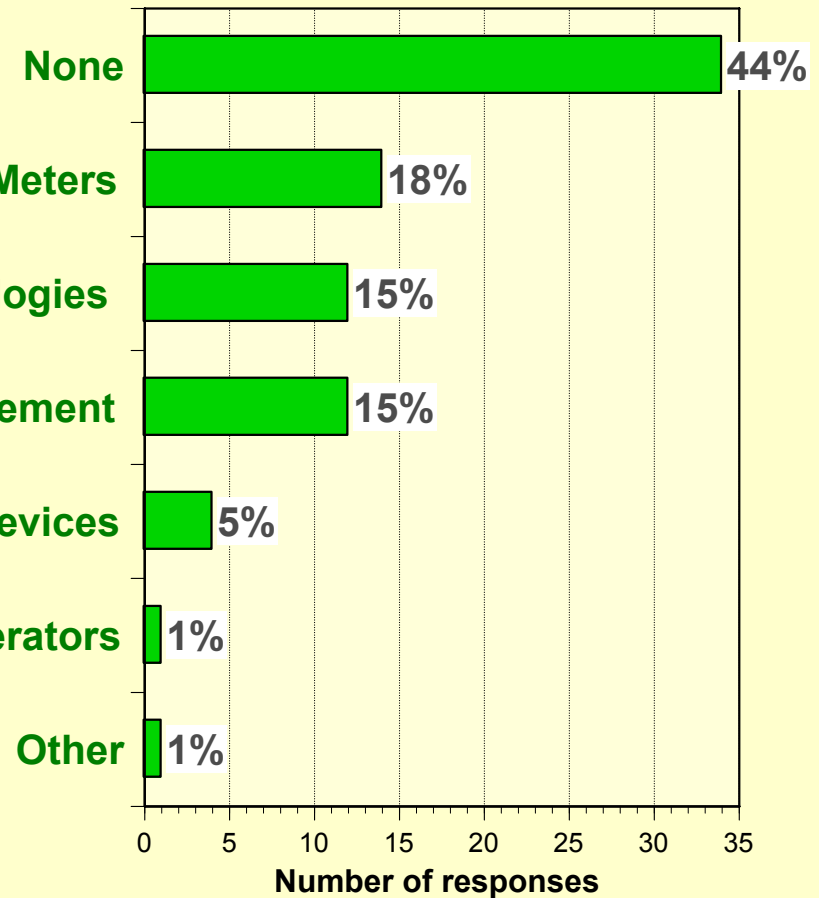
Internet-Based Meter-Reading Technologies

Communications Equipment

Load Control Devices

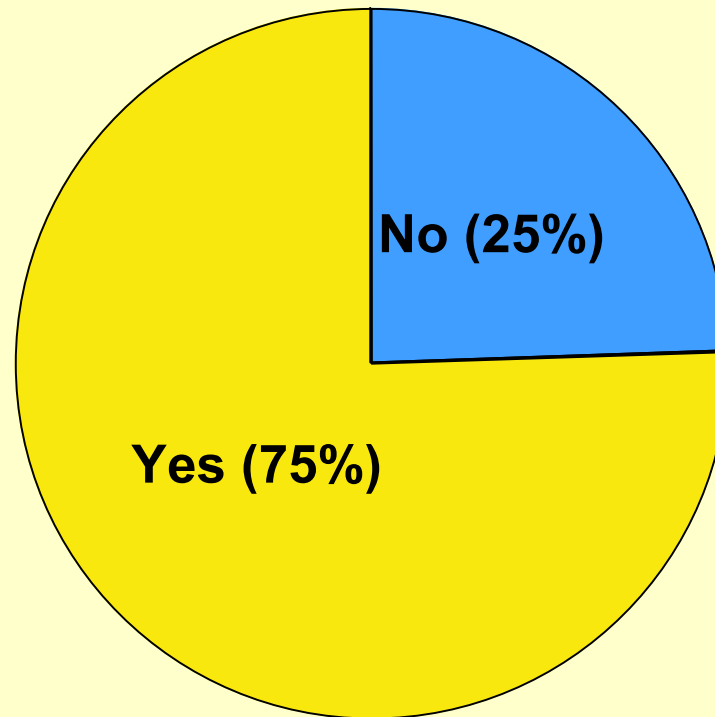
'On-Site' Generators

Other



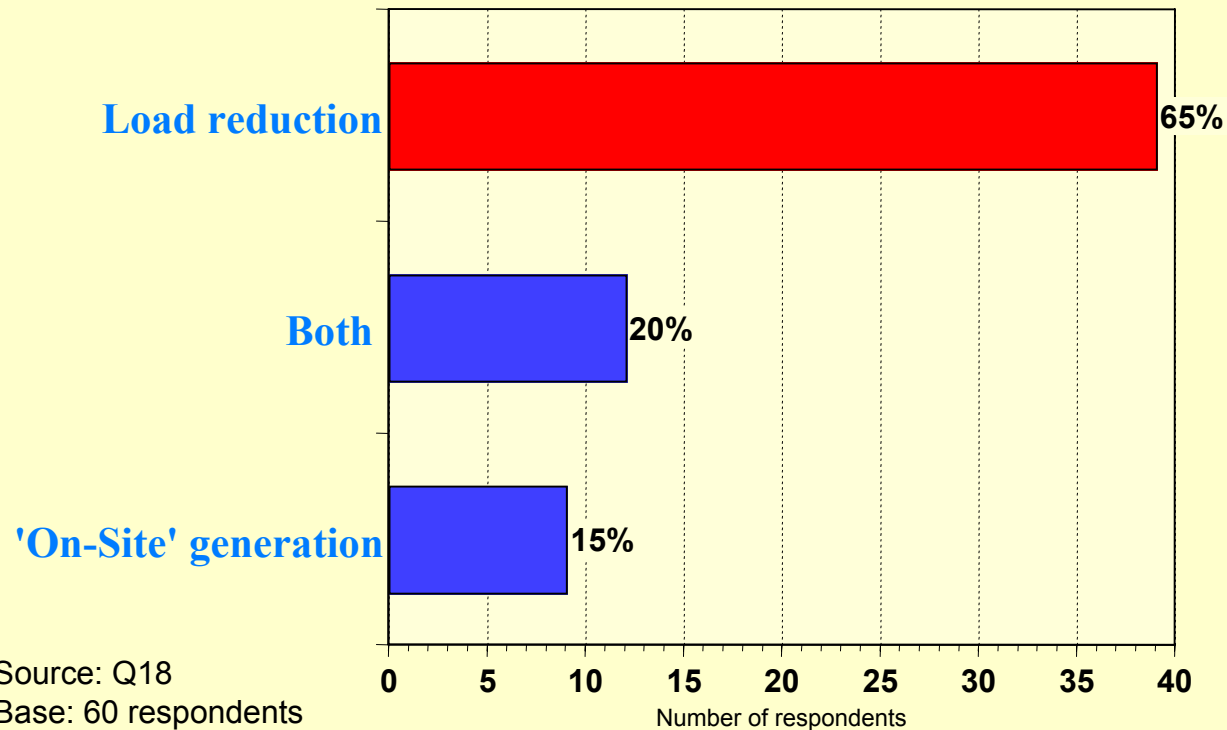
Base = 78 responses from 60 respondents, Source: Q21

Q10. Are you aware of New York State Emergency Demand Response Program(EDRP)?

