LARGE FILING SEPARATOR SHEET

CASE NUMBER 14-0456-EL- EEC

FILE DATE 3/26/2014

SECTION: 3 of 3

NUMBER OF PAGES: 190

DESCRIPTION OF DOCUMENT: Status Report

	DK/NS	4	1.6	1.6	100.0
	Total	*248*	*99.6*	*100.0*	
Missing	System	1	.4		
Total		249	100.0		

Do You Have a swimming pool, spa or hot tub?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	39	15.7	15.7	15.7
	No	209	83.9	84.3	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

Would a two-degree increase in the summer afternoon temperature in your home affect your comfort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all	70	28.1	28.2	28.2
	Slightly	77	30.9	31.0	59.3
	Moderately, or	66	26.5	26.6	85.9
	Greatly	35	14.1	14.1	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

How many people live in this home?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	46	18.5	18.5	18.5
	2	101	40.6	40.7	59.3
	3	43	17.3	17.3	76.6
	4	33	13.3	13.3	89.9
	5	19	7.6	7.7	97.6
	6	5	2.0	2.0	99.6
	8 or more	1	.4	.4	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

How many of them are teenagers?

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid	0	202	81.1	81.5	81.5
	1	25	10.0	10.1	91.5
	2	17	6.8	6.9	98.4
	3	3	1.2	1.2	99.6
	4	1	.4	.4	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

How many persons are usually home on a weekday afternoon?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	40	16.1	16.1	16.1
	1	82	32.9	33.1	49.2
	2	81	32.5	32.7	81.9
	3	27	10.8	10.9	92.7
	4	13	5.2	5.2	98.0
	5	2	.8	.8	98.8
	6	2	.8	.8	99.6
	Prefer not to answer	1	.4	.4	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

Are you planning on making any large purchases to improve energy efficiency in the next 3 years?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	86	34.5	34.7	34.7
	No	136	54.6	54.8	89.5
	DK/NS	26	10.4	10.5	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

What is your age group?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	22	8.8	8.9	8.9
	35-49	62	24.9	25.0	33.9
	50-59	48	19.3	19.4	53.2
	60-64	34	13.7	13.7	66.9
	65-74	54	21.7	21.8	88.7

	Over 74	27	10.8	10.9	99.6
	Prefer not to answer	1	.4	.4	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

Please indicate your annual household income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Under $15,000	10	4.0	4.0	4.0
	$15,000-$29,999	26	10.4	10.5	14.5
	$30,000-$49,999	36	14.5	14.5	29.0
	$50,000-$74,999	51	20.5	20.6	49.6
	$75,000-$100,000	28	11.2	11.3	60.9
	Over $100,000	34	13.7	13.7	74.6
	Prefer Not to Answer	63	25.3	25.4	100.0
	Total	248	99.6	100.0	
Missing	System	1	.4		
Total		249	100.0		

Appendix K: Summary of Tips and Messages

Sixteen different MyHER reports have been sent to Ohio customers since the program was launched in September, 2011. During the initial phase of this program, which lasted until February, 2012, MyHER reports consisted of a single page with up to three messages on the front. Since the initial phase ended, and the full commercial program was rolled out with the March 2012 reports, the reports are now two pages and include two tips on the front page and one or two messages on the back page. All customers who received MyHER for a given month either received exactly the same message(s) or the same messages from a limited set for that month (listed in Table 44). However, the tips presented on each report are customized for each household, thus any given month's set of customer reports could have included up to 23 different tips for different customers. The complete list of 23 tips is shown in Table 43.

Table 43. MyHER Tips and Text

Tip Title	Tip Text
Air dry your laundry	Dryers are amazing, but they're energy hogs. Air drying just one load of laundry each week can save you loads of money and energy. Remember, you can do it year round right in your home - no sunshine or clothesline is needed! Try hanging wet laundry on hangers or doorknobs, or even laying it flat on dry towels. Almost anywhere can work! Not ready to go all the way? Try air drying just a few items from each load.
Buy an ENERGY STAR dehumidifier	Choose a dehumidifier with the ENERGY STAR label when purchasing a new unit. An ENERGY STAR qualified dehumidifier uses 15% less energy than a standard model. That means that an ENERGY STAR dehumidifier can save as much energy as a small refrigerator uses in a year! Choose the right size for your home, and keep in mind that larger units typically operate more efficiently than smaller ones.
Buy an ENERGY STAR dishwasher	Look for the ENERGY STAR label when buying a new dishwasher. ENERGY STAR qualified dishwashers use 10% less energy and 30% less water than those without the ENERGY STAR label. You will reduce both your energy and water bills in one move!
Buy an ENERGY STAR refrigerator	Look for the ENERGY STAR label when purchasing a refrigerator. ENERGY STAR refrigerators use at least 20% less energy than non-ENERGY STAR models. To maximize your savings, consider a model with the fridge on top or bottom (not side by side) that doesn't have an ice maker in the door.
Buy an ENERGY STAR television	If you are in the market for a new TV, consider buying an ENERGY STAR model. TVs in use in the U.S. consume over 50 billion kWh of energy each year - enough electricity to power all the homes in the state of New York for an entire year! ENERGY STAR qualified TVs, which cover standard models, HD-ready TVs, and flat-screen plasma TVs, use about 30% less energy than conventional units.
Cut standby power to your home computing system	Your computers and all the gadgets that go with them use power even when they are off. This standby power" accounts for over 50% of the total energy used by many of these devices! The easiest way to cut this waste is to plug all your gadgets into a power strip and turn it off when you're not using those devices."
Cut the standby power used for home entertainment	Your TV and all the associated gadgets use power even when they are off. This standby power accounts for over 50% of the total energy used by many of these devices! The easiest way to cut this waste is to plug all your gadgets into a power strip and turn of the strip when these items aren't in use."
Enable energy management on your computer	Change the settings on your computer so that it goes to sleep after 15 minutes of inactivity. Enabling power management or "sleep mode" on your computer could cut your computer's energy consumption in half!"

Tip Title	Tip Text
Install and program a programmable thermostat	Install a programmable thermostat and program it to save energy. When used properly, programmable thermostats can save you energy on heating and cooling - especially while you sleep and when you're not home. Set the program that works for your family and stick to it!
Insulate electrical outlets and switch cover plates	Add insulation covers (often called gaskets) to outlets and switches on the exterior walls of your home. Gaps in insulation coverage typically happen at the outlets and switches on exterior walls. Drafts find their way into your home through these gaps. Adding outlet and switch gaskets will reduce your energy usage, and make your home more comfortable by eliminating drafts.
Insulate your attic	A house with no attic insulation is like a coffee cup with no lid: all the heat goes up and out. Your furnace has to use more energy to replace the lost heat, and in the summer, the same thing happens with cool air and your AC. Keep the lid on by insulating your attic and reduce the energy used for both heating and cooling. It's one of the best energy efficiency investments you can make in your home.
Minimize the run time of your dryer	Not quite ready to air dry your laundry? No problem - just try the auto-sensing setting on your dryer to reduce your energy use. This setting will automatically stop the dryer when your laundry is dry. No auto-sensing on your dryer? Set the timer for 5-10 minutes less than usual and see how you do. Remember, it's better to add a few minutes at the end than run the dryer for too long.
Put your outdoor lights on motion detectors or timers	Do you leave your outdoor lights on all night? Try installing motion detectors or timers on your outdoor lights to reduce the power they burn through. Motion detectors help ward off trouble while significantly reducing energy use. Using motion detectors or timers is a great way to get the benefits of outdoor lighting while cutting your energy use.
Replace your old hot water heater	If your water heater is more than 10 to 15 years old, consider buying a new, more efficient model. If you heat your water with electricity, water heating can be one of your biggest energy consumers. Do some research into your options, then talk to a *trusted contractor and be sure to tell them that you want the most* efficient model possible.
Replace your windows with low-E ENERGY STAR windows	When it's time to replace your windows make sure that you choose efficient, low-E ENERGY STAR windows. Low-E glass has a special coating that helps to keep heat in during the winter, and out during the summer. Efficient windows also have multiple panes of glass that are usually filled with insulating" gases to help keep your home comfortable."
Save on hot water use	Making a few small changes in how you use water can easily save you 5% on your hot water use. Start in the morning by shortening your showers by a minute or two, and don't let the hot water run when you shave or brush your teeth. When doing laundry, wash your clothes in cold water. In the kitchen, run the water only when rinsing the dishes.
Turn off outdoor lights during the day	If you prefer leaving your outdoor lights on at night for security or aesthetics, be sure to turn them off during daylight hours. Every *morning, make it a habit to turn your outdoor lights off when* you get the paper or let the dog out. If you have trouble remembering to do this, consider installing a light sensor, timer, or motion sensor on your outdoor lights, or switch to solar-powered lights.
Unplug your second refrigerator or freezer	Most backup refrigerators are at least 10 years old and use a lot of energy. Many families keep a second refrigerator to hold extra drinks or to use in the basement during parties. If you're one of them, retire that second fridge -- or plug it in only when you really need it -- and you'll be surprised how much energy you save.
Use efficient bulbs for your	Put efficient ENERGY STAR compact fluorescent (CFL) bulbs in

Tip Title	Tip Text
outdoor lighting	your outdoor light fixtures. CFL bulbs use 75% less energy, and they last 10 times longer than incandescent bulbs. Outdoor lights can be on for 12-14 hours of every day, so you'll really save energy when you switch. Here's the bonus: ENERGY STAR lights last so long, you won't have to get out your ladder so often to change bulbs.
Use energy efficient lighting indoors	Use energy efficient compact fluorescent (CFLs) bulbs to provide quality lighting throughout your home. CFLs use 75% less energy than incandescent bulbs and last 10 times longer. Since most of the electricity used by an incandescent bulb is wasted as heat, you can actually save on air conditioning by switching to CFLs.
Use task lighting	Use task lighting - lighting directed at a specific area - instead of overhead or general lighting. If you light the area well that you are working in, you can light the rest of the room less. The fewer lights you have on, the more energy you can save.
Use your microwave instead of a conventional oven	When reheating food or cooking smaller dishes, use your microwave whenever possible. You can save up to 50% of your cooking energy usage by using a microwave oven instead of a conventional electric oven. Using a microwave where you can is an easy way to save energy, and it cooks your food much faster than a traditional oven.
Weatherize your home	Weatherize is a complicated sounding word, but don't let it throw you. Just get some caulk and weather stripping and use it to plug air leaks around your doors and windows. When you do this, you keep warm air from leaking in during the summer and leaking out during the winter. That means you'll use less energy when cooling and heating and be more comfortable with reduced drafts.

Table 44. MyHER Messages by Month

Report	Drop Dates	Messages	Name of PDF(s)
Sep 2011 (Duke)	Sep 23, Sep 30, Oct 7, Oct 14	**School, Cold Water** *and either* **CFL Over** *or* **CFL Under**	September2011CFLOverSchoolColdWater September2011CFLUnderSchoolColdWater
Oct 2011 (Duke)	Oct 21, Oct 28, Nov 4, Nov 11	**Vampires, Registers** *and either* **Football** *or* **CFL** *or* **School**	October2011VampireSchoolRegisters October2011VampireFootballRegisters October2011VampireCFLRegisters
Nov 2011 (Duke)	Nov 25, Dec 2, Dec 9, Dec 16	**Walls, Chimney & Shrink Wrap**	November2011WallsChimneyShrinkwrap
Dec 2011 (Duke)	Dec 23, Dec 30, Jan 6, Jan 13	**Hugs For Heaters, Thermostat Wars & Coffee Maker**	December2011HugsForHeatersThermostat-WarsCoffeeMaker
Jan 2012 (Duke)	Jan 27, Feb 3, Feb 17	**Smoke Detector, Water Heater & Microwave** *or* **Transition**	January2012SmokeDetectorWaterHeater-Microwave
Feb 2012 (Duke)	Feb 24, Mar 2	**Transition**	February2012Transition
Mar 2012 (Program Vendor)	Mar 29, Apr 7	**Intro & Earth Day**	March2012IntroEarthDay
May 2012	May 23,	**Spring Cleaning &**	May2012SpringCleaningSS

Report	Drop Dates	Messages	Name of PDF(s)
(Program Vendor)	May 25, Jun 4 Jun 12	***Smart $aver***	
June 2012 (Program Vendor)	Jul 2, Jul 5, Jul 12	**Vacation & Home Energy House Call**	June2012VacationHEHC
July 2012 (Program Vendor)	Jul 31, Aug 8, Aug 10, Aug 14	**Know Your Home**	July2012KnowYourHome
Aug 2012 (Program Vendor)	Aug 22, Aug 28, Sep 7, Sep 12	**Back To School**	August2012BackToSchool
Sep 2012 (Program Vendor)	Sep 19, Sep 25	**Drafts & Winter Magic**	September2012DraftsWinterMagic
Oct 2012 (Program Vendor)	Nov 11, Nov 14, Nov 29, Nov 30	**Dirty Laundry** *and either* **Free CFL** *or* **Twist**	October 2012- Free October 2012-Twist
Dec 2012 (Program Vendor)	Dec 19, Jan 2, Jan 8, Jan 11	**Hugs For Heaters & GoGreen**	Dec 2012 OH GoGreen
Jan 2013 (Program Vendor)	Jan 31, Feb 4, Feb 7, Feb 12	**Screen Savers** *and either* **Power Manager** *or* **Videos**	Jan 2013 OH PM Jan 2013 OH Videos
Feb 2013 (Program Vendor)	Feb 28, Mar 1, Mar 11, Mar 12	**Room To Breathe** *and either* **HEHC** *or* **Insulation**	Feb 2013 OH HEHC Feb 2013 OH Insulation

Appendix L: List of Self-Reported Energy Efficiency Actions

10d/11d/12d. Did you do anything to your home/behavior in response to this tip? What have you done?