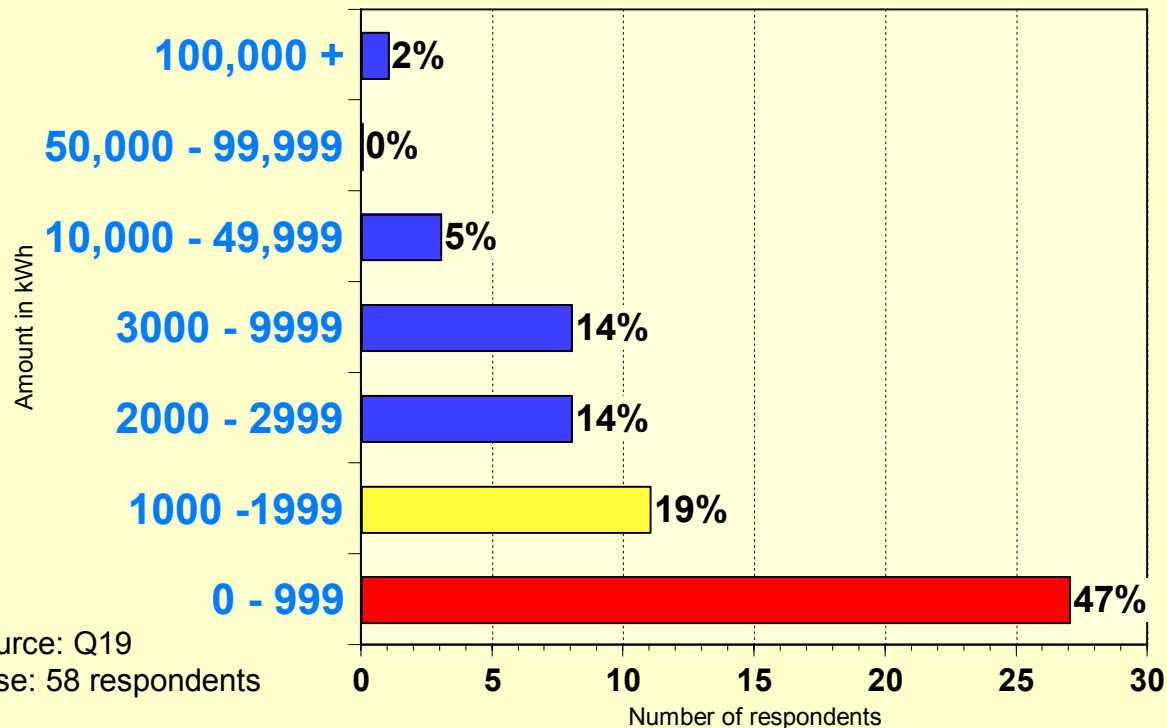


Source: Q10
Base: 110 respondents

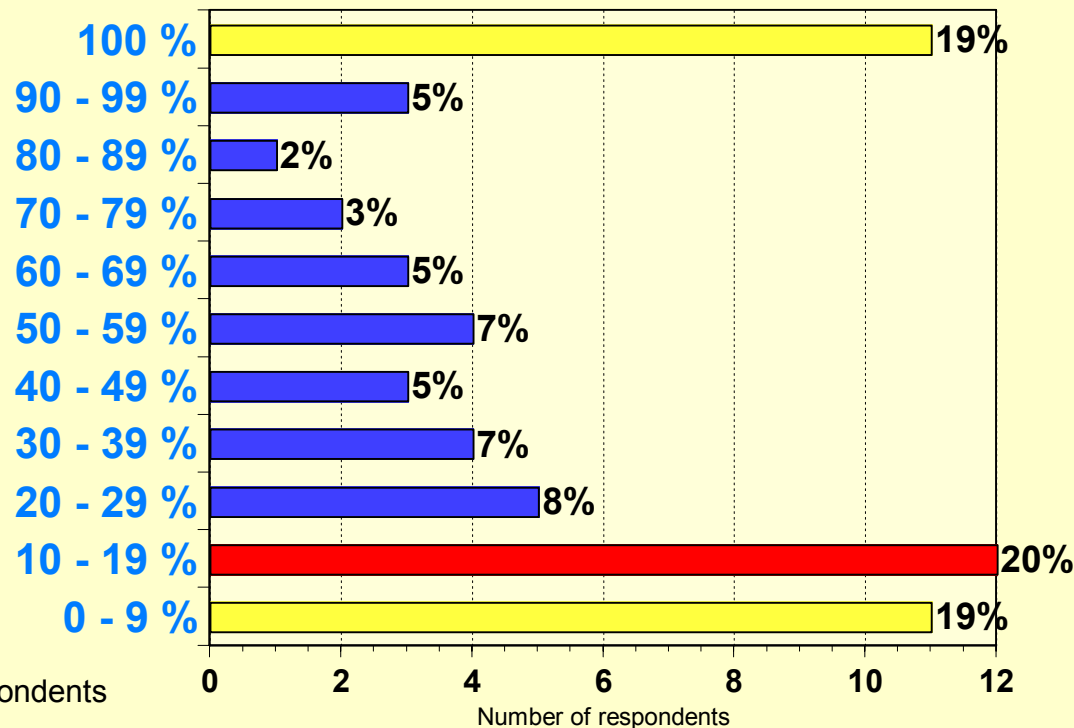
Q18. Which of the following methods do you plan to use in responding to an EDRP emergency event?



Q19. How much electricity usage did you anticipate being able to reduce and/or self-generate when notified of an EDRP emergency event?



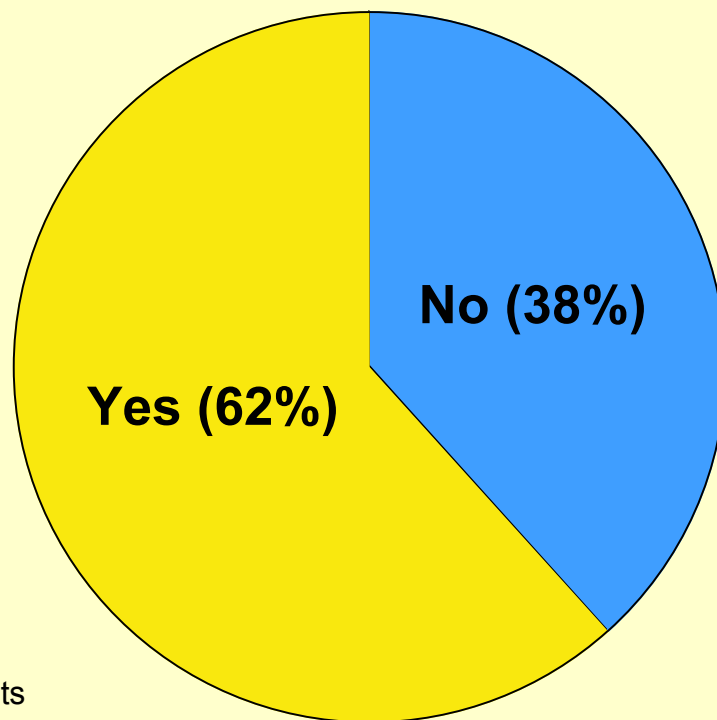
Q19b. How much electricity usage did you anticipate being able to reduce and/or self-generate when notified of an EDRP emergency event?



Source: Q19b

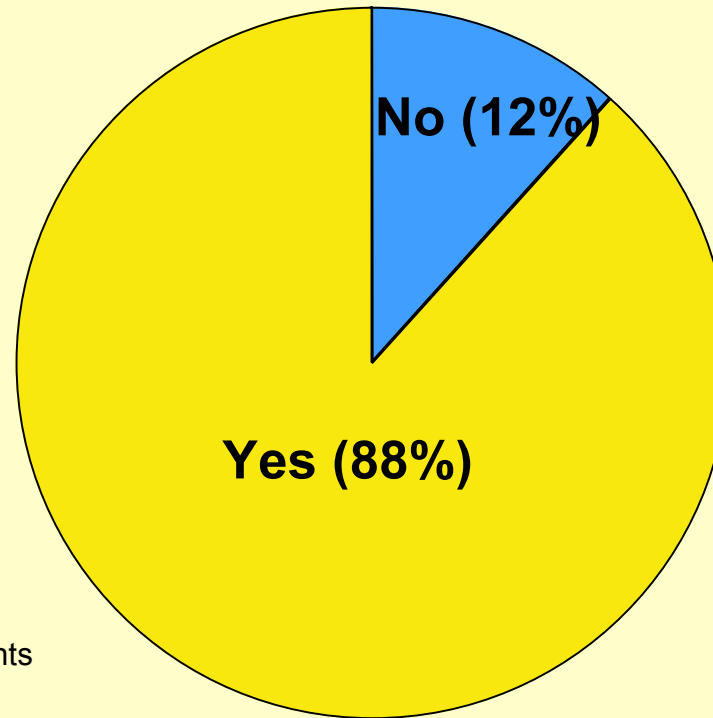
Base: 59 respondents

Q22. Did you receive any financial assistance to purchase that equipment?



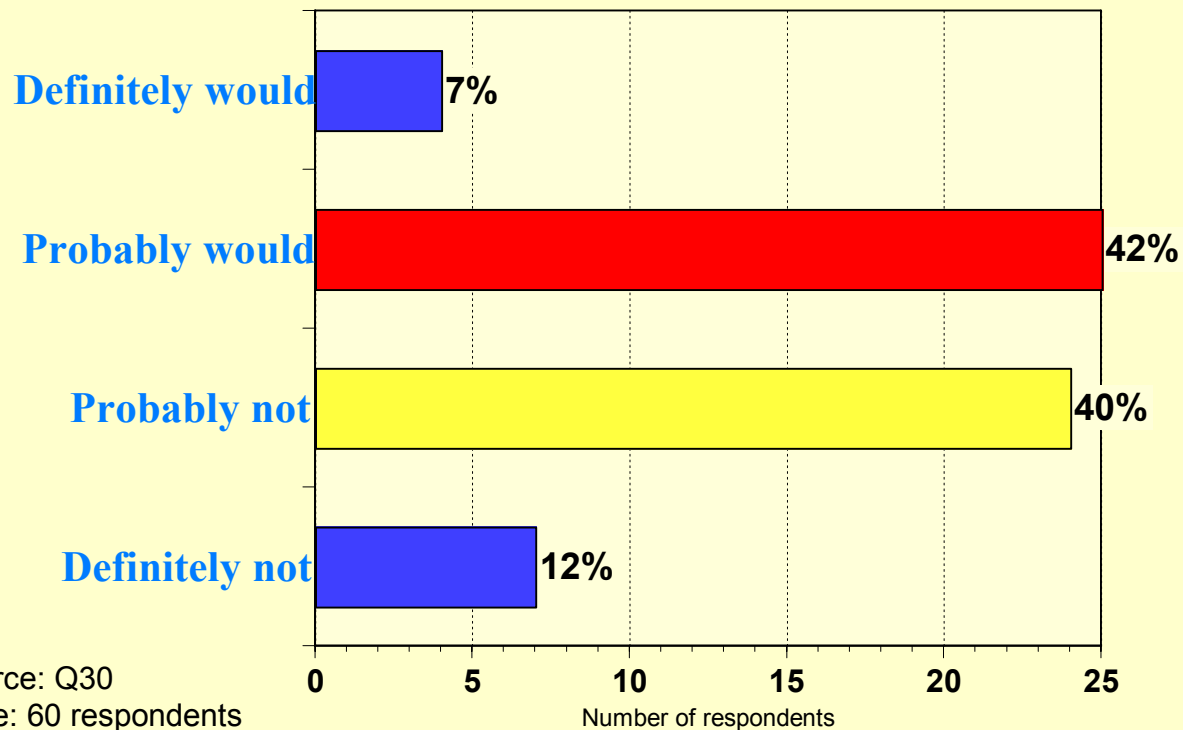
Source: Q22
Base: 26 respondents

Q24. Did you participate in any of the EDRP emergency events called on August 7th- 10th?

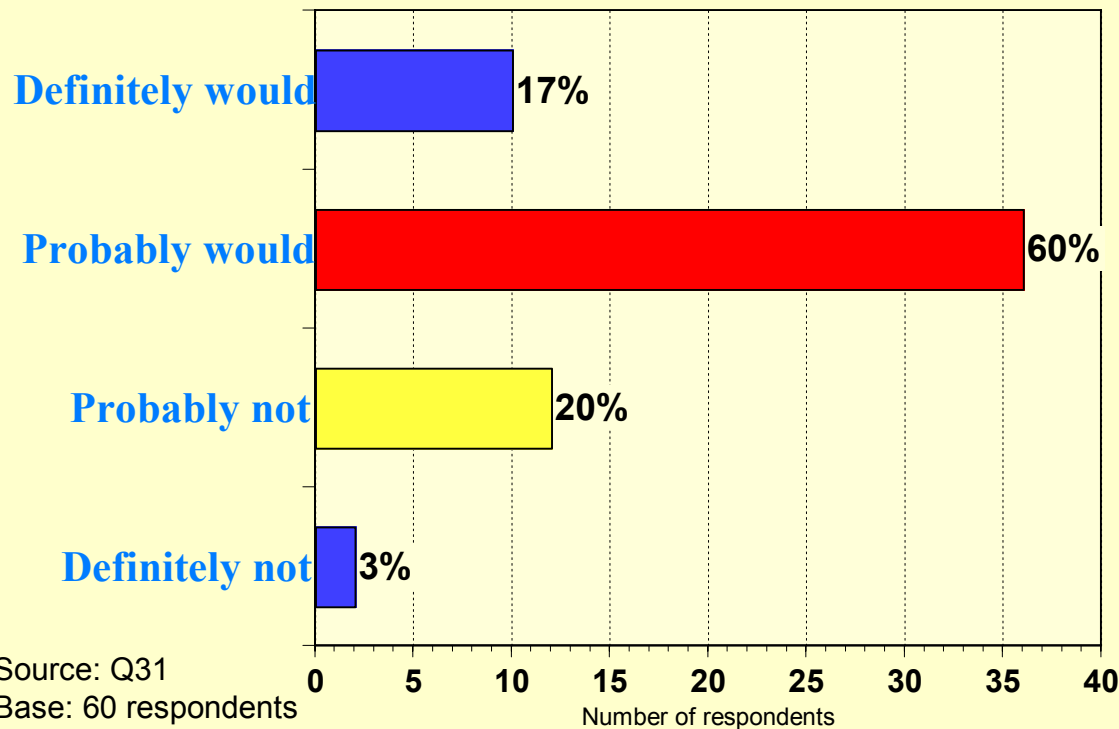


Source: Q24
Base: 60 respondents

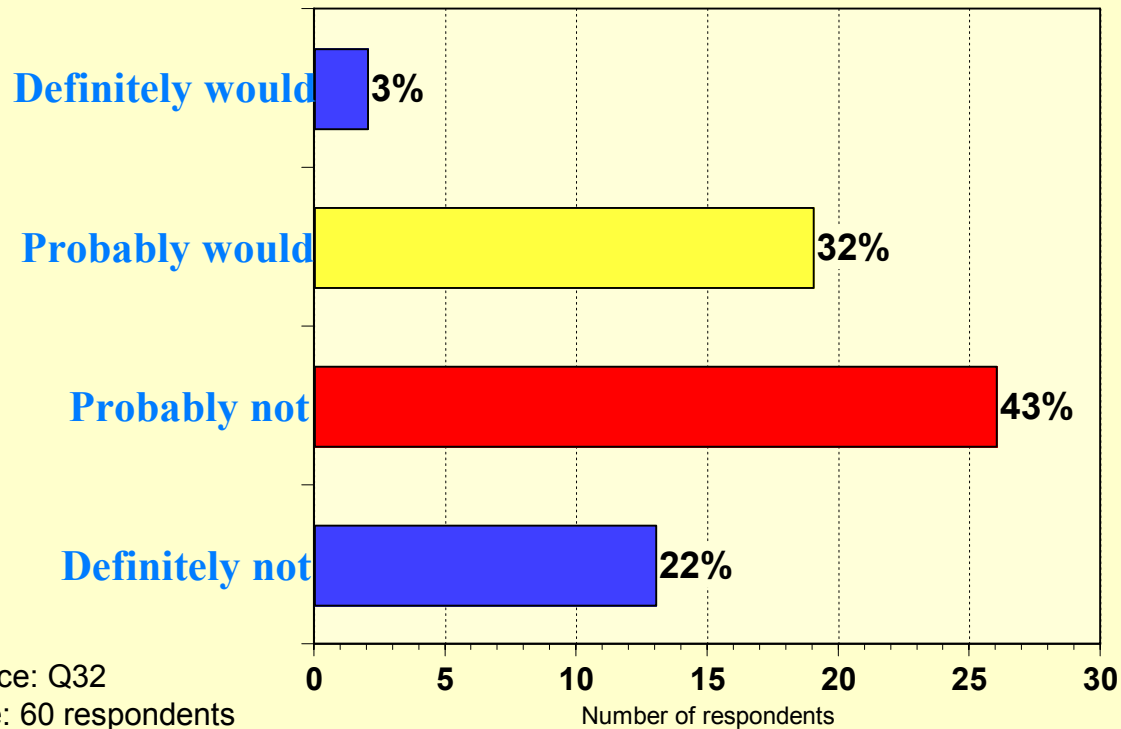
Q30. How likely would you have participated in the Emergency Demand Response Program(EDRP) if the minimum payment level of \$500/mWh had been lowered to \$250/mWh?



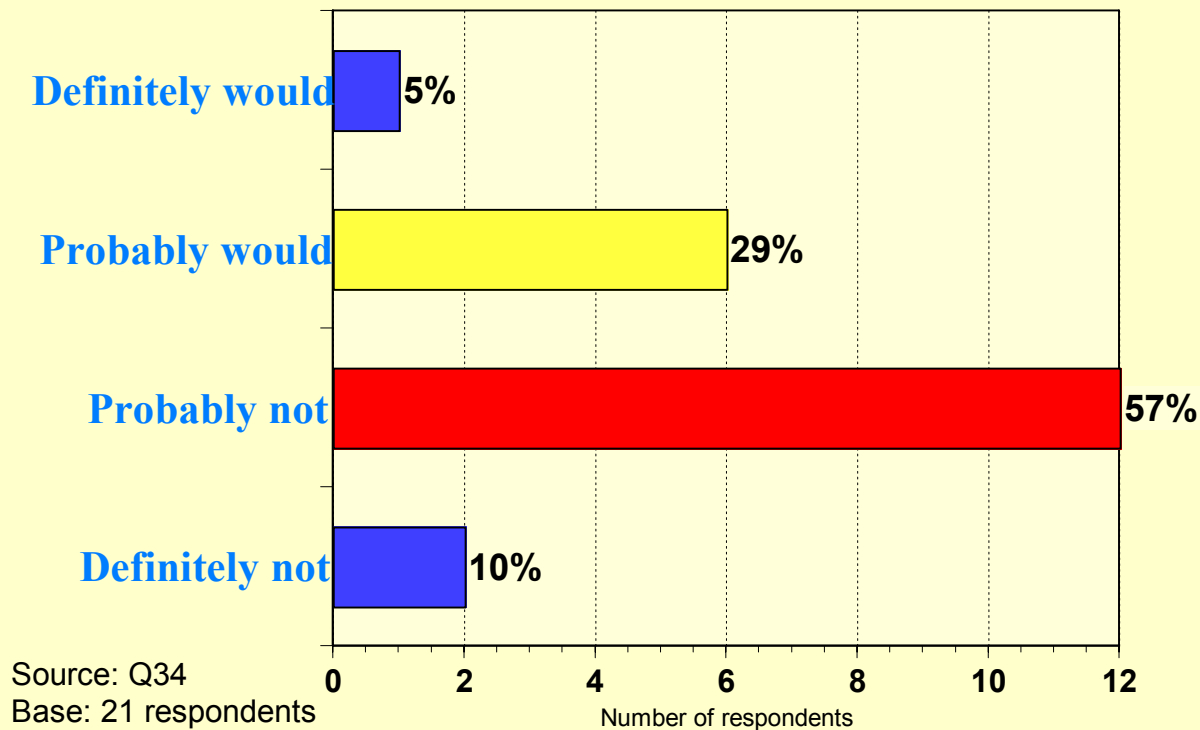
Q31. How likely would you have participated in the Emergency Demand Response Program(EDRP) if the curtailment notice were reduced from 2 hours to 1 hour?



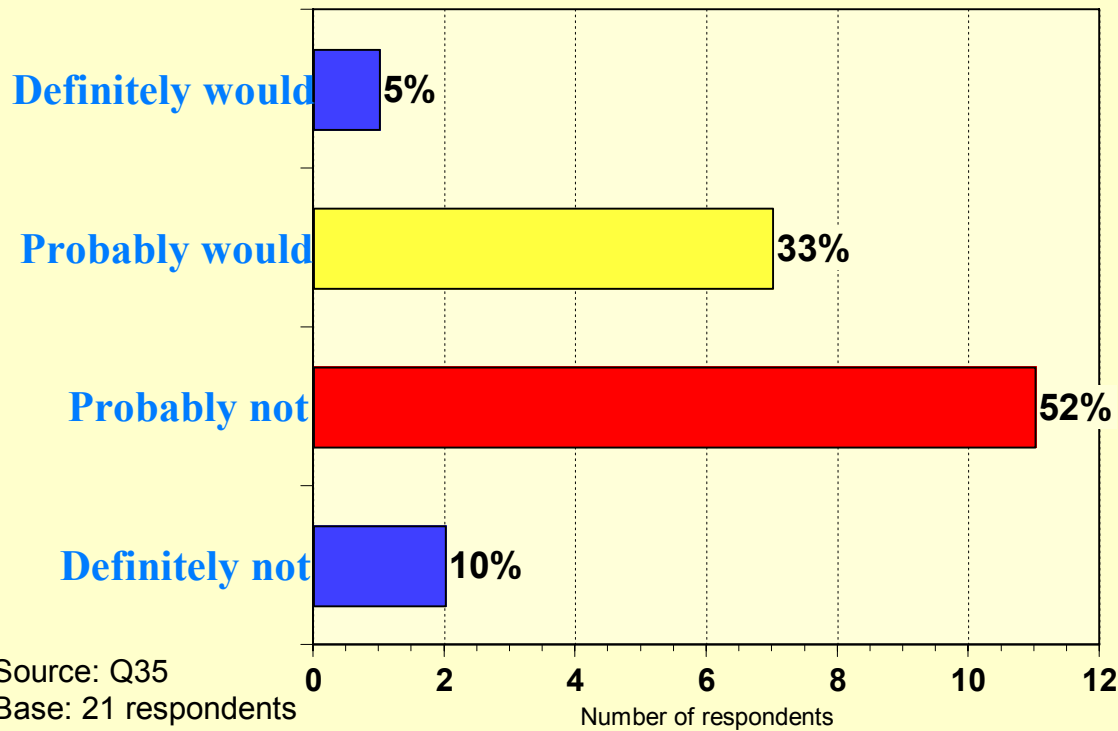
Q32. How likely would you have participated in the Emergency Demand Response Program(EDRP) if both the curtailment notice were reduced from 2 hours to 1 hour and the minimum payment level of \$500/mWh had been lowered to \$250/mWh?