Recalled tip "Use energy efficient lighting indoors" and took action

- *I use CFLs.*
- *We have installed mostly CFLs now. We got free CFLs from Duke. We have replaced any bulbs that burned out with CFLs.*
- *We installed CFLs in about 90 percent of the fixtures.*
- *I tried them out.*
- *I am gradually switching to CFLs as my old incandescent bulbs burn out.*
- *I changed lighting to all LED or CFL. I am now using 100 watt equivalents where I need them for reading.*
- *I switched some of my bulbs to CFLs.*
- *I tried the CFLs, but I didn't like the quality of light, so I'm switching over to LEDs.*
- *I changed all my bulbs to CFLs.*
- *I have ordered and installed CFLs in 25 percent of fixtures.*
- *Although I used CFL in the past, I am using them even more now.*
- *We have CFLs and halogens installed in most of our fixtures.*
- *I use CFLs.*
- *We replace old lightbulbs with CFLs when they burn out.*
- *We tried the CFLs, but we hate them because they aren't bright enough.*
- *I switched all of my light bulbs to CFLs. I also told close friends and family members about the advice.*
- *We have installed more CFLs. About 75 percent of our lights are CFLs now.*
- *I'd estimate that 99 percent of our home lighting are CFLs.*
- *We try to buy more CFLs now.*
- *I got CFLs, but I really only have them in the downstairs because I am concerned about mercury.*
- *We use some CFLs where they will fit.*
- *I use CFLs in approximately 80 percent of the fixtures in my home.*
- *I turn off lights and use CFLs.*
- *I continue to switch to CFLs when standard bulbs burn out.*
- *Almost my whole house is CFLs; I was using them before the reports.*
- *We filled out a form and sent it back to Duke Energy and they sent us some CFLs. We used those to change all the bulbs that we use every day.*

Recalled tip "Weatherize your home" and took action

- *I checked my windows for air leaks and tried to fix them.*
- *We put weather stripping around the front and family room doors.*
- *I insulated around doors and windows.*
- *I added weather stripping.*

- *I resealed some windows in my house and added some door seals just before winter in 2012.*
- *I put the bean bag things at the bottom of the doors.*
- *I make sure windows and doors are properly sealed and insulated.*
- *I sealed up various air leaks around my windows and doors.*
- *I took the old weather stripping off around the doors and replaced it.*
- *I insulated areas of the house that needed it.*

Recalled tip "Cut standby power to your home computing system" and took action

- *I use powerstrips to turn off chargers when not in use.*
- *We make more of an effort to turn off our computers and larger electrical items.*
- *I turn off electronics and make use of power strips.*
- *I unplugged maybe four or five items.*
- *I unplug everything in the basement when my son isn't staying with me and I make sure that all the cell phone chargers are unplugged.*
- *I unplug things more.*

Recalled tip "Insulate your attic" and took action

- *I added insulation to the attic.*
- *We added attic insulation.*
- *I added insulation to the attic and walls about five years ago.*
- *We insulated the basement, attic, and walls of the house. We also insulated the garage.*
- *I added more insulation to my attic.*

Recalled tip "Use efficient bulbs for your outdoor lighting" and took action

- *I've switched the majority of my bulbs to CFLs.*
- *I'm using CFLs for 90 percent of my bulbs.*
- *I am gradually switching to CFLs as my old incandescent bulbs burn out.*
- *I received free CFLs from Duke and installed a lot. At least half of my lights are now CFLs.*

Recalled tip "Install and program a programmable thermostat" and took action

- *I reset the thermostat, so that less energy is used.*
- *I've been setting my thermostat conservatively for many years.*
- *We had already been setting our thermostat conservatively.*

Recalled tip "Buy an Energy Star television"[25] and took action

- *I bought a smaller, more efficient refrigerator.*
- *We bought an efficient refrigerator, washer, and dryer.*

[25] One respondent who recalled "energy efficient appliances" and took action received tips about Energy Star refrigerators and televisions on the same monthly report; both are considered a match and both are counted since these tips were received at the same time (otherwise, when a recollection matches more than one tip sent at different times, only the most recent tip is considered a match). Therefore, this customer's comment ("I bought a smaller, more efficient refrigerator") is included here under both headings.

Recalled tip "Buy an Energy Star refrigerator" and took action

- *I bought a smaller, more efficient refrigerator.*

Recalled tip "Buy an Energy Star dishwasher" and took action

- *I bought more energy-efficient appliances, including a dishwasher, washer, dryer, refrigerator, microwave, and double oven.*

Recalled tip "Use your microwave instead of a conventional oven" and took action

- *I use the microwave more often and the oven and stove less.*

Recalled tip "Insulate electrical outlets and switch cover plates" and took action

- *I already put them in.*

Recalled tip "Cut the standby power used for home entertainment" and took action

- *I use less energy.*

Recalled tip "Save on hot water use" and took action

- *I turn off water. There are leaks in my water pipes and, although the landlord has not yet repaired them, I have purchased a product to help slow the leaks.*

Recalled tip "Replace your windows with low-E Energy Star windows" and took action

- *I replaced the old windows about 10 years ago.*

Recalled tip "Turn off outdoor lights during the day" and took action

- *I am now conscious of turning lights off when they're not needed.*

Recalled message "Twist" and took action

- I use / installed / switched to CFLs (N=9)
- *We have installed mostly CFLs now. We got free CFLs from Duke. We have replaced any bulbs that burned out with CFLs.*
- *Approximately 25 percent of our lights are CFLs.*
- *I started using CFLs.*
- *I installed CFLs in approximately 20 percent of our light fixtures.*
- *I installed a few CFLs, though my wife dislikes them.*
- *I am gradually switching to CFLs as my old incandescent bulbs burn out.*
- *Using CFLs for 90 percent of bulbs.*
- *I switched some of my bulbs to CFLs.*
- *I am gradually switching to CFLs as my old incandescent bulbs burn out.*
- *Although I used CFL in the past, I am using them even more now.*
- *We have CFLs and halogens installed in most of our fixtures.*
- *We replace old lightbulbs with CFLs when they burn out.*
- *I signed up for the free CFLs from Duke and installed them in all our lights.*
- *I switched all of my light bulbs to CFLs. I also told close friends and family members about this advice.*
- *We have installed more CFLs. About 75 percent of our lights are CFLs now.*

- *I replaced all bulbs with CFLs.*
- *I changed my light bulbs.*
- *I received free CFLs from Duke and installed a lot. At least half of my lights are now CFLs.*
- *I'd estimate that 99 percent of our home lighting are CFLs.*
- *We try to buy more CFLs now.*
- *I got CFLs, but I really only have them in the downstairs because I am concerned about mercury.*
- *We use some CFLs where they will fit.*
- *I continue to switch to CFLs when standard bulbs burn out.*
- *Almost my whole house is CFLs. I was using them before the reports.*
- *We filled out a form and sent it back to Duke Energy and they sent us some CFLs. We used those to change all the bulbs that we use every day.*
- *We are using CFLs in most places other than where we have the candlestick lights.*
- *I've replaced approximately 50 percent of my lights with CFLs.*

Recalled message "Back to School" and took action

- *I adjusted the thermostat.* (N=2)
- *We try to set the thermostat conservatively and use space heaters.*
- *During winter, I lower my thermostat and use the fireplace to supplement heating.*
- *I reset the thermostat, so that less energy is used.*
- *I make a point of turning down the thermostat.*
- *I turn down the heat when it's not needed.*
- *From 70 to 68 or 67, sometimes a bit lower.*
- *I've been setting my thermostat conservatively for many years.*
- *I set the thermostat conservatively, especially during summer when the trees around my home provide natural cooling.*
- *I am careful on the thermostat setting.*
- *We had already been setting our thermostat conservatively.*

Recalled message "Vampires" and took action

- *I unplugged maybe four or five items.*
- *I unplug items when they're not in use.*
- *I unplug some items, especially if I'm going to be gone for an extended period of time.*
- *I turn off electronics and make use of power strips.*
- *We try to unplug everything that we're not using, but it's difficult to do.*
- *We make more of an effort to turn off our computers and larger electrical items.*
- *We unplug phone chargers and game power supplies.*
- *I unplug everything in the basement when my son isn't staying with me and I make sure that all the cell phone chargers are unplugged.*
- *We unplug things when they are not in use.*
- *We unplugged things that we were not using very often, including our washer and dryer.*
- *We use power strips and try to unplug some electrical items when they're not being used.*
- *I unplugged chargers for cell phones and cameras.*

Recalled message "Free CFL" and took action

- *I've switched the majority of my bulbs to CFLs.*
- *We gradually replaced incandescent bulbs with CFLs.*
- *We installed CFLs in about 90 percent of the fixtures.*
- *I tried them out.*
- *I tried the CFLs but I didn't like the quality of light so I'm switching over to LEDs.*
- *I switched all the light bulbs in my home to CFLs.*
- *We tried the CFLs, but we hate them because they aren't bright enough.*
- *I use CFLs in approximately 80 percent of the fixtures in my home.*
- *I replaced all our bulbs with CFLs.*

Recalled message "Hugs for Heaters" (December 2012) and took action

- *I installed a water heater insulation blanket.*
- *I already wrapped hot water pipes prior to getting the tip.*
- *I wrapped my water heater.*
- *I installed a water heater insulation blanket approximately two years ago.*
- *I priced wrapping the water heater, but for all the materials needed it would have cost $30 when we could only save $10 per year at most.*
- *I wrapped a few pipes.*

Recalled message "Hugs for Heaters" (December 2011) and took action

- *I insulated my water heater.*
- *I bought the blanket for the water heater, but have not installed it yet.*
- *I wrapped water heater and pipes with insulation.*

Recalled message "Insulation" and took action

- *We added attic insulation.*
- *We had a contractor add insulation all the way around the basement in 2012.*
- *We had additional insulation put in our attic about two years ago, before I started receiving the reports.*

Recalled message "Smoke Detector" and took action

- *I installed CFLs from Duke and went from 20 percent of the fixtures to 80 percent. These bulbs were supplied through Home Energy House Call.*
- *I switched to CFLs.*
- *We replaced all our light bulbs with CFLs.*

Recalled message "Walls" and took action

- *I added insulation to the attic.*
- *I inspected the existing insulation.*
- *We added insulation to the attic in the summer of 2011.*

Recalled message "CFL Under" and took action

- *I use CFLs.*

- *I'm turning off lights and using CFLs.*

Recalled message "CFL Over" and took action

- *We've replaced approximately 90 percent of our home lighting with CFLs and LEDs.*

Recalled message "CFL" and took action

- *I bought CFLs and installed them throughout my house.*

Recalled message "Thermostat Wars" and took action

- *I use a space heater.*

Recalled message "Chimney" and took action

- *I continue to make sure windows are well-maintained.*

Recalled message "Shrink Wrap" and took action

- *We added weather stripping around our front door.*

Recalled message "Home Energy House Call" and took action

- *We scheduled an energy audit with Duke for April 10th.*

21. Since [month and date of first report], have you done anything else to save electricity in your home that was not included as a tip contained in the Home Energy Reports? What have you done? Anything else?

- *I added insulation to the attic.*
- *I have a new furnace and A/C system, all new appliances, and new windows.*
- *I caulked the windows.*
- *I'm closing doors when I'm gone.*
- *I added an Amish-made stove in October 2012.*
- *I added plastic sheeting where the foundation meets the house. I insulated around the water pipes.*
- *I added weather stripping about six months ago to my doors and windows.*
- *I am just constantly running around shutting things off.*
- *I am switching more lights over to CFL and LED, all other things were done prior to 2011.*
- *I changed all the light bulbs in the house to CFLs.*
- *I close vents in rooms that aren't being used. I bought an Energy Star-rated television.*
- *I converted to CFLs. I put some lighting on timers.*
- *I fixed some weather stripping on my exterior doors last fall.*
- *I got a new Energy Star door.*
- *I got new windows recently.*
- *I had repair work done around my three sliding glass doors, eliminating outside air infiltration.*
- *I installed CFLs.*

- *I insulated my home.*
- *I insulated my windows.*
- *I insulated the garage and new garage door; there is a bedroom above the garage.*
- *I maximize the load size in my laundry, hang dry clothes in summer.*
- *I put in a new furnace in 2011. A month ago, I put in a new water heater.*
- *I put plastic sheeting over the windows during wintertime.*
- *I put plastic sheeting over the windows. I put air stoppers under the door.*
- *I replaced my roof in April 2012.*
- *I replaced windows.*
- *I stopped heating the hot tub during the summer.*
- *I switched to CFLs. I installed an Energy Star-rated water heater.*
- *I turn off my computer and other devices all the way at night, starting about six months ago.*
- *I turn things off when we leave, but don't unplug them and turn thermostat down.*
- *In general I cut down on electricity use.*
- *I installed a programmable thermostat and insulating curtains.*
- *I insulated and installed new windows.*
- *Lowered thermostat temperature. Turning off lights.*
- *I make sure the heat register vents in occupied rooms aren't blocked. I closed off the spare room with the least insulation.*
- *I monitored home electrical use with 'The Energy Detective' system .*
- *My landlord installed a new heat pump.*
- *I purchased a new furnace and A/C unit and am using CFL bulbs.*
- *I plugged crawlspace window and vents with foam insulation in September, 2012.*
- *I put reflective film over the sliding glass door, which are south-facing, in May, 2012.*
- *I replaced my refrigerator with an energy-efficient model about five months ago.*
- *I replaced windows and replaced incandescent bulbs with CFLs where possible or appropriate I put new gaskets around the doors. I probably got these ideas from the reports.*
- *I will be replacing windows, 11 or 12 total. I installed more CFLs and we went from 0% to 50% CFLs. Replaced dishwasher, washer, and dryer, and am looking to replace a refrigerator soon.*
- *I sealed windows and doors.*
- *I am turning down the heat at night. I use an attic fan and open windows when it gets hot, until the temperature is in the 90s, then I use the A/C. I use stationary fans to help cool the home while I'm sleeping.*
- *I upgraded appliances and have a programmable thermostat.*
- *I'm using our wood burning fireplace, winter of 2011 through 2013.*
- *We are converting to CFLs as lights burn out in the home. We started about three years ago.*
- *We are mostly using CFLs now.*
- *We had a new roof put on.*
- *We had already been installing CFLs and we continued to do so. We began opening the windows more in the spring and fall.*

- *We had new floors installed.*
- *We installed a nest thermostat in December, 2012.*
- *We installed a new A/C unit.*
- *We installed a new thermostat in winter of 2012.*
- *We purchased two window units to help cool the upstairs of our home, in summer of 2012; this way, our main cooling unit runs less.*
- *We put a new roof on our house in summer of 2012.*
- *We put window film over the windows in two rooms.*
- *We replaced three outside doors.*
- *We replaced one door and added sealant around the others.*
- *We signed up for Power Manager within the last year. I installed a new, highly efficient air conditioner in summer of 2012.*
- *I wear heavier clothing in winter and am closing rooms off.*
- *Weatherstripping.*
- *I am weatherstripping windows and doors and I am now more mindful of the thermostat setting and turning off lights, TV, and other items.*
- *I wrapped my water pipes. I have a storm door on my rear door.*

Questions 22 through 28 were asked after reading the following statement: "*The following questions ask you to tell us if you did anything in a particular category. We may ask you to duplicate some information you already gave us, but please do tell us again because we want to get more details in each category.*" Thus, some of the actions listed below duplicate actions already reported as influenced by the program's tips and messages. Customers were also asked to rate the influence of the program on the actions taken below, which is shown in Figure 18.

22. Since receiving your first Home Energy Report, did you take any steps to reduce the amount of energy used by your home appliances, such as removing a second refrigerator or upgrading old appliances? What have you done? Anything else?

- *I installed a high efficiency washer, installed last summer.*
- *We replaced our refrigerator about five months ago.*
- *I conserve when using the washer and dryer.*
- *I am much more conscious of unplugging things that I understand still draw power.*
- *I am using my toaster instead of the oven.*
- *I bought a new double oven. I am not using the appliances as much.*
- *I bought a new dryer.*
- *I bought a new Energy Star-rated refrigerator.*
- *I bought a new Energy Star-rated washer and dryer.*
- *I bought a new stove.*
- *I bought a new stovetop.*
- *I bought a smaller, more efficient refrigerator. I bought a more efficient clothes dryer.*
- *I bought an Energy Star-rated dishwasher. I bought a new stovetop range.*
- *I bought an Energy Star-rated dishwasher.*
- *I bought an Energy Star-rated oven.*
- *I bought an Energy Star-rated refrigerator. I replaced our fuses with circuit breakers.*

- *I changed a component in my furnace to make it more efficient, but I am not sure what that is called.*
- *I got a new deep freeze to replace the older, inefficient one.*
- *I have a new dryer.*
- *I have a new Energy Star washer and dryer.*
- *I have a new refrigerator.*
- *I have an energy-efficient fridge.*
- *I have an energy-efficient microwave and dryer.*
- *I have been hang-drying clothes in summer. I grill outside, as opposed to using the stove.*
- *I have been putting my spa on its economy setting more often since 2011.*
- *I have started unplugging appliances before we go on vacation.*
- *I have two new energy-efficient refrigerators.*
- *I installed a new high efficiency washer/dryer in June, 2012.*
- *I installed a new refrigerator and dishwasher three to four months ago.*
- *I installed a new refrigerator in July, 2012.*
- *I installed a new refrigerator, stove, and dishwasher.*
- *I microwave more than I cook.*
- *I purchased a high efficiency dishwasher.*
- *I purchased a higher efficiency dryer. I use the microwave more often, so as not use the oven.*
- *I purchased a new refrigerator.*
- *I purchased a new refrigerator.*
- *I purchased a new washer, dryer, refrigerator, all Energy Star.*
- *I purchased an energy-efficient dishwasher and clothes washer and dryer.*
- *I purchased an energy-efficient dishwasher. Shortly prior to receiving the first report, I purchased an energy-efficient washer and dryer, refrigerator, and stove.*
- *I reduced my dishwasher use to once per day. I unplugged a second refrigerator.*
- *I removed a second refrigerator. I fire up the grill more, therefore not using the stove.*
- *I replaced a refrigerator four months ago. I unplug my coffee maker and toasters.*
- *I replaced all my appliances with energy-efficient ones.*
- *I replaced my dishwasher, dryer, and washer with Energy Star equipment.*
- *I replaced my refrigerator, freezer, and dishwasher. I keep small appliances unplugged, if not in use. I unplugged a very old freezer.*
- *I replaced my refrigerator.*
- *I replaced my stove with an energy-efficient one.*
- *I replaced my washer, dryer, and fridge.*
- *I unplug countertop appliances like the toaster and blender. I purchased a new energy-efficient freezer and washing machine.*
- *I unplug the toaster and other appliances until I need them.*
- *I unplug things that I'm not using like the toaster, can opener, etc.*
- *I unplugged counter appliances, including the microwave. I purchased a new high efficiency washing machine.*
- *I unplugged my freezer in June, 2012.*
- *I unplugged my second refrigerator.*

- *I upgraded my refrigerator, stove, washer, dryer, and dishwasher. I switch off most breakers when I'm leaving for an extended period.*
- *I upgraded my washer and dryer.*
- *I use a small countertop convection oven.*
- *I use a toaster oven instead of the regular oven .*
- *I use a toaster oven instead of the stove. I unplug appliances until I need them.*
- *I use a toaster oven more than used to instead of the oven.*
- *In the last year, we've stopped using a fridge and a heater in an outbuilding on our property.*
- *Last month, I installed a new washer and dryer.*
- *I installed a new refrigerator, stove, and dishwasher.*
- *I installed a new stove, refrigerator, and dishwasher.*
- *I bought a new stove and oven, microwave, and dishwasher.*
- *I bought a newer washer.*
- *I replaced a new dryer.*
- *I replaced appliances and chose high efficiency appliances instead of conventional replacements.*
- *I replaced dishwasher.*
- *I replaced a furnace, A/C, and a freezer with more efficient models. I installed a programmable thermostat.*
- *Replaced old dryer with new, more efficient one.*
- *I'm unplugging my razor and any kind of charger, like phone chargers.*
- *I upgraded my refrigerator and stove.*
- *I upgraded several appliances.*(N=2)
- *We are having a second refrigerator moved today* [March 7, 2013]. *I'm unplugging things.*
- *We bought a new dishwasher.*
- *We bought a new washer, dryer, and humidifier/dehumidifier.*
- *We bought an Energy Star-rated refrigerator. We bought a business copier that has energy conservation features.*
- *We bought an Energy Star-rated stove, refrigerator, dishwasher, and freezer.*
- *We disconnected a freezer in the basement. We completely unplugged all the appliances we don't need, like coffee makers, clocks, and microwaves.*
- *We don't use the stove much. I'm keeping the lint cleaned out in the dryer.*
- *We got a new refrigerator and moved the old one into the garage to replace the older refrigerator out there.*
- *We have a new refrigerator that is more efficient.*
- *We replaced our refrigerator, washer, and dryer about a year ago. We will soon get a new oven.*
- *We unplug a freezer when it isn't needed.*
- *We unplugged a small second refrigerator.*
- *We upgraded a freezer in February, 2013.*
- *We use the dryer less.*
- *We've purchased a new refrigerator, washer, and dryer.*

22f. Did you do anything that might have increased the energy usage by your appliances? An example of increasing your home appliance energy use would be to add another appliance, such as a new freezer. What have you done? Anything else?

- *I added a deep freezer.*
- *I added a freezer eight months ago.*
- *I bought a dehumidifier.*
- *I added a deep freeze, which is energy-efficient.*
- *I added a refrigerator in my finished basement in May of 2012.*
- *I bought a small deep freezer.*
- *I have an inefficient old stove.*
- *I now have 2 additional people living here.*
- *I received a small freezer as a gift.*
- *I have a small freezer in garage. We added a refrigerator.*
- *We added a new Keurig coffee maker in December, 2012.*
- *We added a small refrigerator in our garage in October, 2012, but it is energy-efficient.*
- *We have been using our heating more during the day because we are now at home more during the day. During the summer, we have the A/C on more often, as well.*
- *We have been using the oven more frequently.*
- *We now have one more person working from home.*
- *We put an old refrigerator in the garage about two years ago, so now we have two refrigerators.*

23. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to cool your home? What have you done? Anything else?

- *I bought a new A/C unit.*
- *I added insulation in attic.*
- *I installed a new air conditioner in 2012. We use our ceiling fans more. We signed up for Power Manager in 2012.*
- *We added the two window A/Cunits upstairs in summer, 2012.*
- *I cleaned the evaporator coils on HVAC .*
- *I got a new heat pump that will also be central air for me. I previously used a window unit.*
- *I had Duke put a device on heat pump to control it on hot days.* [Power Manager]
- *I added a new storm door. I installed four ceiling fans.*
- *I added insulation in the attic.*(N=2)
- *I added insulation in the walls, basement, and attic.*
- *I adjusted the thermostat. I added insulation.*
- *I am more conservative in using the A/C.*
- *I bought a new central A/C unit.*
- *I close blinds to keep out bright sunlight. I keep filters clean.*

- *I don't turn the thermostat down so low. I do not use the clothes dryer during the daytime in the summer.*
- *I don't use the A/C as much as I used to.*
- *I enrolled in Power Manager in 2012.*
- *I grill out more often in the summer now, which reduces the need for cooling. I replaced one of the lights in my dining room with an overhead fan in 2012. We replaced our heat pump last summer.*
- *I had a new heat pump installed.*
- *I had new windows installed. I thoroughly cleaned my A/C unit. I had new doors installed.*
- *I had new windows installed.*
- *I had repair work done around my three sliding glass doors, eliminating outside air infiltration.*
- *I have a 95 percent efficient A/C unit and service it regularly.*
- *I installed a new air conditioner in April, 2012.*
- *I installed a new air conditioner last year.*
- *I installed a new A/C system about three months ago.*
- *I installed a new high efficiency heat pump.*
- *I installed a programmable thermostat.*
- *I installed some door seals.*
- *I insulated my windows.*
- *I just bought a new A/C system.*
- *I keep the A/C lower.*
- *I keep the temperature at a reasonable level. I change the filter at least once monthly. I installed all new copper water pipes, galvanized, a water meter, and all new plumbing.*
- *I leave windows open more.*
- *I participate in the Power Manager program. I closed off two bedrooms and the registers in the basement.*
- *I purchased a new heat pump.*
- *I put in a programmable thermostat about a year and a half ago.*
- *I replace my furnace filters monthly.*
- *I replaced my central air unit in late 2011.*
- *I replaced our heat pump.*
- *I replaced window unit air conditioners with a heat pump for cooling. I added insulation in the attic.*
- *I run ceiling fans more.*
- *I run only one A/C unit at a time.*
- *I sealed up various air leaks around my windows and doors.*
- *I sealed windows and doors.* (N=2)
- *I service them on a regular basis.*
- *I set the thermostat at a higher temperature in the summer.*
- *I set the thermostat more conservatively than I did before. I close vents in rooms that aren't being used.*
- *I set up a cooling system that uses creek water to cool the home.*