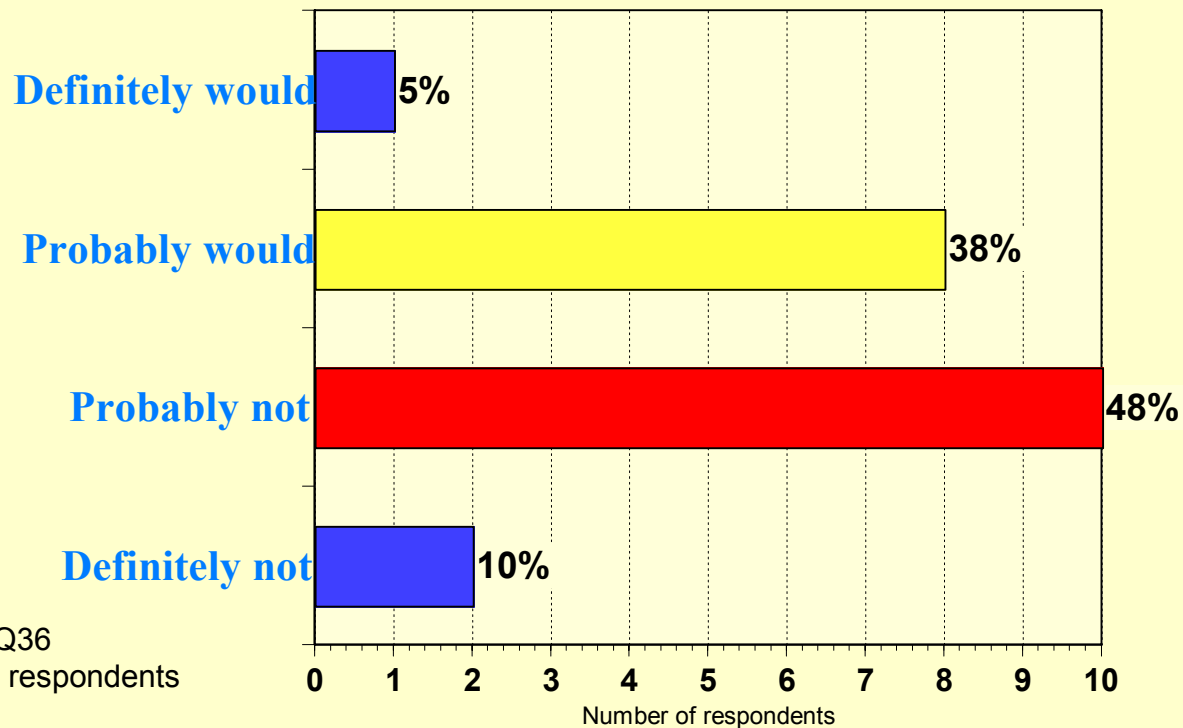
Q34. How likely is it that you would have participated in the EDRP if the minimum payment level of \$500/mWh had been raised to \$750/mWh?



Q35. How likely is it that you would have participated in the EDRP if the required notice prior to a curtailment had been increased from 2 hours to 4 hours?



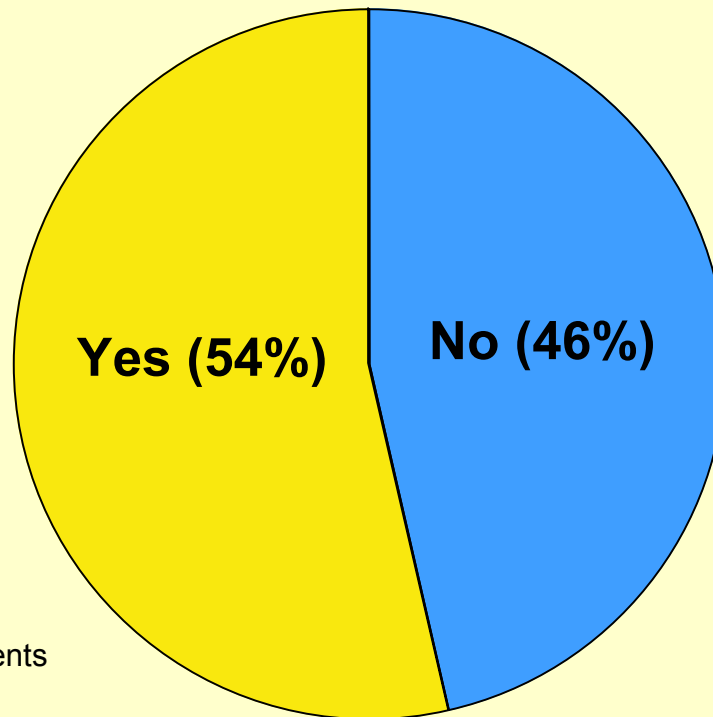
Q36. How likely is it that you would have participated in the EDRP if the minimum payment level of \$500/mWh had been raised to \$750/mWh and the required notice prior to a curtailment had been increased from 2 hours to 4 hours?



Source: Q36

Base: 21 respondents

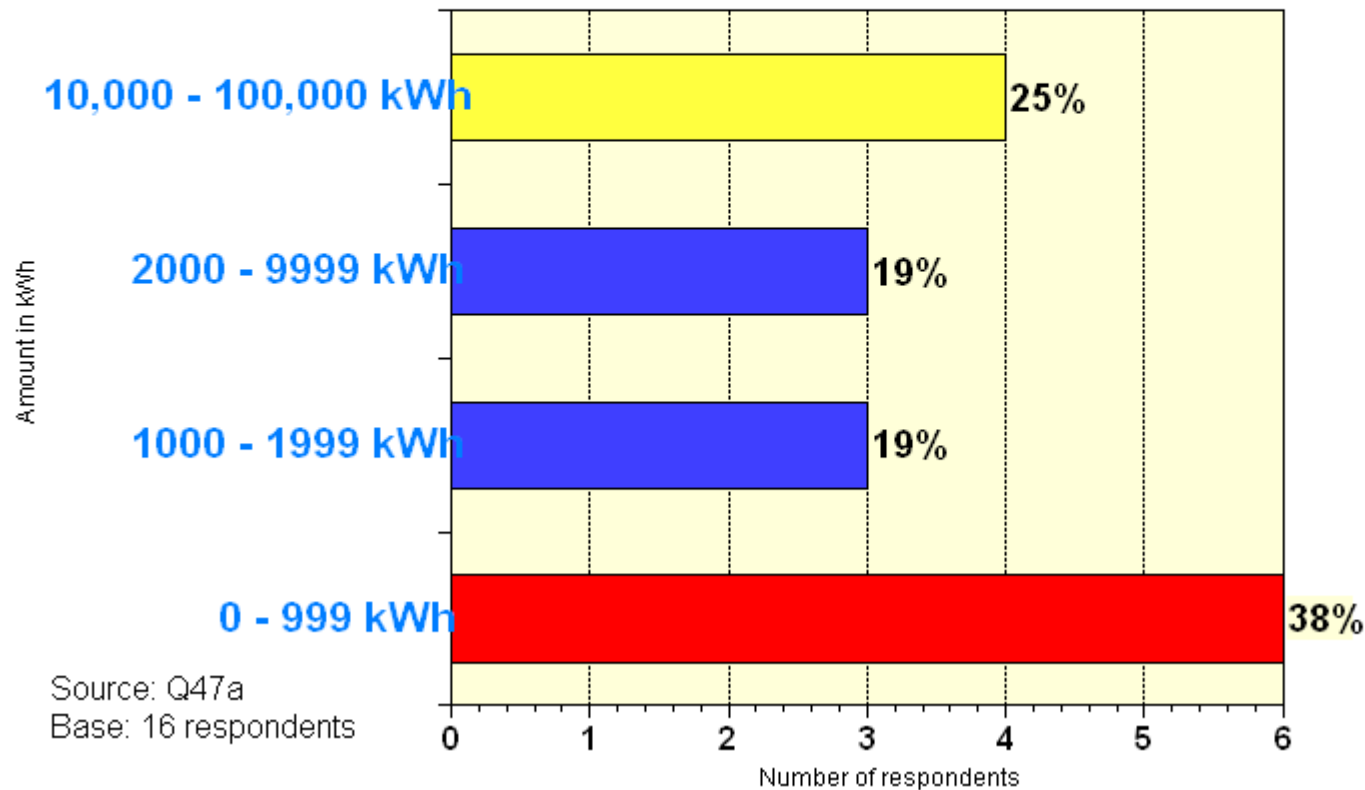
Q37. Are you aware of New York State's Day-Ahead Demand Response Program(DADRP)?



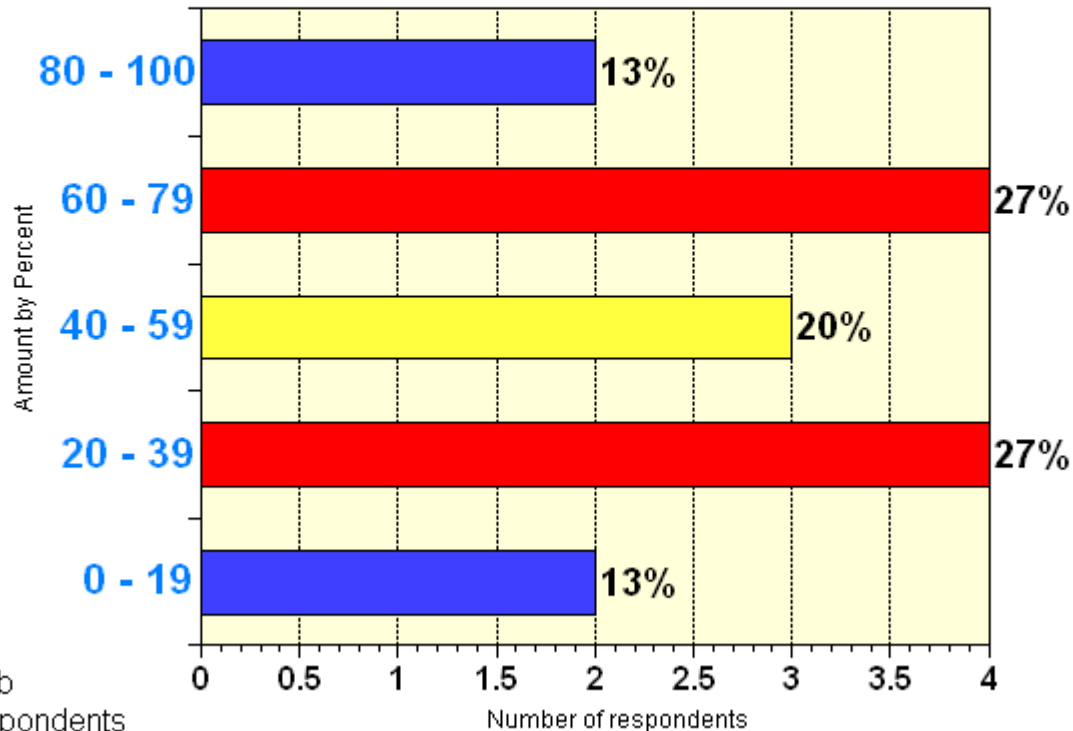
Source: Q37
Base: 110 respondents

Sample population purportedly include only customers direct contacted about participation by an CSP or LSE

Q47a. When you signed up for the Day-Ahead Demand Response Program(DADRP), how much electricity usage did you anticipate being able to reduce when notified of and accepted DADRP bid?