- *I signed up for the Power Manager program.*
- *I turned off registers in rooms that are not used and shut the door. I turn off standard bulbs in seldom used areas so the bulb does not heat up the room.*
- *I turned the thermostat up. I closed some blinds. I avoid using the stove as much as possible.*
- *I upgraded my A/C.*
- *I upgraded to a new heat pump for heat and A/C.*
- *I use a programmable thermostat to shut heat off during the day when not at home.*
- *I use my A/C less.*
- *I use my overhead fans to supplement cooling. I set the thermostat more conservatively.*
- *In the summertime, I now set the thermostat higher than what I used to, by two or three degrees.*
- *Installed a ceiling fan in the living room.*
- *Installed a new A/C summer, 2012.*
- *Installed a new ceiling fan making it so the A/C is used less.*
- *Installed new Energy Star A/C. I installed new windows and doors.*
- *I'm installing a programmable thermostat. I'm installing a more efficient A/C system. I installed two ceiling fans, one of which was after I began getting the reports.*
- *I keep my thermostat at a higher temperature.*
- *I keep the thermostat set higher.*
- *I have maintenance done on my A/C.*
- *I am more mindful of thermostat settings and seldom run the A/C unless humidity is high.*
- *My landlord installed a new heat pump.*
- *I had a new A/C system put in last year.*
- *I had a new A/C unit installed June, 2010*
- *I had a new furnace installed spring of 2012.*
- *I have a programmable thermostat and insulating curtains.*
- *Purchased a new heat pump with a central air system.*
- *I put a window unit in the bedroom and keep the central air off for several weeks until mid-July.*
- *I repaired my cooling system summer of 2012. I'm setting the thermostat up a degree or two, from 68 to 70 or 72. I use fans to circulate air, keep doors shut to unused rooms, and close vents.*
- *I replaced half of home's windows, starting about 18 months ago. I'm blocking drafts with window shades 6 months ago. I put in caulking around the older windows 12 months ago.*
- *I replaced most windows. I am more attentive to use of the programmable thermostat. I make sure to have the HVAC system tuned up every two years or more often.*
- *I replaced the three doors to the outside and had the cracks sealed.*
- *I set the A/C at a higher temperature in the summer.*
- *I set the thermostat at a higher temperature.*
- *I shaded the outdoor condenser.*
- *I signed up for a maintenance contract that will inspected the A/C twice a year.*
- *I try to keep the temperature not too low.*

- *I turn the A/C up from 68 to 70. I'm using ceiling fans more.*
- *I turned up the temperature while home from 70 to 74. I turned the daytime temp to 78 when not in house.*
- *I use fans to help keep cool.*
- *I use a window unit for the bedroom to reduce use of central air. I closed off rooms not in use.*
- *I'm using more stationary fans.*
- *We added on storm doors with screens on all three of our exterior doors this past summer.*
- *We added some weather stripping around our doors in November of 2012.*
- *We began opening our windows more in the fall and spring, instead of relying so much on the A/C. We shut vents in areas of the home we don't need to cool.*
- *We bought a large house fan, which circulates the air.*
- *We close the curtains and shades on the south and west sides of the house in the afternoon.*
- *We do not use the air conditioner as much as we used to, starting about a year ago.*
- *We don't use the AC much, we use fans and windows.*
- *We fixed the seal around an outside vent that had been leaking.*
- *We have been fluctuating the temperature controls when we are not at home.*
- *We installed a nest thermostat in December, 2012.*
- *We installed new blinds to keep the heat out in the summer, as the sun hits the back of our house in the afternoon.*
- *We now set our thermostat more conservatively during the summer.*
- *We planted shade trees for natural cooling.*
- *We run our A/C one degree warmer in the summer now.*
- *We try to use natural ventilation as much as we can before we turn the air on. We're making sure the lights are off in the summertime. I try to use the microwave and grill outside, rather than cooking inside the house.*
- *We've installed two new A/C units over the past couple years.*

23f. Did you do anything that might have <u>increased the energy used to cool your home</u>? An example of something that might increase your energy use is to purchase a larger AC unit, as opposed to a new one of similar size. What have you done? Anything else?

- *I added a bay window with insulated glass, I am unsure if it would result in greater cooling use.*
- *Finishing my basement probably contributed to increasing the energy used to cool the home.*
- *Had to use central air more frequently over past year because my grandchildren were living there and they have asthma. Also, I had air purifiers in use.*
- *I am using A/C more because, due to my efforts in saving energy, I have been able to run the A/C more often.*
- *I had our A/C unit fixed this past summer. It was non-operational until then.*

- *I modified duct work to improve venting and return for air circulation and humidity control.*
- *I now have a wife at home and can't use a programmable thermostat for daytime setbacks.*
- *I sometime use a window unit A/C.*
- *I sometimes cool the house down a lot.*
- *I used to set the thermostat more conservatively, but now my health requires a more consistent temperature setting.*
- *I use a window air conditioner.*
- *The doors have opened and closed a lot more as we've been remodeling our home during the past year.*
- *This past summer was very hot, so I used the A/C more.*
- *We bought a window unit air conditioner.*
- *We installed a larger A/C unit.*

24. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to heat your house? What have you done? Anything else?

- *I fixed some weather stripping on my exterior doors last fall. I make sure my furnace filters are changed.*
- *We purchased a new thermostat in 2012.*
- *I added attic insulation.*
- *I caulked around the older windows, 12 months ago. I doubled the volume of my insulation about a year ago. I replaced half of home's windows, starting 18 months ago.*
- *I'm changing filters monthly. I turn the thermostat down from 70 to 67-68, sometimes less.*
- *I closed off areas of the house that are unused.*
- *I added attic insulation.* (N=2)
- *I added insulation, including plastic on the windows.*
- *I added the Amish stove.*
- *I adjusted the thermostat.*
- *I am more conservative in using the heat.*
- *I bought a new furnace.*
- *I change furnace filter every three months. After using the oven, and turning it off, I will open the oven door to use the remaining heat to help warm the room.*
- *I change my furnace filters regularly.*
- *I close vents in rooms that aren't being used. I set the thermostat more conservatively than I did before.*
- *I closed off two bedrooms and the registers in the basement.*
- *I got a new energy-efficient heater.*
- *I got a new heater last year.*
- *I had a new furnace installed.*
- *I had a programmable thermostat installed.*

- *I had new windows installed. I had a new heat exchanger installed and my furnace tuned up. I had new doors installed.*
- *I had repair work done around my three sliding glass doors, eliminating outside air infiltration.*
- *I had some insulation done around windows and garage door.*
- *I have been turning down the thermostat at night.*
- *I have lowered the thermostat in winter.*
- *I have my heater serviced regularly.*
- *I installed a new furnace in 2011.*
- *I installed a new furnace.*
- *I installed a new heat pump and furnace.*
- *I installed a new heat pump.*
- *I installed a new heater in June, 2010. Replaced the weather stripping around doors before winter.*
- *I installed some door seals.*
- *I keep doors and windows closed. I set thermostat on instead of turning it on and off often.*
- *I keep the filter clean and service the heating system every year or so. I'm closing blinds at night.*
- *I keep the heat down and wear sweaters more.*
- *I keep the thermostat set lower.*
- *I lowered thermostat two degrees, from 72 degrees to 70 degrees.*
- *I now set the thermostat lower in the winter. We installed a baseboard heater in our basement, so that we don't have to run our heating system as much to heat the basement.*
- *I 'plastic-ed' the windows.*
- *I put in a digital thermostat. I use an electric fireplace only when needed, only when it's extremely cold. I had furnace maintenance done, cleaned and replaced a part.*
- *I put plastic sheeting over the windows during wintertime. I added a new storm door.*
- *I put plastic sheeting over the windows. I put air stoppers under the door.*
- *I put weather stripping around the doors. I keep the heat lower than I used to. We had two windows replaced and will get another one replaced soon.*
- *I replace my furnace filters monthly.*
- *I replaced electric baseboard heaters with a heat pump. I added insulation in the attic.*
- *I replaced our larger furnace with a smaller, more efficient one.*
- *I replaced our heat pump.*
- *I sealed up various air leaks around my windows and doors.*
- *I sealed windows and a door.*
- *I sealed windows and doors.*
- *I set the heat thermostat more conservatively.* (N=3)
- *I shut off the heat when I am not at home.*
- *I started using a space heater.*
- *I switched the weather stripping around the doors and we checked all the old weather stripping on the windows.*
- *I turn down the thermostat in the winter.*

- *I turn the heat down in winter.*
- *I turn the heat down at night. I installed a programmable thermostat.*
- *I turn the thermostat down.*
- *I turned off registers in rooms that are not used and shut the door. I changed my filter more frequently.*
- *I turned the thermostat down. I moved some of the insulation.*
- *I unplug the heater when not in use.*
- *I use an electric space heater.*
- *I use less oil heat now because it is more expensive.*
- *I use my overhead fans to aid in heating. I set the thermostat more conservatively.*
- *In 2012, I had some energy-efficient windows installed.*
- *Installed a new heater, winter, 2012.*
- *Installed a new high efficiency heat pump.*
- *Installed a programmable thermostat.*
- *Installed a new heat pump.*
- *I'm installing a programmable thermostat. I'm installing a ceiling fan. We installed a weather strip on the back door within the past couple of years, possibly before and possibly after we started getting the reports.*
- *I added insulation in the walls, basement, and attic.*
- *I insulated all the duct work.*
- *I bought a new heater in January, 2012.*
- *I keep the temperature low.*
- *Last month, I used my thermal-leak detector to find and plug up some holes in the basement.*
- *I lower the temperature.*
- *I lower the thermostat from 72 during the day to 68 at night.*
- *I lowered the main temperature.*
- *I'm more mindful of heat use and am turning it down by day. I'm using an energy-efficient space heater instead of the full heating system.*
- *I monitor the thermostat.*
- *My landlord installed a new heat pump.*
- *I had a new A/C unit installed spring of 2012.*
- *I installed a new filter and closed drafts in wood stove and fireplace.*
- *I have a new furnace and heat pump.*
- *I had a new furnace installed September, 2012.*
- *I had a new furnace put in last year.*
- *I have a new heat pump, an electric forced air furnace replacing an oil furnace. I added insulation in the wall between the garage and the house.*
- *I have a new heating system.*
- *I installed a new heating system about three months ago.*
- *I had a new hybrid heat pump and furnace installed; the furnace turns on when it is inefficient to be using the heat pump.*
- *I purchased a high efficiency heat pump.*
- *I installed a rear door storm door.*

- *I replaced the furnace. I do not recall the rating, but it is energy-efficient.*
- *I replaced most windows. I'm being more attentive to the programmable thermostat. I make sure outside doors stay closed.*
- *I'm replacing windows.*
- *I turn the thermostat down from 72 to 70. I'm opening blinds to allow sunlight in. I'm closing off rooms not in use.*
- *I turn down the temperature from 72 to 66 when out and 70 when in. I added weather stripping and insulation.*
- *I turn down the temperature from 66 to 63 at all times.*
- *I'm turning down the thermostat. I making sure doors and windows are closed.*
- *I turn the overnight temperature down to 62. I'm using a portable heater in the office room only when needed. I cut drafts with plastic over windows in office.*
- *I use a space heater in family room instead of the furnace. I close off rooms not in use.*
- *I'm using our wood burning fireplace and keeping the thermostat set lower. I'm keeping the thermostat lower and added a space heater in bathroom.*
- *I'm using a programmable thermostat.*
- *I'm using propane more in past 18 months.*
- *We are putting new windows in. We had the heat pump serviced and it is more efficient.*
- *We are using space heaters because the heater is on one side of our ranch style house and the bedrooms are on the other side, so the bedrooms are always cooler than we'd like. Instead of turning up the heat for the whole house we keep the heat a little lower and then use the space heaters in the bedrooms.*
- *We bought two EdenPURE space heaters and use our propane furnace less.*
- *We bought two space heaters.*
- *We fixed the seal around an outside vent that had been leaking.*
- *We fluctuate the temperature during the day and when we go to bed.*
- *We had our furnace cleaned and inspected.*
- *We had our furnace repaired and cleaned. We set our thermostat conservatively. We started using space heaters.*
- *We have been using two space heaters for the past two winters to reduce use of our main furnace.*
- *We have begun turning our heat way down at night. We put pillows, plastic, and things over leaky places in our home.*
- *We have lowered our thermostat one degree.*
- *We installed a nest thermostat in December, 2012.*
- *We lowered the thermostat.*
- *We purchased a humidifier, which helps the home feel warmer than it actually is.*
- *We replaced one door and added sealant around the others. We installed a programmable thermostat.*
- *We switched our vents around to get a better distribution of heat throughout the house. We bought a space heater in 2012; we use it in areas of the home we're in and sometimes turn off the furnace. We added insulation to our attic in 2012 or 2011.*
- *We turned off our heat pump and began using a pellet stove for heat this past heating season.*

- *We turned our furnace down. We used to run it at 69 or 70 and now it's around 65. We added weather stripping to our front and back doors.*
- *We use space heaters to supplement heating.*
- *We're better at utilizing our programmable thermostat.*

24f. Did you do anything that might have increased the energy used to heat your home? An example of a change that would increase the energy used is if you purchased a larger heat pump. What have you done? Anything else?

- *A breaker switch malfunction resulted in a period of inordinately high electricity use.*
- *I finished the basement.*
- *I start the heat earlier in the morning since January of 2013.*
- *I had gas fireplace repaired. It had not worked for a few years, so now I am using it again.*
- *I now have my wife at home and can't use programmable thermostat for daytime setbacks.*
- *I sometimes use an electric fireplace.*
- *I used to set the thermostat more conservatively, but now my health requires a more consistent temperature setting.*
- *I use a space heater.*
- *My in-laws lived with us for three months.*
- *I remodeled the basement into a 'man cave' and occasionally run a space heater in basement.*
- *I made a slight increase in the thermostat temperature due to health; it's now at 70 instead of the upper 60s.*
- *The doors have opened and closed a lot more as we've been remodeling our home during the past year.*
- *I'm using room heaters in certain instances.*
- *We began using another room as a playroom, so now we heat that with a space heater since about December or January.*
- *We began using some new heaters in addition to our furnace in winter of 2012.*
- *We've increased the thermostat temperature. We've had additional people living with us who prefer a higher thermostat setting.*

25. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to light your home? What have you done? Anything else?

- Install CFLs (in general) (N=94)
- Install CFLs (in general) AND turn lights off / use less light (N=30)
- Turn lights off / use less light (N=10)

- *Ninety percent of our lights are CFL and LED.*
- *I changed to all CFLs and LEDs.*

- *I changed to 13 watt CFLs, but they start up slow. I put less Christmas lights out this year. I installed a motion sensor light for backyard.*
- *I converted to 100 percent to CFLs. I don't leave lights on in the daytime. I have some indoor lights on a photovoltaic system, which only come on when it's dark.*
- *I'm converting to CFLs, from 10 percent then to 70 percent now. I have indoor motion detector switches in four rooms. I have rheostat or dimmer switches on incandescent lighting in 4 sockets.*
- *I am gradually switching over to CFLs. I've switched to LEDs for our Christmas light displays.*
- *I bought two LED lights. I installed solar and motion sensor lights outdoors.*
- *I have one less person living here now.*
- *I have solar powered luminaries from house to sidewalk , about 20 feet.*
- *I replaced approximately 20 percent of our bulbs with CFLs. I use less bulbs in some our light fixtures. I am more aware of turning lights off.*
- *I replaced incandescent bulbs with CFLs. I use natural light whenever possible.*
- *I switched to CFLs in about half of my lights. I don't like them.*
- *I switched to CFLs and LEDs.*
- *I switched to CFLs when other light bulbs go out. I set timer on energy saver when I'm gone for a while.*
- *I switched to CFLs. I turn lights off when I'm out of room and shut lights off when leaving house. I opened blinds to let the light in instead of turning on a light.*
- *I turn lights off when they're not needed. I installed CFLs. I replaced our outdoor fixtures with solar lighting.*
- *I use some CFLs and plan on switching to LEDs.*
- *Replaced 90 percent of my fixtures to allow for CFLs. All these fixtures are using CFLs now. I use blinds to allow for more natural light.*
- *Started using CFLs. I turn lights off when not in room and use natural light from windows.*
- *I switched to CFLs and I put lights on timers.*
- *I switched to CFLs and eliminated a few fixtures.*
- *I switched to CFLs and use nightlights instead of leaving lights on.*
- *I switched to CFLs about 2 years ago and put sensors on our outdoor flood lights.*
- *I switched to CFLs and LEDs.* (N=2)
- *The government is making me buy CFLs. I have been buying them since late summer of 2012.*
- *I tried CFLs three or four years ago; I didn't like the quality of light. I'm switching over to LEDs.*
- *I use solar lights for outside lighting.*
- *I'm using CFL bulbs, but I don't like them.*
- *We have been installing CFLs and LEDs throughout the house.*
- *We installed a few smaller light fixtures.*
- *We replaced incandescent bulbs with LEDs in our outdoor walkway fixtures.*
- *We replaced some older lamps with newer models and CFLs. I replaced some of my Christmas lights with LED lights in late 2011.*

- *We tried to use power-strips and turn everything off last spring, but we couldn't get ourselves in the habit, so we stopped trying.*
- *We used CFLs once, but we hated them and have stopped using them.*
- *I went from zero to 40 percent CFLs. I use LED bulbs in night light fixtures.*

25f. Did you do anything that may have increased the amount of energy used to light your home? An example of increasing energy used to light your home would be adding new inside light fixtures or outdoor flood lights. What have you done? Anything else?

- *Finishing the basement.*
- *I use more rooms for playing; the kids are getting older and using more of the house.*
- *Due to being robbed, I leave lights on when I leave for work.*
- *I added a new building on my property in July of 2012. I had my basement wired for new lighting in March, 2012.*
- *I added additional ceiling fans with lights.*
- *I have been using fewer CFLs since about two months ago. I still have some in, but they don't work well for me in all places.*
- *I installed a ceiling fan.*
- *I now have two additional people living here.*
- *I now have my wife at home.*
- *I remodeled the basement and turn on decorative neon lights at times.*
- *I started leaving my porch light on all night for security reasons.*
- *Installed a new outdoor ceiling fan and light on the back porch.*
- *My in-laws lived with us for three months.*
- *I'm using brighter output lighting.*
- *We installed outdoor flood lights.*
- *We've used more lighting during the home remodeling process.*

26. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used by home computers or electronics? What have you done? Anything else?

- Turn items off when not in use (N=17)
- Unplug items when not in use (N=17)
- Use power strips to turn items off (N=11)
- Use energy saving settings / sleep mode on computer(s) (N=2)
- Bought new more efficient TV(s) (N=10)
- Bought new more efficient computer(s) (N=9)
- Bought more efficient TV(s) AND computer(s) (N=2)

- *For a while, we tried to unplug our chargers every night, but we have stopped doing that.*
- *I bought a new Energy Star-rated television. I eliminated my home phone land line.*

- *I cut down on use of the home's main computer.*
- *I encourage my son to turn his stereo off at night. Before the report, I purchased a new computer which uses less energy and I use sleep mode often. I turn the printer off and phone chargers off when not in use by using power strip.*
- *I purchased new TVs that are energy-efficient. I use battery-operated clocks.*
- *I turn off electronic items when they're not in use. I watch less television.*
- *I turn off the TV when no one is watching it. I use the sleep mode on the computer. I unplug my computer if I leave home for more than two days.*
- *I unplug everything in the basement when my son isn't staying with me.*
- *My VCR is unplugged unless in use. My home computer stays off unless in use.*
- *I purchased two Energy Star TVs. I unplugged some chargers.*
- *Turn off the TV more often. I shut down computers at night. I'm not sure if it takes more energy to power down and up or just let sleep.*

26f. Did you do anything that may have increased the amount of energy used to power your home computer or electronics? An example would be if you purchased another TV or computer. What have you done? Anything else?

- Bought more/larger computers/monitors (N=10)
- Bought more/larger TVs/home theater systems (N=8)
- Bought more iPads, tablets, Kindles, etc. (N=3)

- *All the device chargers are in use at all times.*
- *I got more monitors. I got more TVs.*
- *I installed an alarm system, which runs on electricity.*
- *I now have two additional people living here.*
- *I now work from home so I'm probably using slightly more energy during the day.*
- *I use the computer more these days.*
- *It now seems we have many more gadget-type chargers and such.*
- *I leave the TV on at night in bedroom.*
- *My wife is working from home, so we use the computers more.*
- *My wife now works from home using the computer.*
- *We got a gaming computer, which is an energy hog.*
- *We now have many more people and electronic items in the house.*
- *We're both working from home now. We use six computers, two cell phones, and two printers.*

27. Since receiving your first Home Energy Report did you take any steps to reduce the amount of energy used to heat the hot water in your home? What have you done? Anything else?

- New water heater(s) (N=25)
- Reduced temperature of water heater (N=14)

- New water heater(s) AND reduced temperature (N=3)
- Insulated water heater / blanket (N=7)
- Insulated water heater AND reduced temperature (N=3)
- New washing machine (N=3)
- Wash clothes in cold water (N=4)

- *Fewer people in house means fewer showers and less laundry. I'm washing all loads in cold water.*
- *Got a new water heater, which is more efficient. I turned down tank temperature. I insulated the piping.*
- *I adjusted the temperature on the heater and take shorter showers.*
- *I have one less person living here now.*
- *I replaced my water heater with a high efficiency model. I'm washing almost all loads in cold water.*
- *I replaced the heating unit a couple weeks ago.*
- *I turned the temperature down. I don't leave hot water running in the sink or shower.*
- *I use the dishwasher less. I tend to use less water when washing clothes.*
- *My daughter moved out, so we're using less water now.*
- *My landlord installed a new water heater.*
- *I have a new high efficiency washer. I use the dishwasher only once every week or ten days. I'm hand-washing more dishes. I'm washing less laundry, about three loads per week.*
- *I have a new water heater, but I'm unsure if it's Energy Star-rated. I don't take as many baths, down from seven a week to three. Only use the dishwasher twice a week, I wait until it's completely full. In the laundry, I do large loads only.*
- *I put insulation around the water heater and pipes.*
- *I replaced hot water tank from 100 gallons to 30 to 40 gallons.*
- *I replaced two heating elements.*
- *The water heater stopped working, so we've been without hot water. I bought a water heater insulation blanket.*
- *There are now less people using the water regularly.*
- *We got an energy-efficient water heater that is larger, but better suited to the number of people that are now living in the house.*
- *We have been rationing our kids' shower time. I have been using strictly cold water for our clothes washer.*
- *We now have one less person living here, thus reducing our water usage.*
- *We removed a secondary water-heating system, because it was using more energy than it was worth. It used solar panels and when we replaced the roof we got rid of the solar panels. I have limited my grandsons' shower length.*
- *We turn off our water heater when we go on vacations. We turned down the water heater's temperature.*
- *I wrapped the hot water tank six months ago. I drain the hot water tank every year.*
- *I wrapped the pipes for the hot water lines.*

27f. Did you do anything that may have increased the amount of energy used to heat the hot water in your home? An example of something that would increase the amount of energy used is to turn up your hot water tank's temperature. What have you done? Anything else?

- *I'm adding a dishwasher.*
- *I added a water conditioner.*
- *I am married now, so there is an extra person in the household.*
- *I had two kids, so we use more hot water for bathing now.*
- *I now have two additional people living here.*
- *I take more showers and do more laundry because there are two extra people living in the household within the last year.*
- *I'm doing my son and his family's laundry, but I use cold water for most loads.*
- *I'm doing more laundry since we have a new baby.*
- *I'm doing more laundry over last year due to more clothes changes for our special needs daughter.*
- *My daughter comes over to do laundry.*
- *My teenagers tend to take longer showers these days.*
- *My wife takes more baths.*
- *Our dishwasher and washer/dryer usage have increased.*
- *Our kids have been taking more baths and longer showers.*
- *Our son seems to be taking longer showers.*
- *We have another person living with us now.*
- *We turned up the water heater's temperature over the summertime.*
- *We've had additional people living with us.*

Table 45. Do you have a pool?

Count *Percent*	Read MyHER (N=237)	Throw it away (N=12)	Total (N=249)
Yes, have a pool	17 7.2%	2 16.7%	19 7.6%
No, do not have a pool	219 92.4%	10 83.3%	229 92.0%
Don't know / not specified	1 0.4%	0 0.0%	1 0.4%

28a. Did you make any changes to your pool's heating or filtering systems to make it more efficient? What have you done? Anything else?

- *I turn off the pool pump when possible.*
- *We quit heating it year-round sometime in 2011.*
- *We've permanently discontinued using our pool after this past summer.*

Appendix M: Improving Aspects of the Program

Customers were asked to rate their satisfaction with various aspects of the MyHER program, and if they gave ratings of "7" or less on a 10-point scale, they were asked how these aspects of the program could be improved. These verbatim suggestions are listed below.

29. The reports are easy to understand: how could this be improved?

26 respondents rated this aspect of the program a "7" or less and 17 of them gave suggestions for improving this aspect.

- *I haven't seen one in a few months, so it is hard to recall specifics.*
- *How they split it is confusing. I have a hard time believing the accuracy.*
- *I don't think that you can improve my understanding of the report.*
- *I don't understand where the figures come from. I don't understand why the reports tell us that we use more energy than the average home.*
- *If you aren't educated, there are few spots that people may not understand on the reports.*
- *Include more detail.*
- *Make it clearer what other houses are being compared with mine.*
- *Make it more plain, so it's easier to understand.*
- *Make the design layout more intriguing to look at.*
- *Make the report more specific as to the size and age of the house and how many people live in.*
- *More graphs and less wording.*
- *More specific info would be good.*
- *My report is not accurate, it says we are higher than other homes when we should be lower.*
- *The comparison needs to have better grouping of comparable houses.*
- *The chart needs to be easier to read.*
- *The reports should provide financial cost estimates in addition to the energy data.*
- *They are good and I understand them.*

30. The energy saving tips in the report provided new ideas that I was not previously considering: how could this be improved?

121 respondents rated this aspect of the program a "7" or less, and 81 of them gave suggestions for improving this aspect.