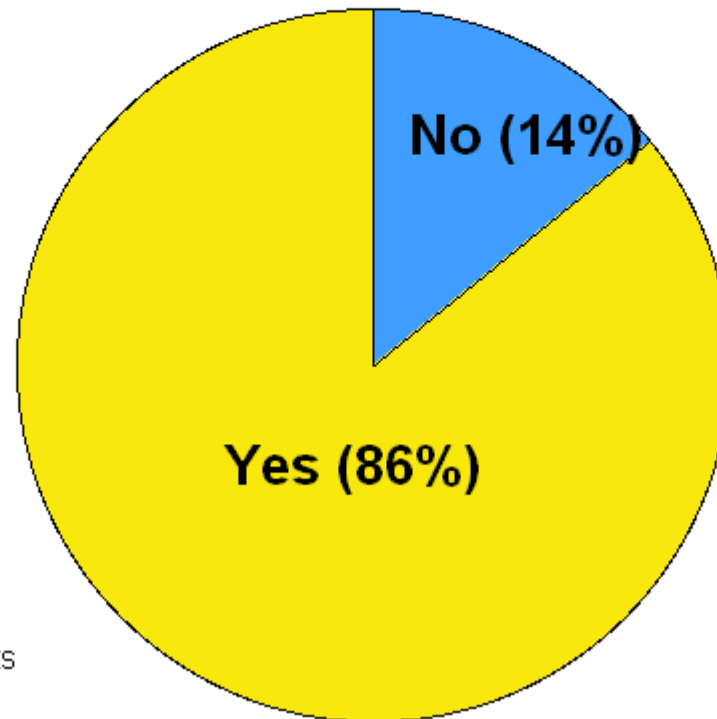


Q47b. When you signed up for the Day-Ahead Demand Response Program(DADRP), how much electricity usage did you anticipate being able to reduce when notified of and accepted DADRP bid?



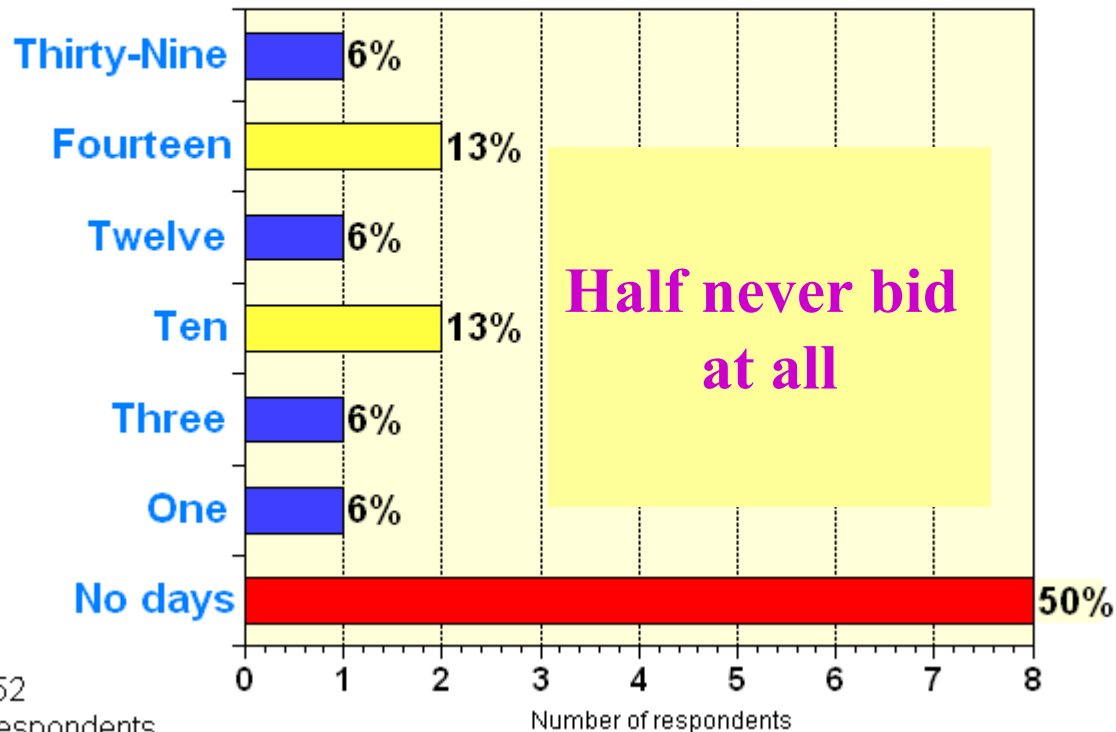
Source: Q47b
Base: 15 respondents

Q50. Did you receive any financial assistance to purchase this equipment?

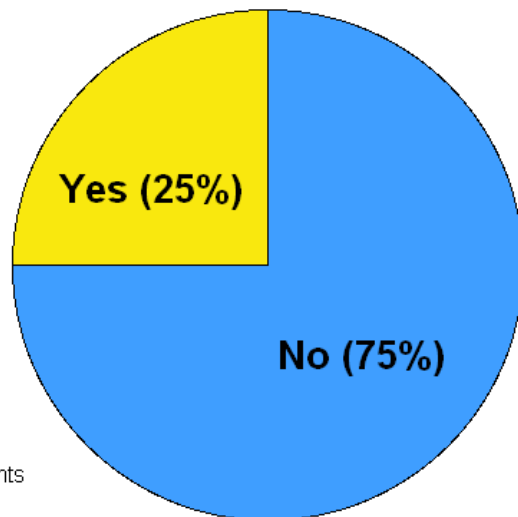


Source: Q50
Base: 7 respondents

On how many separate days this summer have you submitted bids into the Day-Ahead Response Program (DADRP)?

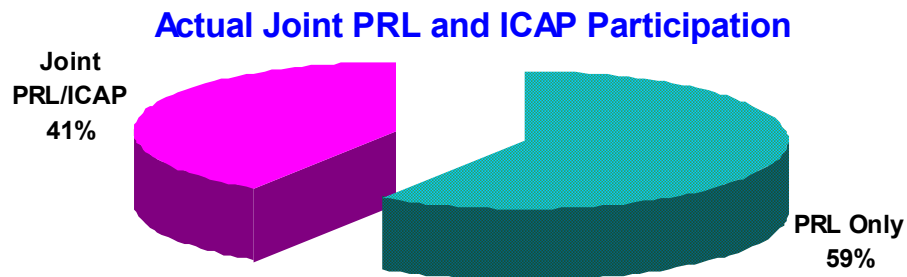


Q54. Did you participate in the NYISO's ICAP(Installed Capacity) Special Case Resource(SCR) Program?



Source: Q54
Base: 16 respondents

The difference between stated and actual joint SCR/PRL participation is due, in large part, to the survey response bias associated with CSPs, whose customers comprise a large segment of the SCR population.



Electricity Demand Response Programs
Customer Acceptance Survey

1. **Prior to 2001**, did your utility ask your organization to reduce electricity usage voluntarily and without compensation to help cope with an emergency?

- 1. NO **GO TO Q.3**
- 2. YES

2. During the most recent of those events prior to 2001, by approximately how much did you reduce your electricity usage in response to that request?

CURTAILED USAGE BY _____ KW

3. Have you heard of the New York State Energy Research & Development Authority (NYSERDA)?

- 1. NO **—————> GO TO Q.10 (ON PAGE 4)**
- 2. YES

4. Are you aware of either of the following NYSERDA Program Opportunity Notices (PON), i.e. funding opportunities for demand response programs: PON 585 – Enabling Technology Program or PON 577 – Peak Load Reduction Program?

- 1. NO **—————> GO TO Q.10 (ON PAGE 4)**
- 2. YES

5. When did you become aware of PON 585 – Enabling Technology Program or PON 577 – Peak Load Reduction Program?

- 1. FALL 2000
- 2. WINTER 2001
- 3. SPRING 2001
- 4. OTHER (PLEASE SPECIFY) _____

6. How did you become aware of NYSERDA’s PON 585 – Enabling Technology Program or PON 577 – Peak Load Reduction Program? (CHECK ALL THAT APPLY)

- 1. DIRECT CONTACT FROM NYSERDA
- 2. DIRECT CONTACT FROM AN ELECTRICITY PROVIDER
- 3. BY WEB SITE FROM NYSERDA
- 4. BY FAX, PHONE OR BILL STUFFER FROM AN ELECTRICITY PROVIDER
- 5. NYSERDA MAILING
- 6. NYSERDA BROCHURE
- 7. OTHER (PLEASE SPECIFY) _____

7. Are you a participant in NYSERDA's PON 585 – Enabling Technology Program or PON 577 – Peak Load Reduction Program?

- 1. YES **GO TO Q.9**
- 2. NO

8. Since you did not participate in these NYSERDA programs, please indicate why not. (CHECK ALL THAT APPLY)

- 1. NEVER ASKED TO PARTICIPATE
- 2. UNABLE TO MEET THE TERMS
- 3. COST SHARE REQUIREMENT TOO HIGH
- 4. PROGRAM REQUIREMENTS TOO CONFUSING
- 5. TIME FRAME TOO SHORT
- 6. INADEQUATE INCENTIVES
- 7. OTHER (SPECIFY) _____

GO TO QUESTION 10

9. Was your participation in NYSERDA's PON 585 – Enabling Technology Program or PON 577 – Peak Load Reduction Program critical to your participation in an Electricity Load Management Program in 2001? (CHECK ONLY ONE)

- 1. YES
- 2. NO
- 3. NOT PARTICIPATING IN ANY ELECTRICITY LOAD MANAGEMENT PROGRAMS

10. Are you aware of New York State's Emergency Demand Response Program (EDRP)?

- 1. NO **—————> GO TO Q.37 (ON PAGE 9)**
- 2. YES

11. From where did you receive information concerning the Emergency Demand Response Program (EDRP)? (CHECK ALL THAT APPLY)

- 1. DIRECT CONTACT FROM AN ELECTRICITY PROVIDER
- 2. BY FAX/PHONE/WEB SITE FROM AN ELECTRICITY PROVIDER
- 3. A BILL STUFFER FROM AN ELECTRICITY PROVIDER
- 4. A CURTAILMENT SERVICE PROVIDER (CSP)
- 5. AN ENERGY SERVICE COMPANY (ESCO)
- 6. THE PUBLIC SERVICE COMMISSION'S (PSC) WEBSITE
- 7. NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY'S (NYSERDA) STAFF, WEBSITE OR BROCHURES
- 8. THE NEW YORK INDEPENDENT SYSTEM OPERATOR'S (NYISO) WEBSITE
- 9. NYISO's DEMAND RESPONSE CONFERENCE IN MARCH, 2001
- 10. OTHER (PLEASE SPECIFY) _____

12. In general, how useful was the information you received in helping you to understand the Emergency Demand Response Program (EDRP)?