- *A lot of the tips are really just common sense.*
- *Give me some information that I didn't already know.*
- *Different tips, but it doesn't really matter. I'm too old to do any improvements to the house.*
- *Different tips that aren't so widely known.*
- *Different tips that I haven't already done.*
- *Different tips that I haven't heard before.*
- *Different tips that I wasn't aware of.*
- *It's more about inspiring people to take action after reading the tips.*

- *Most improvement recommendations aren't mine to do, since I am a renter.*
- *Duke should put a monetary value on the savings and costs that ties into the data on power usage.*
- *Emphasize the color of the lights that are used on different appliances. For women who are around the house all the time, that might help increase awareness of turning off appliances.*
- *Give more useful numbers.*
- *I already considered and adopted most of the ideas, based on my job as an architect.*
- *I already feel I have gone as far as I can go. I don't know what else to do to cut down on energy consumption.*
- *I already had considered or done most of the recommendations.*
- *I already knew about some of the tips that were given and I wouldn't consider doing some of the tips listed.*
- *I already knew the tips.*
- *I already know about the tips in the reports, but it may help other people who don't know them.*
- *I build houses, so I don't think that you'll be able to provide any tips that I'm not aware of.*
- *I can't remember reading any tips that I didn't already know about, but I try to keep up on the new efficiency ideas.*
- *I don't read them. Stop wasting my money.*
- *I don't think the tips can be improved .*
- *I had already considered or done most of the tips.*
- *I had already known all the tips that I read about, so I stopped reading the reports.*
- *I have not been able to implement anything. We just haven't had the money or time.*
- *I knew a lot of the tips, but it was nice to reinforce them. I guess newer tips that I haven't read about somewhere else.*
- *I knew some of the tips and most of the ones I didn't know weren't relevant to me.*
- *I knew about many of the tips before, but sometimes I would see a tip that I was unaware of, but it really didn't apply to our home. We try to stay up with current efficiency information.*
- *I knew many of the tips listed, but I like them because they are reminders of things I would like to do.*
- *I knew some of the tips.*
- *I need more and different suggestions.*
- *I see a lot of repeats, so I am ignoring them.*
- *I want suggestions for mobile homes that are off the ground.*
- *I was aware of many of the tips listed.*
- *I won't buy something to save energy, but will be energy conscious when I need to replace something.*
- *I would like the tips to be more focused on my home specifically.*
- *I would suggest putting the tips at the top of the report rather than the bottom.*
- *I've done or knew about a lot of the tips, so different tips might help.*
- *Include a voluntary mail-in survey, which could collect data about how many people live in each home, occupant ages, etc.*

- *Include more tips that I didn't know.*
- *Include tips on how to reduce the energy consumption of all the modern rechargeable gadgetry.*
- *Include tips on which days and times we should target to reduce energy consumption.*
- *Instead of putting the tips on the last page of the notice, have a box that people see before their payment amount. Add hints or tips to the bill.*
- *It can't improve for me, I do what I can and I don't use the reports that much.* (N=2)
- *It is pretty good the way it is.*
- *It's always the same old tips that I probably had already read about in the newspaper years ago.*
- *Let us know about more tips that I didn't already know about.*
- *Make the tips more specific to my house. For instance, ask me whether I already have CFLs before telling me to get CFLs.*
- *More cutting edge tips that I haven't already read about.*
- *More tips that I didn't already know about.*
- *Most of the tips are just common knowledge.*
- *My son knew most of the tips and had implemented many when we remodeled the house a few years ago.*
- *New tips.*
- *Newer tips that aren't in magazines or papers.*
- *Newer tips that I don't know about already.*
- *Newer tips that I haven't heard before.*
- *Newer tips; most of the tips listed were older tips that I'd already heard about.*
- *None of the tips were new to me.*
- *Of the reports that I wasted my time reading, there were no tips given that I hadn't already done in the home.*
- *Offer more creative low-cost ideas.*
- *Offer more tips.*
- *Point out trend lines in data and focus the tips on those.*
- *Provide fresh tips.*
- *Provide more details.*
- *Provide more ideas that are not so obvious and more obscure, more off-the-wall ideas.*
- *Provide new and different tips rather than the same ones we already know about and have done.*
- *Provide new tips.*
- *Put the tips right on top of page.*
- *Target people who have high bills, those are the people who need the information the most.*
- *The comparisons between homes should provide more specific information about age and square footage.*
- *The report could include more tips.*
- *The report could offer better suggestions that are more relevant to the specific customer.*
- *The reports could include a list of Duke-approved contractors.*
- *The tips are things I'm already doing.*

- *This survey phone call has inspired me to check into other ways to save energy.*
- *Tips are basic to anyone. I need more detail on amount of wattage used by certain items.*
- *We are doing all the obvious things. I want something detailed about my house.*
- *We have all brand new energy-efficient appliances and a new house. Not going to improve anything.*
- *We were already doing or had done most of the tips listed.*
- *When I was reading them I knew many of the tips that were given, so newer tips would be better.*

31. I find the reports useful: how could this be improved?

68 respondents rated this aspect of the program a "7" or less, and 47 of them gave suggestions for improving this aspect.

- *Make it more specific to the home in question.*
- *Provide more information.*
- *I don't find them useful because I don't believe the comparison of my house to other houses is accurate. I believe them to be inaccurate because you're not using enough information to compare the homes.*
- *I don't read them. Stop wasting my money.*
- *I don't really use them for anything.*
- *I don't understand why the reports tell us that we use more energy than the average home. I also don't think that the tips that were in the report were new to us.*
- *I feel good about the reports.*
- *I feel like I'm doing everything that I can do.*
- *I haven't taken the reports as seriously as I could. The reports just came without any pre-contact to explain that the reports really related to energy used by my house, not just an average.*
- *I need to look at them more.*
- *I want suggestions for mobile homes that are off the ground.*
- *I would include information that more knowledgeable people would find useful.*
- *I would like to see information provided about specific temperature and degree days and how it relates to energy use.*
- *I would use the reports more, if I had an older house. Our house is already new and efficient.*
- *I would want to know more specifics about what homes I am being compared to.*
- *I'm too old to do any improvements to the house, so I really don't use the reports for anything. I'm at an age where I don't really care about conservation.*
- *If the report was more accurate it would be improved.*
- *Instead of the graph, just break down my usage information in text form. Don't compare me to other homes, but just compare my usage across different years.*
- *It can't improve for me, I do what I can and I don't use the reports that much.*
- *It can't be improved. I already use the tips that are common sense, but I don't use some of the other tips because they are too much work for me at my age.*
- *It could include information about energy-saving technologies.*

- *It's just me; I need to do better.*
- *Make the comparisons between homes more accurate.*
- *More detail.*
- *No one here reads the reports.*
- *Nothing jumps out, other than snail mail. I prefer email.*
- *Nothing; I don't take the time to read them all the way through, so I really don't get out of the reports what is intended.*
- *Please make sure the data used for the home comparisons is accurate.*
- *Put out the report only twice a year, for the cooling and then heating season.*
- *Send out the reports less frequently. It's coming so often, I felt it was redundant and got boring.*
- *Send reports showing that we didn't use as much.*
- *Separate gas from electric, so people can see what they need to improve upon.*
- *Since the square footage is off for who my house is being compared to, I'm less inclined to believe the comparison.*
- *Stop insulting me. The reports don't reflect that we have two heaters and two A/C, so you'd do better to give me a customized report that actually has information about our home. The tips you give are so old that you are wasting paper.*
- *The comparisons made between similar homes needs to be more accurate.*
- *The home comparisons need to be more accurate.*
- *The reports are interesting, but I don't use them and I don't think I ever will.*
- *The reports should provide an easily accessible form and/or website to correct inaccuracies listed on the reports.*
- *The reports should try to offer fresh ideas and suggestions.*
- *The reports were very useful in the beginning. I made changes and tried to lower costs, but didn't see a change.*
- *They have some good info, but not a lot.*
- *They're not really necessary. It's nice to read how the house compares, but I don't use the reports for anything.*
- *Use a more strict comparison of houses.*
- *We have all brand new energy-efficient appliances and a new house. Not going to improve anything.*
- *We rent, so there's not much that we can do to the apartment.*
- *You can't improve the report. I stay on top of the new technologies because I used to build homes and will be building my next home soon.*
- *You should show how much power was used one year ago on the same month, so I could compare year to year easier.*

32. I enjoy receiving and reading the reports: how could this be improved?

77 respondents rated this aspect of the program a "7" or less, and 48 of them gave suggestions for improving this aspect.

- *I need to pay more attention to them.*
- *Show that we don't use more than anyone else.*

- *I don't know. Ultimately it's my responsibility to decrease energy consumption.*
- *I don't think you can increase my enjoyment of receiving and reading the reports.*
- *I can't see them anymore. My eyes aren't good anymore, so I have to use a magnifying glass to read the report, which I don't enjoy.*
- *I read them, but they're not the highlight of my day.*
- *The Duke Energy website is just as good.*
- *I don't like getting the reports at all because I can find all the information that you send us on the Duke Energy website.*
- *I don't mind getting the reports, but the information is too repetitive. They always say that we're using a little more energy than other homes and the tips are too repetitive.*
- *I don't mind them.*
- *I don't read them very closely anymore because we've done so much, but our bill just goes up.*
- *I don't read them. Maybe you could highlight certain things, so when I glance at them I see what's really important.*
- *I don't read them. Stop wasting my money.*
- *I don't think that you can for me. As a builder, I'm educated about energy saving, so I find the reports redundantly dull.*
- *I don't think that you can.* (N=2)
- *I don't understand why the reports tell us that we use more energy than the average home, so they annoy me.*
- *I enjoy reading them, but I would prefer them to come through email.*
- *I enjoy receiving the reports, but they always give me bad news, so I don't enjoy reading them.*
- *I mostly look at the charts. Avoid repetition of tips.*
- *I really don't care if I get the reports or not. I read them, but I don't use them.*
- *I want suggestions for mobile homes that are off the ground.*
- *I would rather receive the reports quarterly. They would actually have more impact on me that way.*
- *I'd like it if the reports provided water usage data also.*
- *I'm happy it's not a bill.*
- *If Duke would not mail these things, they could save some money and not have to raise my rates. Find a more cost-efficient way to deliver the reports, like putting them online.*
- *If I read them more.*
- *Improve the numbers.*
- *Include some 'fun facts' and a brain teaser. Make me spend more time thinking about the issues.*
- *It can't improve for me, I do what I can and I don't use the reports that much.*
- *Lower bills.*
- *More details.*
- *Please include a cost comparison between the various competing energy providers and reasons why I should stay with Duke.*
- *Please make the reports more engaging to read, though I'm not exactly sure how to do this.*

- *Receiving the reports should be optional.*
- *Reduce the bad news from the graph. I don't enjoy seeing how much higher my bills are than comparable houses.*
- *Send less of them.*
- *Send the reports less often and collect more information about the homes you are comparing to get a more accurate comparison*
- *Send the reports via email and/or make them available online.*
- *The comparison portion needs to clear.*
- *The reports are a double edged sword because it gives me bad news, our usage is high, but the reports do good in that they remind me of things that I'd like to do or gives me new tips for energy efficiency.*
- *The reports are a great idea, but I just don't get all that excited about them or even read them all the way through. I really can't think of anyways for you to make my enjoyment of the reports any better.*
- *The reports should be emailed and paperless.*
- *They are fine.*
- *They're not really necessary. It's nice to read how the house compares, but I don't use the reports for anything.*
- *This can't be improved.*
- *We have all brand new energy-efficient appliances and a new house. Not going to improve anything.*
- *You could put coupons for a $5 rebate somewhere random in the report as a reward for reading the whole report.*

33. I find the graphics helpful in understanding how my energy usage compares to others like me: how could this be improved?

50 respondents rated this aspect of the program a "7" or less, and 37 of them gave suggestions for improving this aspect.

- *The report needs to be more specific to my home.*
- *I just feel like the reports are making something up when it comes to the comparisons. I already had a Duke auditor tell my me home is efficient.*
- *Everyone uses electricity differently. Try to make the comparison more accurate.*
- *The homes are not comparable.*
- *I am not interested in graphs.*
- *I don't find them useful because I don't believe the comparison of my house to other houses is accurate. I believe them to be inaccurate because you're not using enough information to compare the homes.*
- *I don't know how accurate the comparison is.*
- *I don't read them. Stop wasting my money.*
- *I don't think it's necessary to improve.*
- *I don't think that the other homes that you're comparing mine to is accurate because I built this house to be very energy-efficient.*

- *I don't think that you can really compare households because I don't think you have enough information to do the comparison.*
- *I don't understand why the reports tell us that we use more energy than the average home. The graphics are fine, but I don't understand where Duke has gotten this information on our house.*
- *I really don't pay attention to the graphics.*
- *I think this is OK the way it is.*
- *I understand it fine.*
- *I wish they could not have so many different charts in the report. And, again, have charts that show the monetary savings that could result from improvements.*
- *I would like an assessor to visit to confirm that the data Duke provides is correct.*
- *I would like to see what the criteria for the homes is. Where is the information for the comparisons coming from? What is the average family size that you are considering?*
- *I'm not sure why our bills are so high, so I don't really know if I believe that the comparison is accurate.*
- *Include information about the construction of the building and building materials. Include information about the topography of the home. I'm on a windy hill, which affects my electricity consumption.*
- *It can't improve for me, I do what I can and I don't use the reports that much.*
- *It seems like you are using a pretty broad comparison with such a large range for square footage.*
- *It would be better if the report had graphs for renters versus owners.*
- *Just do a line chart. The houses chart didn't relate to me.*
- *Make it simpler.*
- *Make sure the comparisons account for energy upgrades and how many people live in similar homes.*
- *My house isn't comparable with the others it's grouped with.*
- *Our comparison is incorrect because we switched over to electric heat a few years ago.*
- *Simplify the data provided.*
- *Since the square footage is off for who my house is being compared to, I'm less inclined to believe the comparison.*
- *The chart section needs to be simplified, easier to read.*
- *The charts should be made easier to read and understand.*
- *The comparisons made between similar homes needs to be more accurate.*
- *The reports do not indicate the number of people living in the house, which makes a huge difference.*
- *The reports should provide better explanations and definitions.*
- *The square footage of the homes my is being compared to is less than what our home actually is.*
- *You can't compare my home to any other home because there are no others like ours. We have two heaters, two A/C units and two water heaters for 6500 square feet in the house, as well as power for two barns and a well pump. The comparison is completely worthless to me.*

34. I find the graphics helpful in understanding how my energy usage changes over the seasons: how could this be improved?

43 respondents rated this aspect of the program a "7" or less, and 24 of them gave suggestions for improving this aspect.

- *By my paying more attention.*
- *I don't know, I don't tend to compare the seasonal data.*
- *I gave it a '7' only because there are so many other sources of information.*
- *Duke should attempt to correct the inaccurate home data, such as square footage, etc.*
- *I already track my monthly bills, so this part is superfluous for me.*
- *I am not interested in graphs.*
- *I didn't pay a lot of attention. I feel the charts are too generalized.*
- *I don't know how accurate the tracking is.*
- *I don't read them. Stop wasting my money.*
- *I don't think it's necessary to improve.*
- *I haven't even considered how my energy usage changes over the seasons.*
- *I really don't pay attention to the graphics.*
- *I think that you have incorrect information. I don't understand why the reports tell us that we use more energy than the average home.*
- *I'd like the report to provide a comparison of energy use between time periods, much like the Duke Energy bills do.*
- *Make the line chart more prominent.*
- *More detail.*
- *More information about what my power usage was the prior years and how the weather was during those months.*
- *Nothing. I already had a pretty good understanding about how energy usage changes over the seasons.*
- *Place my house with other more comparable houses.*
- *Put the different graphs on the same page for easier comparison.*
- *Seasonal data should be the main focus of the reports.*
- *The chart section needs to be simplified, easier to read.*
- *The reports don't reflect that rates change and that the billing cycle can affect the amount paid for that month. Give information about what the average temperature is for those months so we can see how the weather may be effecting our energy usage.*
- *You can't because I already understand how my energy use changes over the seasons. I mean, duh! Knowing things like that is sort of my job.*

35. Overall I am satisfied with the reports: how could this be improved?

36 respondents rated their satisfaction with the program overall a "7" or less, and 16 of them gave suggestions for improvement.

- *I don't know. We're just frustrated because we are trying to conserve energy, but the reports are always telling us that we are using more energy than the average home.*
- *I don't read them, so I'd put myself in the middle of the agreement scale.*

- *I don't read them. Stop wasting my money.*
- *I don't think that you can.*
- *I don't use them and I would rather have you spend the money that you're spending on the reports on something more useful.*
- *I find them irritating because of all the improvements that we've done to the house haven't really made much of a difference.*
- *Improve the numbers.*
- *It would be nice to get them quarterly.*
- *Make it more applicable to renters, too.*
- *Make the reports optional. They don't tell me anything that I can't find on the Duke Energy website.*
- *More detail.*
- *Provide monthly and yearly cost and energy analyses.*
- *The comparison of my larger home with its two heaters, two A/Cs and two water heaters to other homes has to be incorrect. I also feel insulted when I'm being told how inefficient my home is when for its size is really very efficient. The tips the you give also irritate me because they are remedial.*
- *The reports don't seem to be accurate when it comes to our home. I don't understand why the reports tell us that we use more energy than the average home when we have done so much to improve the home.*
- *They are fine.*
- *When they start showing that we don't use more than anybody else; there are several two-story houses around here, but we don't use the upstairs in the winter.*

37. Overall satisfaction with Duke Energy: how could this be improved?

73 respondents rated their satisfaction with Duke Energy overall a "7" or less, and 64 of them gave suggestions for improvement.

- *Knowledge base from customer service and even from technical support is not concise, especially for technical questions. Customer service representatives will refer my calls to tech support to get information on carrier charges, but it takes several calls to get correct facts and figures for programming TED* ["The Energy Detective"]. *Duke needs to provide one clear person or section to go to for accurate information on rates and rate changes over seasons and surcharges for usage above certain thresholds. I have had to file a complaint with the Utility Commission over access to information.*
- *Based on a specific event for me, my most recent even payment budget is $185 per month. I generally am keeping track of my credit and owed status, then I found my last settlement in February had ballooned to $700. I would like greater accuracy, to avoid the balloon payments and hardship. Also, I had been in the hospital. The rules for the hardship payment plan are extreme and require too much paperwork. Duke should allow a longer period for payback. For people with serious medical conditions who need more even temperatures, there needs to be input into developing efficiency and payment programs for people with needs.*
- *Do not raise the delivery rates. I just went to a meeting about this.*

- *Duke could be faster about fixing power outages. Also, Duke is a monopoly and our electric bill is way too high.*
- *Duke Energy seems to care only about money. We are having some difficulties in making payments because my wife's oxygen machine uses so much power, so when Public Power called and said that they could get us power cheaper than Duke and that they were a part of Duke we thought that it would help us. We I spoke to someone at Duke and I was told that Public Power wasn't a part of Duke at all, so we weren't interested anymore, and that it would cost us $100 dollars for us to get out of our contract for services with Duke.*
- *Energy education for teenagers.*
- *Explain why I keep getting phone callers from alternate energy suppliers.*
- *Greater customer service, more foreknowledge of things that are going to take place, for instance when Duke will be installing gas lines on my street. Duke has been very slow to respond to customer complaints.*
- *I always get letters from competing energy suppliers, so if Duke Energy could just provide cheaper energy than what those competitors are offering, I would be more satisfied.*
- *I am strongly opposed to the 24 percent rate increase proposal.*
- *I am upset that Duke is raising the rates 24 percent to fund the streetcar. But, the service is very good.*
- *I can't understand how on the last bill my electricity costs went down and gas went up. There was no explanation.*
- *I changed my meter, which caused me to have to hire an electrician. The meter was arcing and had to be replaced; took a few weeks to get straightened out.*
- *I could receive fewer calls about changing providers.*
- *I dislike and distrust the new digital energy metering system.*
- *I don't like how Duke subcontracts out, like with the smart meters. Duke used RLA who I don't like. Duke is quick to remedy situations, but RLA does shoddy work and leaves projects incomplete. Another issue I've had is with a rental property that I own. The house had electrical issues, which was no surprise as it is an older home, but the window of opportunity to fix situation was only three weeks. It was very difficult to get the situation fixed in that small amount of time because of the contractor.*
- *I don't think that you should be raising our rates to pay for storm restoration. It's not as if other people chip in for our home if there is damage. I also have a huge issue with the meter reader. We have a 900-foot gated driveway that has a note to call the house if you want to be let onto our property. The meter read just turns around in our driveway and doesn't call. Both of us work from home, so we know they never call up to the house to be let up. Sometimes, my husband goes down and tries to flag the meter reader. There was a sub recently and she actually called to be let up and we ended up with a credit for more than $300 because your estimate charges are completely wrong. I've called multiple times to work this issue out, but no one calls back. This month I was told that I would be a callback within 24 hours, but it has been 15 days. I called to talk to someone again and I was told that someone would call me within three days and no has called and it's been much longer.*
- *I don't understand all the generation, delivery, rider charges included in my bill. Please provide an explanation.*

- *I feel Duke is trying to squeeze every penny out of me. And, I do a lot to save energy.*
- *I feel like we're paying a lot for nothing.*
- *I forgot to pay a bill for my business. When I got the next bill, I realized what I had done and paid the full amount immediately. I spoke to someone at Duke about it right away and that person said that they would waive the $200 deposit, but then I was still charged the deposit. I know that I will get the money back after a year of paying my bill on time, but I'm miffed that the I wasn't going to be charged the deposit and then I was. I'm also annoyed at the fact that I have to pay a deposit at all. I've been a customer for decades and I missed one bill, which I paid right away when I found out about it. Making me pay a deposit seems extreme.*
- *I have a business. I have to call to turn something off, turn the heat off, or I have to pay a $100 fee if I don't call about it.*
- *I have concerns about rates.*
- *I have rental properties and have had issues with starting and stopping service. I think CG and E is better.*
- *I recently found out that if the meter reader can't get a clear view of our meter that they use the meter reading from the previous year which, in my opinion, is a bad policy. We never really lose power during a storm, so I like that.*
- *I used to build houses, so I would have a few temporary poles at any given time. I was late with a check, which I know had been sent out and Duke made me put down a deposit for all my temporary poles. I had to cut an individual check for each project and it was very inconvenient. I feel like Duke was very unforgiving in the matter when before CG and E had never given me any issues.*
- *I would like Duke to promote alternative energies.*
- *I would like lower rates and more tips on how to reduce my energy bill.*
- *I would like more even billing. It seems to fluctuate.*
- *It depends on what's in the news about Duke, bad press. Their rates are high.*
- *Less telephone calls.*
- *Lower prices would be good.*
- *Lower the bills, be more willing to work with the customers. I am disabled and feel that Duke energy won't work with me as I need.*
- *Lower the fee for a natural gas hookup and don't raise the electricity rates. Duke has rigged it so that they make all the money and I don't have any choice.*
- *Lower the rates.* (N=8)
- *Lower the rates. Have an office where you can pay the bill. Duke closed its in-person office.*
- *More communication.*
- *My major issue with Duke is my area loses power four to five times per winter and we're the last to get our power back on. We lose power for one to seven days each time. My other issue with Duke Energy is that they are continually using politics to lower their costs through deregulation and trying to devalue the property value. Duke Energy has no shame or conscience when comes to saving money for themselves. They cut their crews that trim trees in the summer and then put riders on our bills, so we can pay for them to get our power back on after trees break power lines in winter storms.*
- *Numerous issues, I can't even begin to list the issues over the years.*

- *Please do more to eliminate the six to seven power outages we average each year.*
- *Please fix our frequent power outages.*
- *Please stop supplying customer information to other energy companies, which have been calling our home incessantly trying to get us to switch providers.*
- *Price; my bill keeps getting higher, even as I cut down on use.*
- *Replace the confounding automated phone system with real people giving customer service.*
- *Since Duke purchased CG and E, my rates have doubled. I am now having to pay for riders, such as distribution customer charger and distribution energy charge. Most of my costs are due to the riders.*
- *Stop all the people calling me about switching.*
- *Stop being so money-grubby.*
- *Stop supporting the Obama administration.*
- *The amount of money some Duke employees make is ridiculous. I'd just like to see Duke be more cost-effective and find ways to be cheaper and to avoid rate increases. Cut the salaries that you're giving your executives.*
- *The bills are too high.*
- *The rates are too high and they keep going up. When I had Cinergy, it never went up, but now it goes up every year. If anything goes wrong with payment, Duke will shut off the power, even in winter.*
- *The rates are too high. And, I don't think we should be paying for the street cars debate.*
- *There could be more clarity in Duke Energy's promotions.*
- *There is a transformer in our backyard and there are normally quite a few power outages. I'd prefer that our power lines were underground. The sump pump shuts off because of the number of times we lost power, so we got a water backup system to run the sump pump, which costs us more money in water now, plus the cost of the installation and product.*
- *We had some problems with the meter reader not being able to read the meter because Duke placed the meters too far away, but it has been better lately. We have been getting many calls from companies that try to get us to switch and they're using names that are too similar to Duke Energy. I was tricked into switching and it cost us $300 to fix.*
- *We lose power about every six weeks.*
- *You could do more to keep the rates from fluctuating so much.*

Appendix N: Reasons for Program Satisfaction Ratings

MyHER customers in Ohio were asked to rate their satisfaction with the program on a 5-point Likert scale, as shown in Table 46. As a follow-up question, all respondents were asked why they gave the rating they did. These verbatim responses are listed by rating after Table 46.