- 1. VERY USEFUL
- 2. SOMEWHAT USEFUL
- 3. SLIGHTLY USEFUL
- 4. NOT AT ALL USEFUL

WE WOULD LIKE TO KNOW HOW WELL YOU UNDERSTAND EACH OF THE FOLLOWING FEATURES OF THE EMERGENCY DEMAND RESPONSE PROGRAM (EDRP). **PLEASE CIRCLE THE NUMBER WHICH BEST REPRESENTS YOUR LEVEL OF UNDERSTANDING (A SCORE OF 1=NO UNDERSTANDING — A SCORE OF 6=FULL UNDERSTANDING).**

13. How the CBL (Customer Base Load) is calculated

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

14. When you would be notified of an opportunity for curtailing electricity usage

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

15. The amount that you would be paid for curtailing electricity usage

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

16. When you would be paid for curtailing electricity usage

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

17. Did your organization sign up for the Emergency Demand Response Program (EDRP)?

- 1. NO  **GO TO Q.33 (ON PAGE 8)**
- 2. YES

18. Which of the following methods do you plan to use in responding to an EDRP emergency event?

- 1. LOAD REDUCTION
- 2. OPERATE “ON-SITE” GENERATION
- 3. BOTH OF THE ABOVE

Chapter 4-Appendix A

19. When you signed up for the Emergency Demand Response Program (EDRP), how much electricity usage did you anticipate being able to reduce and/or self-generate when notified of an EDRP emergency event? (PLEASE INDICATE THE AMOUNT (KW) AND PERCENT OF TYPICAL USAGE)

1. _____ KW & 2. _____ %

20. What assistance did you receive in facilitating your participation in the Emergency Demand Response Program (EDRP)? (CHECK ALL THAT APPLY)

- 1. HELP IN COMPLETING THE APPLICATION PROCESS
- 2. TRAINING ON INTERNET-BASED METER-READING TECHNOLOGIES
- 3. FACILITY ENERGY AUDITS
- 4. ADVICE ON LOAD MANAGEMENT STRATEGIES
- 5. OTHER (PLEASE SPECIFY) _____

21. Which of the following equipment did you **install specifically to participate** in the Emergency Demand Response Program (EDRP)? (CHECK ALL THAT APPLY)

- 1. NONE **GO TO Q.24**
- 2. INTERVAL METERS
- 3. INTERNET-BASED METER-READING TECHNOLOGIES
- 4. COMMUNICATIONS EQUIPMENT
- 5. LOAD CONTROL DEVICES
- 6. "ON-SITE" GENERATORS
- 7. OTHER (PLEASE SPECIFY) _____

22. Did you receive any financial assistance to purchase that equipment?

- 1. NO **GO TO Q.24**
- 2. YES

23. Who provided the financial assistance? (CHECK ALL THAT APPLY)

- 1. NYSERDA
- 2. ELECTRICITY PROVIDER/CURTAILMENT SERVICE PROVIDER (CSP)
- 3. OTHER (PLEASE SPECIFY) _____

24. Did you participate in **any** of the EDRP emergency events called on August 7th – 10th, 2001?

- 1. NO **—————> GO TO Q.26 (ON PAGE 7)**
- 2. YES

25. What actions did you undertake during the EDRP emergency events on August 7th – 10th, 2001? (CHECK ALL THAT APPLY)

- 1. TURN DOWN OR SHUT OFF BANKS OF LIGHTS
- 2. ALTER BUILDING TEMPERATURE
- 3. HALT MAJOR PRODUCTION PROCESSES
- 4. SHUT DOWN PLANT
- 5. START “ON-SITE” GENERATION
- 6. OTHER (PLEASE SPECIFY) _____

GO TO QUESTION 27

26. Please specify the reasons you did not participate in the EDRP emergency events called on August 7th – 10th, 2001. (CHECK ALL THAT APPLY)

- 1. UNABLE TO REDUCE LOAD AS ANTICIPATED
- 2. NOTICE GIVEN TOO LATE
- 3. UNCERTAINTY ABOUT CBL (CUSTOMER BASELINE LOAD)
- 4. CONCERN WITH DEPENDABILITY OF “ON-SITE” GENERATION
- 5. EXPECTED PAYMENT TOO LOW
- 6. FACILITY WAS SHUT DOWN
- 7. OTHER (PLEASE SPECIFY) _____

27. Do you participate in the NYISO’s ICAP (Installed Capacity) Special Case Resource (SCR) program?

- 1. NO **GO TO Q 29**
- 2. YES

28. If, in the future, you were not allowed to participate in **both** NYISO’s ICAP Special Case Resource program and the Emergency Demand Response Program (EDRP), would you still participate in EDRP?

- 1. YES
- 2. NO

29. Overall, how satisfied are you with the Emergency Demand Response Program (EDRP)?

- 1. VERY SATISFIED
 - 2. SOMEWHAT SATISFIED
 - 3. SLIGHTLY SATISFIED
 - 4. SLIGHTLY DISSATISFIED
 - 5. SOMEWHAT DISSATISFIED
 - 6. VERY DISSATISFIED
- } WHY? _____

30. How likely would you have participated in the Emergency Demand Response Program (EDRP) if the minimum payment level of \$500/MWH had been lowered to \$250/MWH?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

31. How likely would you have participated in the Emergency Demand Response Program (EDRP) if the curtailment notice were reduced from 2 hours to 1 hour?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

32. How likely would you have participated in the Emergency Demand Response Program (EDRP) if both the curtailment notice were reduced from 2 hours to 1 hour and the minimum payment level of \$500/MWh had been lowered to \$250/MWH?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

GO TO QUESTION 37 (ON PAGE 9)

33. You indicated that your organization did not sign up for the NYS Emergency Demand Response Program (EDRP) in 2001. Please check the appropriate boxes of those factors listed below that contributed directly to your decision not to sign up for the Emergency Demand Response Program (EDRP). (CHECK ALL THAT APPLY)

- 1. BECAME AWARE OF PROGRAM TOO LATE
- 2. A LANDLORD/TENANT LEASE PARTICIPATION LIMITATION E.G., SUB-METERING
- 3. COST OF METERING AND COMMUNICATIONS EQUIPMENT
- 4. LATE INSTALLATION OF METERING AND/OR COMMUNICATIONS EQUIPMENT
- 5. ENVIRONMENTAL RESTRICTIONS OF "ON-SITE" GENERATION
- 6. NOT ENOUGH STAFF AVAILABLE TO IMPLEMENT
- 7. UNCERTAINTY ABOUT CBL (CUSTOMER BASELINE LOAD)
- 8. PAYMENT LEVEL FOR LOAD REDUCTION TOO LOW
- 9. TIMING OF THE PAYMENT FOR LOAD CURTAILMENTS
- 10. LENGTH OF NOTICE PRIOR TO CURTAILMENT
- 11. UNCERTAINTY ABOUT WHAT DAYS EVENTS WILL BE CALLED
- 12. REQUIRED MINIMUM 100 KW LOAD REDUCTION
- 13. OTHER (PLEASE SPECIFY) _____

Chapter 4-Appendix A

34. How likely is it that you would have participated in the EDRP if the minimum payment level of \$500/MWH had been raised to \$750/MWH?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

35. How likely is it that you would have participated in the EDRP if the required notice prior to a curtailment had been increased from 2 hours to 4 hours?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

36. How likely is it that you would have participated in the EDRP if the minimum payment level of \$500/MWH had been raised to \$750/MWH and the required notice prior to a curtailment had been increased from 2 hours to 4 hours?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

37. Are you aware of New York State's Day-Ahead Demand Response Program (DADRP)?

- 1. NO  **GO TO Q.61 (ON PAGE 14)**
- 2. YES

38. How did you hear about the Day-Ahead Demand Response Program (DADRP)?
(CHECK ALL THAT APPLY)

- 1. DIRECT CONTACT FROM AN ELECTRICITY PROVIDER
- 2. BY FAX/PHONE/WEB SITE FROM AN ELECTRICITY PROVIDER
- 3. A BILL STUFFER FROM AN ELECTRICITY PROVIDER
- 4. A CURTAILMENT SERVICE PROVIDER (CSP)
- 5. AN ENERGY SERVICE COMPANY (ESCO)
- 6. THE PUBLIC SERVICE COMMISSION'S (PSC) WEBSITE
- 7. NEW YORK STATE ENERGY RESEARCH AND DEVELOPMENT AUTHORITY'S (NYSERDA) STAFF, WEBSITE OR BROCHURES
- 8. THE NEW YORK INDEPENDENT SYSTEM OPERATOR'S (NYISO) WEBSITE
- 9. NYISO'S DEMAND RESPONSE CONFERENCE IN MARCH, 2001
- 10. OTHER (PLEASE SPECIFY) _____

Chapter 4-Appendix A

39. In general, how useful was the information you received in helping you to understand the Day-Ahead Demand Response Program (DADRP)?

- 1. VERY USEFUL
- 2. SOMEWHAT USEFUL
- 3. SLIGHTLY USEFUL
- 4. NOT AT ALL USEFUL

WE WOULD LIKE TO KNOW HOW WELL YOU UNDERSTAND EACH OF THE FOLLOWING FEATURES OF THE DAY-AHEAD DEMAND RESPONSE PROGRAM (DADRP). **PLEASE CIRCLE THE NUMBER WHICH BEST REPRESENTS YOUR LEVEL OF UNDERSTANDING (A SCORE OF 1=NO UNDERSTANDING —A SCORE OF 6=TOTAL UNDERSTANDING).**

40. How the CBL (Customer Base Load) is calculated

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

41. The bidding process

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

42. The amount that you would be paid for curtailing electricity usage

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

43. When you would be paid for curtailing electricity usage

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

44. How the non-compliance penalty is assessed

NO UNDERSTANDING **1 2 3 4 5 6** FULL UNDERSTANDING

45. Did your organization sign up for the Day-Ahead Demand Response Program (DADRP)?

- 1. NO  **GO TO Q 57 (ON PAGE 13)**
- 2. YES

46. Which of the following methods do you use to respond after a DADRP bid has been accepted?

- 1. LOAD REDUCTION
- 2. LOAD SHIFTING
- 3. BOTH

Chapter 4-Appendix A

47. When you signed up for the Day-Ahead Demand Response Program (DADRP), how much electricity usage did you anticipate being able to reduce when notified of an accepted DADRP bid? (PLEASE INDICATE THE AMOUNT (KW) AND PERCENT OF TYPICAL USAGE)

1. _____ KW & 2. _____ %

48. What assistance did you receive in facilitating your participation in the Day-Ahead Demand Response Program (DADRP)? (CHECK ALL THAT APPLY)

- 1. HELP IN COMPLETING THE APPLICATION PROCESS
- 2. TRAINING ON INTERNET-BASED METER-READING TECHNOLOGIES
- 3. FACILITY ENERGY AUDITS
- 4. ADVICE ON LOAD MANAGEMENT STRATEGIES
- 5. OTHER (PLEASE SPECIFY) _____

49. Which of the following equipment did you **install specifically to participate** in the Day-Ahead Demand Response Program (DADRP)?

- 1. NONE **GO TO Q.52**
- 2. INTERVAL METERS
- 3. INTERNET-BASED METER-READING TECHNOLOGIES
- 4. COMMUNICATIONS EQUIPMENT
- 5. LOAD CONTROL DEVICES
- 6. GENERATORS

50. Did you receive any financial assistance to purchase this equipment?

- 1. NO **GO TO Q.52**
- 2. YES

51. Who provided that financial assistance? (CHECK ALL THAT APPLY)

- 1. NYSERDA
- 2. ELECTRICITY PROVIDER
- 3. OTHER (PLEASE SPECIFY) _____

52. On how many separate days this summer have you submitted bids into the Day-Ahead Demand Response Program (DADRP)?

- 1. NO DAYS THIS SUMMER **GO TO Q.53 (ON PAGE 12)**
- 2. _____ # OF DAYS **→ GO TO Q.54 (ON PAGE 12)**

Chapter 4-Appendix A

53. Since you indicated that you chose not to submit any bids this summer, which of the following best describes why you didn't? (CHECK ALL THAT APPLY)

- 1. ELECTRICITY PRICES NOT EXPECTED TO GET HIGH ENOUGH
- 2. UNABLE TO REDUCE LOAD AS EXPECTED
- 3. CONFUSION OVER BIDDING REQUIREMENTS
- 4. UNABLE TO MEET BIDDING REQUIREMENTS OF ELECTRICITY PROVIDER OR CURTAILMENT SERVICE PROVIDER (CSP)
- 5. UNCERTAINTY ABOUT CBL (CUSTOMER BASELINE LOAD)
- 6. OTHER (PLEASE SPECIFY) _____

54. Did you participate in the NYISO's ICAP (Installed Capacity) Special Case Resource (SCR) program?

- 1. NO **GO TO Q 56**
- 2. YES

55. If, in the future, you were not allowed to participate in **both** the NYISO's ICAP Special Case Resource program and the Day-Ahead Demand Response Program (DADRP), would you still participate in DADRP?

- 1. YES
- 2. NO

56. How satisfied are you with the Day-Ahead Demand Response Program (DADRP) overall?

- 1. VERY SATISFIED
 - 2. SOMEWHAT SATISFIED
 - 3. SLIGHTLY SATISFIED
 - 4. SLIGHTLY DISSATISFIED
 - 5. SOMEWHAT DISSATISFIED
 - 6. VERY DISSATISFIED
- } WHY? _____

GO TO QUESTION 59 (ON PAGE 13)

57. You indicated that your organization did not sign up for the Day-Ahead Demand Response Program (DADRP) in 2001. Please check the appropriate boxes of those factors listed below that contributed directly to your decision not to sign up to the Day-Ahead Demand Response Program (DADRP). (CHECK ALL THAT APPLY)

- 1. BECAME AWARE OF THE PROGRAM TOO LATE
- 2. A LANDLORD/TENANT LEASE PARTICIPATION LIMITATION E.G., SUB-METERING
- 3. COST OF METERING AND COMMUNICATIONS EQUIPMENT
- 4. LATE INSTALLATION OF METERING AND/OR COMMUNICATIONS EQUIPMENT
- 5. NOT ENOUGH STAFF AVAILABLE TO IMPLEMENT PROGRAM
- 6. UNCERTAINTY ABOUT CBL (CUSTOMER BASELINE LOAD)
- 7. UNCERTAIN PAYMENT LEVEL FOR REDUCTION
- 8. TIMING OF THE PAYMENT
- 9. UNCERTAINTY ABOUT WHEN BIDS WILL BE ACCEPTED
- 10. PENALTY FOR NON-COMPLIANCE
- 11. REQUIRED MINIMUM 100 KW LOAD REDUCTION
- 12. UNABLE TO MEET ELECTRICITY PROVIDER'S OR CURTAILMENT SERVICE PROVIDER'S (CSP) BIDDING REQUIREMENTS
- 13. OTHER (PLEASE SPECIFY) _____

58. How likely is it that you would have participated in the Day-Ahead Demand Response Program (DADRP) if the penalty for non-compliance were eliminated?

- 1. DEFINITELY WOULD HAVE PARTICIPATED
- 2. PROBABLY WOULD HAVE PARTICIPATED
- 3. PROBABLY WOULD NOT HAVE PARTICIPATED
- 4. DEFINITELY WOULD NOT HAVE PARTICIPATED

59. How likely is it that your organization will sign up for the 2002 Emergency Demand Response Program (EDRP) when it becomes available?

- 1. DEFINITELY WILL SIGN UP
- 2. PROBABLY WILL SIGN UP
- 3. PROBABLY WILL NOT SIGN UP
- 4. DEFINITELY WILL NOT SIGN UP

60. How likely is it that your organization will sign up for the 2002 Day-Ahead Demand Response Program (DADRP) when it becomes available?

- 1. DEFINITELY WILL SIGN UP
- 2. PROBABLY WILL SIGN UP
- 3. PROBABLY WILL NOT SIGN UP
- 4. DEFINITELY WILL NOT SIGN UP

Chapter 4-Appendix A

61. In the future, what is the most effective way to provide you with information concerning Demand Response programs?

- 1. DIRECT PERSONAL CONTACT
- 2. FAX
- 3. PHONE
- 4. E-MAIL
- 5. WEB SITE
- 6. BILL STUFFER
- 7. OTHER (PLEASE SPECIFY) _____

62. If you have ever participated in any of the following electric utility sponsored load management programs prior to 2001, please check the appropriate boxes.

- 1. REAL-TIME PRICING PROGRAM
- 2. INTERRUPTIBLE OR CURTAILABLE LOAD PROGRAM
- 3. TIME OF USE RATE PROGRAM
- 4. OTHER (PLEASE SPECIFY) _____

CUSTOMER INFORMATION

THE INFORMATION REQUESTED BELOW WILL BE USED TO COMPARE RESPONSES ACROSS FIRMS WITH DIFFERENT CHARACTERISTICS. ALL INFORMATION PROVIDED WILL BE KEPT STRICTLY CONFIDENTIAL.

63. What are the major business or institutional activities of your organization?

- 1. _____
- 2. _____

64. How many hours on an average weekday is your organization open for conducting business?

_____ HOURS

65. How many hours on an average weekday are your facilities fully staffed or nearly fully staffed?

_____ HOURS

66. Approximately how many full-time employees does your organization have?

_____ # OF FULL-TIME EMPLOYEES

67. How many production shifts do you operate in a 24-hour period?

_____ # OF SHIFTS

68. Approximately, how old is your main facility?

_____ YEARS

69. Approximately how large is your main facility?

- 1. UNDER 5,000 SQ. FEET.
- 2. 5,000 TO 14,999 SQ. FEET
- 3. 15,000 TO 29,999 SQ. FEET
- 4. 30,000 TO 49,999 SQ. FEET
- 5. 50,000 TO 99,999 SQ. FEET
- 6. 100,000 TO 499,999 SQ. FEET
- 8. 500,000 SQ. FEET OR MORE

70. How many stories high is your main building?

_____ # OF STORIES

Chapter 4-Appendix A

71. What kind of fuel is used to heat your main facility? (PLEASE CHECK ALL THAT APPLY)

- 1. GAS
- 2. ELECTRICITY
- 3. OIL
- 4. OTHER (PLEASE SPECIFY) _____

72. What kind of fuel is used to heat the water in your main facility? (PLEASE CHECK ALL THAT APPLY)

- 1. GAS
- 2. ELECTRICITY
- 3. OIL
- 4. OTHER (PLEASE SPECIFY) _____

73. What kind of fuel is used in your primary production processes? (PLEASE CHECK ALL THAT APPLY)

- 1. GAS
- 2. ELECTRICITY
- 3. OIL
- 4. OTHER (PLEASE SPECIFY) _____
- 5. NONE

74. Is your main facility air-conditioned?

- 1. YES
- 2. NO

75. Are building-wide environmental control technologies used in your main facility?

- 1. YES
- 2. NO

76. In general, what rate of return on investment and investment recovery period would you use to screen investments in energy efficient equipment or metering, control and generation technologies?

- 1. RETURN ON INVESTMENT _____ %
- 2. RECOVERY PERIOD _____ YEARS

Chapter 4-Appendix A

77. Which of the following items of equipment has your organization purchased within the past 5 years to enhance energy efficiency or to facilitate shifting of electricity usage from “peak” to “off-peak” periods?

- 1. GENERATORS
- 2. ELECTRIC MOTORS
- 3. REFRIGERATION UNITS
- 4. HIGH INTENSITY DISCHARGE LIGHTING
- 5. VENTILATION FANS
- 6. OTHER (PLEASE SPECIFY) _____

78. Is your electricity usage recorded with an interval meter?

- 1. YES
- 2. NO

79. What was your last monthly electricity bill?

_____ KWH AND/OR \$ _____

80. What percent of your organization’s total monthly operating cost is due to electricity cost?

_____ %

81. When is the hourly usage of electricity in your business at its highest? (PLEASE RANK THE FOLLOWING PERIODS ACCORDING TO 1 = HIGHEST USE — 4 = LOWEST USE.)

RANK

- _____ 1. 8:00 A.M. – 11:59 A.M.
- _____ 2. NOON – 3:59 A.M.
- _____ 3. 4:00 P.M. – 7:59 P.M.
- _____ 4. 8:00 P.M. – 7:59 A.M.

82. How easy would it be to shift part of your electricity usage from the period of highest use indicated in question 81 to a period of lower use?

- 1. VERY EASY
- 2. FAIRLY EASY
- 3. SOMEWHAT DIFFICULT
- 4. VERY DIFFICULT
- 5. IMPOSSIBLE

Chapter 4-Appendix A

83. If it became necessary to reduce electricity usage during the high use period indicated in question 81 or shift usage from high to low use periods, what actions would you undertake to do so?

- 1. TURN DOWN OR SHUT OFF BANKS OF LIGHTS
- 2. ALTER BUILDING TEMPERATURE
- 3. HALT MAJOR PRODUCTION PROCESSES
- 4. SHUT DOWN PLANT
- 5. START "ON-SITE" GENERATION
- 6. OTHER (PLEASE SPECIFY) _____

THANK YOU FOR YOUR COOPERATION IN COMPLETING THIS SURVEY!

THE FOLLOWING INFORMATION IS NECESSARY FOR YOU TO BE ENTERED INTO THE DRAWING FOR THIS PART OF THE SURVEY. YOU MUST HAVE COMPLETED ALL RELEVANT QUESTIONS IN THIS QUESTIONNAIRE TO BE ELIGIBLE FOR WINNING.

NAME: _____ (FIRST) _____ (LAST)

STREET ADDRESS: _____

CITY: _____ STATE: _____

WORK TELEPHONE: _____ - _____

WORK EMAIL: _____

YOUR NAME WILL BE DETACHED FROM THE QUESTIONNAIRE PRIOR TO DATA ANALYSIS AND WILL NOT BE CONNECTED TO YOUR ANSWERS THEREAFTER.

INSTRUCTIONS

THE NEW YORK STATE ELECTRICITY MARKET INITIATED NEW DEMAND RESPONSE PROGRAMS DURING THE SUMMER OF 2001. TO ENSURE THAT THESE PROGRAMS MEET CUSTOMERS' NEEDS, THESE PROGRAMS MUST BE EVALUATED AND REFINED REGULARLY. YOUR ANSWERS TO THE QUESTIONS IN THIS SECTION ARE VERY IMPORTANT TO THIS EVALUATION PROCESS.

EACH OF THE FOLLOWING 20 QUESTIONS DISPLAYS A SET OF 4 DEMAND RESPONSE PROGRAMS, EACH CONTAINING DIFFERENT CONFIGURATIONS OF PROGRAM FEATURES. ASSUME THAT ONLY THESE FEATURES DEFINE THE PROGRAMS. SELECT THE ONE PROGRAM FROM EACH CHOICE SET TO WHICH YOU WOULD MOST LIKELY SUBSCRIBE. IF YOU WOULD SUBSCRIBE TO NONE OF THE 4 PROGRAMS WITHIN THE CHOICE SET, SELECT THE "NONE" OPTION. PLEASE INDICATE YOUR CHOICE BY CHECKING THE APPROPRIATE BOX. IT IS VERY IMPORTANT THAT YOU PROVIDE AN ANSWER FOR EACH OF THE 20 QUESTIONS.

EXPLANATION OF TERMS

PAYMENT

- THE DOLLARS PER KWH YOU WILL BE PAID FOR REDUCING ELECTRICITY USAGE

PENALTY

- THE DOLLARS PER KWH ASSESSED IF YOU FAIL TO REDUCE ELECTRICITY USAGE

START TIME

- TIME AT WHICH YOU MUST BEGIN REDUCING ELECTRICITY USAGE

NOTICE

- NUMBER OF HOURS IN ADVANCE OF THE START TIME THAT YOU WILL BE NOTIFIED OF YOUR REQUIREMENT TO REDUCE ELECTRICITY USAGE

DURATION

- NUMBER OF HOURS AFTER THE START TIME THAT YOU WILL BE REQUIRED TO MAINTAIN THE REDUCTION IN YOUR ELECTRICITY USAGE



Choice Set 1

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.25/kWh	\$0.75/kWh	\$0.50/kWh	\$0.10/kWh	
Penalty	2.0 x Payment	1.0 x Payment	None	1.5 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	Noon	11:00 AM	2:00 PM	
Notice	4 Hours	2 Hours	Noon, Day Ahead	15 Minutes	
Duration	2 Hours	1 Hour	8 Hours	4 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 2

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.25/kWh	\$0.75/kWh	\$0.10/kWh	
Penalty	1.5 x Payment	2.0 x Payment	None	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	2:00 PM	11:00 AM	Noon	1:00 PM	
Notice	2 Hours	Noon, Day Ahead	4 Hours	15 Minutes	
Duration	2 Hours	1 Hour	4 Hours	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 3

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.75/kWh	\$0.10/kWh	\$0.25/kWh	
Penalty	1.0 x Payment	2.0 x Payment	None	1.5 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	2:00 PM	11:00 AM	1:00 PM	Noon	
Notice	4 Hours	15 Minutes	Noon, Day Ahead	2 Hours	
Duration	1 Hour	2 Hours	4 Hours	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 4

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.75/kWh	\$0.50/kWh	\$0.25/kWh	\$0.10/kWh	
Penalty	1.5 x Payment	2.0 x Payment	1.0 x Payment	None	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	Noon	11:00 AM	2:00 PM	
Notice	Noon, Day Ahead	15 Minutes	2 Hours	4 Hours	
Duration	1 Hour	8 Hours	4 Hours	2 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 5

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.75/kWh	\$0.50/kWh	\$0.25/kWh	\$0.10/kWh	
Penalty	1.5 x Payment	2.0 x Payment	None	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	1:00 PM	2:00 PM	Noon	
Notice	4 Hours	2 Hours	15 Minutes	Noon, Day Ahead	
Duration	8 Hours	4 Hours	1 Hour	2 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 6

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.10/kWh	\$0.50/kWh	\$0.25/kWh	\$0.75/kWh	
Penalty	None	1.5 x Payment	1.0 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	Noon	1:00 PM	2:00 PM	
Notice	2 Hours	15 Minutes	4 Hours	Noon, Day Ahead	
Duration	1 Hour	4 Hours	2 Hours	8 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 7

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.25/kWh	\$0.10/kWh	\$0.75/kWh	
Penalty	1.5 x Payment	1.0 x Payment	2.0 x Payment	None	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	2:00 PM	Noon	1:00 PM	
Notice	15 Minutes	Noon, Day Ahead	4 Hours	2 Hours	
Duration	2 Hours	4 Hours	1 Hour	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 8

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.25/kWh	\$0.75/kWh	\$0.10/kWh	
Penalty	1.0 x Payment	None	1.5 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	Noon	11:00 AM	2:00 PM	
Notice	15 Minutes	Noon, Day Ahead	4 Hours	2 Hours	
Duration	1 Hour	2 Hours	4 Hours	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 9

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.75/kWh	\$0.50/kWh	\$0.10/kWh	\$0.25/kWh	
Penalty	2.0 x Payment	1.5 x Payment	None	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	1:00 PM	2:00 PM	Noon	
Notice	4 Hours	2 Hours	15 Minutes	Noon, Day Ahead	
Duration	1 Hour	4 Hours	8 Hours	2 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 10

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.10/kWh	\$0.50/kWh	\$0.25/kWh	\$0.75/kWh	
Penalty	2.0 x Payment	None	1.5 x Payment	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	Noon	1:00 PM	2:00 PM	
Notice	Noon, Day Ahead	2 Hours	4 Hours	15 Minutes	
Duration	4 Hours	1 Hour	8 Hours	2 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 11

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.75/kWh	\$0.25/kWh	\$0.10/kWh	\$0.50/kWh	
Penalty	None	2.0 x Payment	1.5 x Payment	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	2:00 PM	Noon	1:00 PM	11:00 AM	
Notice	Noon, Day Ahead	15 Minutes	2 Hours	4 Hours	
Duration	1 Hour	4 Hours	2 Hours	8 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 12

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.10/kWh	\$0.75/kWh	\$0.50/kWh	\$0.25/kWh	
Penalty	2.0 x Payment	1.0 x Payment	1.5 x Payment	None	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	2:00 PM	Noon	11:00 AM	
Notice	4 Hours	2 Hours	Noon, Day Ahead	15 Minutes	
Duration	1 Hour	4 Hours	2 Hours	8 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 13

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.25/kWh	\$0.10/kWh	\$0.75/kWh	\$0.50/kWh	
Penalty	2.0 x Payment	1.5 x Payment	1.0 x Payment	None	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	2:00 PM	Noon	11:00 AM	
Notice	15 Minutes	2 Hours	Noon, Day Ahead	4 Hours	
Duration	1 Hour	2 Hours	4 Hours	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 14

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.10/kWh	\$0.25/kWh	\$0.75/kWh	
Penalty	None	1.0 x Payment	1.5 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	2:00 PM	Noon	11:00 AM	1:00 PM	
Notice	4 Hours	Noon, Day Ahead	2 Hours	15 Minutes	
Duration	4 Hours	8 Hours	1 Hour	2 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 15

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.75/kWh	\$0.10/kWh	\$0.25/kWh	
Penalty	1.0 x Payment	None	1.5 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	Noon	2:00 PM	11:00 AM	
Notice	Noon, Day Ahead	4 Hours	15 Minutes	2 Hours	
Duration	4 Hours	2 Hours	1 Hour	8 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 16

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.10/kWh	\$0.50/kWh	\$0.75/kWh	\$0.25/kWh	
Penalty	1.0 x Payment	1.5 x Payment	None	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	Noon	2:00 PM	11:00 AM	1:00 PM	
Notice	15 Minutes	Noon, Day Ahead	2 Hours	4 Hours	
Duration	8 Hours	2 Hours	1 Hour	4 Hours	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 17

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.25/kWh	\$0.10/kWh	\$0.75/kWh	\$0.50/kWh	
Penalty	None	1.0 x Payment	1.5 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	11:00 AM	Noon	2:00 PM	
Notice	15 Minutes	2 Hours	Noon, Day Ahead	4 Hours	
Duration	4 Hours	2 Hours	1 Hour	8 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 18

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.25/kWh	\$0.75/kWh	\$0.10/kWh	\$0.50/kWh	
Penalty	1.5 x Payment	1.0 x Payment	2.0 x Payment	None	None: I wouldn't subscribe to any of these programs
Start Time	2:00 PM	11:00 AM	Noon	1:00 PM	
Notice	Noon, Day Ahead	15 Minutes	4 Hours	2 Hours	
Duration	2 Hours	1 Hour	4 Hours	8 Hours	
	↑	↑	↑	↑	
Check one choice only	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>



Choice Set 19

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.10/kWh	\$0.75/kWh	\$0.25/kWh	
Penalty	2.0 x Payment	None	1.5 x Payment	1.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	11:00 AM	Noon	1:00 PM	2:00 PM	
Notice	Noon, Day Ahead	15 Minutes	2 Hours	4 Hours	
Duration	2 Hours	8 Hours	4 Hours	1 Hour	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	

Which of these 4 Demand Response Programs would you choose, if any?

Choice Set 20

	Program 1	Program 2	Program 3	Program 4	None
Payment	\$0.50/kWh	\$0.10/kWh	\$0.25/kWh	\$0.75/kWh	
Penalty	1.5 x Payment	None	1.0 x Payment	2.0 x Payment	None: I wouldn't subscribe to any of these programs
Start Time	1:00 PM	2:00 PM	Noon	11:00 AM	
Notice	2 Hours	15 Minutes	Noon, Day Ahead	4 Hours	
Duration	4 Hours	8 Hours	2 Hours	1 Hour	
Check one choice only	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	↑ <input type="checkbox"/>	



THANK YOU FOR YOUR COOPERATION IN COMPLETING THIS SURVEY!

THE FOLLOWING INFORMATION IS NECESSARY FOR YOU TO BE ENTERED INTO THE DRAWING FOR THIS PART OF THE SURVEY. YOU MUST HAVE COMPLETED ALL RELEVANT QUESTIONS IN THIS QUESTIONNAIRE TO BE ELIGIBLE FOR WINNING.

NAME: _____ (FIRST) _____ (LAST)

STREET ADDRESS: _____

CITY: _____ STATE: _____

WORK TELEPHONE: _____ - _____

WORK EMAIL: _____

YOUR NAME WILL BE DETACHED FROM THE QUESTIONNAIRE PRIOR TO DATA ANALYSIS AND WILL NOT BE CONNECTED TO YOUR ANSWERS THEREAFTER.