Table 46. Customer Satisfaction with MyHER (Ohio scale)

Statement	Read MyHER		Recent MyHER Score			Overall (N=249)
	Read (N=237)	Throw Away (N=12)	Less than efficient home (N=61)	Less than average, but more than efficient (N=88)	More than average home (N=93)	
Very satisfied	51.5%	0.0%	57.4%	60.2%	33.3%	49.0%
Somewhat satisfied	34.6%	33.3%	31.1%	31.8%	37.6%	34.5%
Neither satisfied nor dissatisfied	8.4%	25.0%	6.6%	4.5%	16.1%	9.2%
Somewhat dissatisfied	2.5%	0.0%	0.0%	1.1%	5.4%	2.4%
Very dissatisfied	2.1%	8.3%	0.0%	1.1%	5.4%	2.4%
Don't know	0.8%	33.3%	4.9%	1.1%	2.2%	2.4%

Customers who are "very satisfied" with MyHER (N=122)

- *Because every month it reminds me to pay attention to our usage, gives me goals, and enhances my knowledge.*
- *Because I like the information they've supplied me not knowing where I stand, giving tips, and comparing my home with others in the area.*
- *Because I like to see how I compare to others; if we aren't paying attention, we can tell if our usage is getting out of control.*
- *Because it gives me idea of what I've done and what I can do in the future and how much I'm saving.*
- *At least they are taking the time to see what is happening. It's good to get reminders to help save a buck or two.*
- *Because it gives you an idea of what your usage is compared to others, helps you pay more attention.*
- *Because it helps.*
- *Because it reflected on what we were trying to do, showed us we are moving in right direction.*
- *Because it's letting me know how I'm doing, happy to see how I'm rating.*
- *Because its truthful.*
- *Because our report shows that we have an efficient home. I like it that we receive a report that says, "CONGRATULATIONS!"*
- *I can look at graphics and ascertain where I am in the mix. Reports do have some helpful hints, with a format that lets me digest information quickly.*
- *Duke has always been very accommodating and provided excellent customer service.*
- *Duke is taking care of its customers*
- *It's easy to understand, not pages upon pages, and to the point.*
- *I enjoy reading it and learning something new that could help save energy.*
- *I enjoy it.*

- *It gives us the knowledge to have control and take responsibility for our energy use and cost.*
- *It gives me ideas of what changes I need to make to lower my bill.*
- *It gives me information I didn't have available in past. It gives me graphics to look at over past months and to act accordingly when flags show up that indicate spikes in usage.*
- *Great information tips on ways for saving energy and money.*
- *It helps me understand what is going on with my electric bill.*
- *It's helpful with ideas and for learning things about how to save energy and money.*
- *It helps me to see how we compare.*
- *I am a scientist by training, so I am used to graphs and looking at trends, so I like the graphics and the numbers. They give us some real data to compare. It's not just a bunch of suggestions.*
- *I applaud Duke for provide that info and graphics help to make for a quick read and let us know how were doing.*
- *I appreciate that Duke is trying to save me money and telling me what sections of my home I should look at.*
- *I appreciate the energy-saving tips included in the report.*
- *I appreciate the helpful hints and energy use comparisons.*
- *I appreciate the information. It's nice to know how I compare to others.*
- *I appreciate the service and information that the reports provide.*
- *I can easily understand it.*
- *I enjoy keeping track of my energy use.*
- *I enjoy the colors and easy-to-read graphics.*
- *I enjoy the ease of reading the report and the fact that no one has attempted this type of program before.*
- *I enjoy the reports. I like the graphics comparing my use to that of others.*
- *I enjoy them. It's simple and easy to read. I like to see the graph because I can see my progress as I make more improvements to the house.*
- *I find all the info helpful.*
- *I find the info helpful and a great motivator to take action on things that I can control.*
- *I find the information useful.*
- *I find the reports very useful.*
- *I find them very helpful to my goal of saving energy and money.*
- *I just enjoy seeing it each month. I watch the graph and see how I am doing.*
- *I just like to know that I'm being efficient and doing my best to keep our electric costs down.*
- *I like everything that goes into the reports.*
- *I like getting them.*
- *I like reading them and they tell me I'm doing right.*
- *I like reading them.*
- *I like reading them. They are easy to understand. And, at my age, that's hard to come by!*
- *I like seeing where I stand compared to the average home. It's good feedback that what we're doing is working.*

- *I like that Duke provides these reports, which show us how to cut electricity costs.*
- *I like the color charts and comparing how much I do compared to others like me.*
- *I like the little bits of information and tips on how to save energy.*
- *I like the reports, but I've already done all I can do to keep my electricity usage to a minimum.*
- *I like the reports.*
- *I like the way things are clearly labeled and I appreciate the comparative analysis.*
- *I like to review back data.*
- *I like to see how I'm doing, especially considering the age of my home which was built in the 1940s.*
- *I like to see if I'm doing well, saving energy, and what else I can do to improve.*
- *I look at the report and the graphs to see where we are at and how we are rated against our neighbors.*
- *I love the idea of seeing on paper something that proves that what I am doing is effective.*
- *I read it and I like to see the energy use comparisons and I like the tips. It spurs me to continue to try to conserve energy.*
- *I really appreciate the information and I try hard to save energy.*
- *I think it is helpful. Duke is trying to do their part in the whole scheme of being green.*
- *I think it's an eye opener, about how we compare and spend.*
- *I think it's useful information.*
- *I think that the reports are a good reminder about saving energy and offer helpful tips on what can I do next to reinforce that.*
- *I think the reports are interesting. I enjoy the usage comparisons and the reports help me learn about ways to save energy.*
- *I think the reports do a good job of explaining our energy use and offering tips on how to save energy.*
- *I think the reports do a good job at what they are meant to do.*
- *I think the reports provide useful energy comparisons and helpful tips.*
- *I'm always looking for ways to save money. Duke is in the business of conserving energy. I'll take whatever suggestions they might have.*
- *I'm happy to be below the average home but other than the comparison we really don't read the reports. Our house is well insulated, we have great windows and doors, and new appliances, heater, and A/C, so there really isn't much else that we're interested in doing to the house.*
- *I'm very satisfied with the reports because they make me feel good because they say that I'm doing so much better than the average household. I like it because they let me know that I'm not wasting my money on energy.*
- *I've never had any problems.*
- *If it weren't for the reports, I would not have made any changes. I always just assumed that my bill was my bill and that there was nothing I could do to change it. My bills are now $125 to $200 less than a year ago. For the $120 I spent to do the few things that we did around the house, that's a huge savings.*
- *The information is useful. It helps to provide ideas on things I can consider when the time comes for replacement and when financial resources are available.*
- *It brings things to my attention and offers ways to reduce expenses.*

- *It does make me conscious of my energy use, the efficiency of my house, and what I can do to improve.*
- *It does what it claims to do and it is easy to understand. It's all there in front of me.*
- *It gives me a margin to go by to keep my energy use as low as it could possibly be and it helps me save money.*
- *It has everything I need to see on it.*
- *It is complete, it gives you descriptions, it is basic, it gives you ideas, and it is not too complicated to read.*
- *It is easy to understand and we are always below the average and the efficient home.*
- *It is nice to know what my energy costs are per month.*
- *It is very informative and we've started paying more attention to our energy use.*
- *It makes me visualize that the effort I am extending is working.*
- *It provides a nice at-a-glance look at how I am doing and how I can improve.*
- *It provides information about where we stand.*
- *It's accurate and lets me know how the house is doing with electricity*
- *It's an interesting concept, and I am happy with the comparisons.*
- *It's free information that can only help to make things run better and make my energy bills cheaper.*
- *It's something new, and offered me information I was not previously aware of. I really find it useful.*
- *It's very detailed, has a lot of helpful hints, and it's pretty good.*
- *It's nice to know how I compare, how to improve things, and helps me keep my costs down.*
- *It keeps me informed that my home is efficient and helps me to know that I am doing the right thing.*
- *I like to know how I rank with other people. It's easy to read and provides me with knowledge on how I am using energy.*
- *I like the idea of it. It helps to see how one stands in relation to others and shows whether one need to do anything.*
- *I like to compare what I spend.*
- *Overall, it's easy to interpret the data. It's helpful.*
- *People don't think about things like this until they're in front of them. The light bulb goes off in your head, and it also shows things that are easier to do, and that jars your memory to do them.*
- *Phenomenal! Duke is showing that they care about the customers by helping them reduce their cost and it also shows that they are environmentally conscious.*
- *It reminds me to tell my family where we're at and it's a good reminder to always find ways to keep aware of energy efficiency.*
- *The report has forced us to take a more active approach in decreasing utility use and maximizing efficiency. It also makes us more aware when looking to buy new appliances and equipment.*
- *The comparison with other homes lets you know where you are and it would be great to get more tips.*
- *The graphics mostly, and the tips, I think, are very useful. I like seeing how our house compares to others.*

- *The information that is provided by the reports is nice to know. I wouldn't want to be without it. I like how the reports tells you how you are doing and you can track your electricity usage.*
- *The report made me more aware of how my household is using energy and offered ways to save energy.*
- *The reports are easy to understand and I feel that I will be using the information provided at some point, but right now I'm not really interested in energy conservation.*
- *The reports are easy to understand. I have nothing negative to say about them.*
- *The reports are helpful and interesting. I like to see how our energy use compares.*
- *The reports are nice. I like the comparative information.*
- *The reports give me an indication of my energy consumption and offer helpful conservation tips.*
- *The reports give useful information, especially with the month-to-month comparison.*
- *The reports give us more of an understanding of energy use in the home and can indicate if something new you are trying to conserve power is working.*
- *The reports have helped me save a lot of money.*
- *The reports showed us in an easy graphic that our major problem was with heating our home. I also used the new smart meter to figure out what things were using more power than we thought.*
- *These are the first efficiency reports I've ever received. I never expected an energy company to offer me useful tips on how to save energy. I appreciate it.*
- *They always say that we're going good. I like how they tell us how much we can save by using the tips.*
- *Think it's interesting to see comparisons of what you're doing, right or wrong.*
- *Think that it puts ideas and awareness out there. It gets me talking to friends and co-workers and gets us to raise ideas of saving energy amongst ourselves that would not have come up otherwise.*
- *It verifies that the effort in constructing an energy-efficient home does work and pays off and that we made a good decision regarding the home we bought.*

Customers who are "somewhat satisfied" with MyHER (N=86)

- *I don't believe the comparison of my house to other houses is accurate. I believe them to be inaccurate because you're not using enough information to compare the homes. However, I always take the time to read the reports.*
- *There is always room for improvement.*
- *I appreciate Duke sending information and that Duke is consciously willing to share information and not leaving the consumer out of the equation.*
- *Because there's nothing to complain about and I am comfortable.*
- *The charts grab my eye, but outside of that I don't pay much attention to the rest of the report.*
- *I enjoy getting the tips and how she is doing*
- *It has potential to be very beneficial, if they revamped it.*
- *It could have more useful numbers.*
- *I get an idea of my energy usage, but it does not pertain to my structure.*

- *For the helpful tips; it is kind of interesting to see comparable energy use.*
- *I am happy to receive it, but I don't know how useful it is. For me personally, it doesn't have that much impact.*
- *I appreciate the reports, but am unconvinced that the home comparison data is accurate.*
- *I do look at it and try to follow it, but some things are out of my control.*
- *I enjoy looking at it.*
- *I enjoy the reports.*
- *I enjoy the reports, but there should always be motivation to improve.*
- *I enjoy the reports, but there's room for improvement.*
- *I enjoy the reports for the most part, but the comparison section could be improved upon.*
- *I feel that the home-to-home comparisons need to be more accurate.*
- *I find it interesting, that's all. I find it interesting to compare. Whether I do anything about it depends on what the suggestions are.*
- *I gave that rating because the information is not quite complete. I would like to know the average temperature and rates for the years to give a better idea of what might have been contributing to the amount spent.*
- *I give that rating because there are still more things that I can do around house to make my home more energy-efficient.*
- *I haven't gained any information on how to lower my power, but I am interested in reading the tips and the comparison.*
- *I just like the program. I like the information you give me.*
- *I knew a lot of the tips and I use the Duke Energy website a lot. It has all the information that I get on the energy report, so it's redundant.*
- *I like getting the reports, but I'm always dissatisfied with the news about my house. I've gotten new windows and doors, replaced all the appliances, and got a new heat pump, yet my electric bills are really high.*
- *I like seeing if our house is doing well compared to others.*
- *I like seeing the comparison.*
- *I like that the report shows all that information that it does, but it hasn't helped me figure out why our winter bills are so high.*
- *I like the information provided by the report, but I think everyone around here is using more than the average home. We're out in the boonies and all the houses out here are modular homes. My neighbors have the same problems with their homes and I don't believe that we use more than them.*
- *I like the reports and seeing how I compare to other houses. I do feel that I do all I can at the moment.*
- *I like the reports, but my rental home is in need of massive repairs.*
- *I like them.*
- *I like them, but I can go online to my Duke account and see the same charts and they are more user friendly online.*
- *I like the comparison, but I don't remember reading a lot of new tips. It's really the same old things. Some of the tips aren't financially practical. Like replacing your refrigerator can save up to $20 a year. A new one cost like $1000, so it'll pay itself off in 50 years.*
- *I look at them and toss them because they are redundant.*
- *I need more detail.*

- *I read the reports, but wish the home comparisons were more accurate.*
- *I really like the program, but I don't know whose house you are comparing mine to.*
- *I think that the reports are a great idea and that they probably help a lot of people with ideas about how to be more energy efficient and also provide the motivation to take the time and effort to conserve energy more. For us, it's a source a frustration too because the energy reports tell us that we are using more power than the average home and we are trying to do better, but never seem to do enough.*
- *I think the reports are good. People should be encouraged to read them.*
- *I think they are a great idea. I personally have a new efficient house and don't need them much.*
- *I think you try.*
- *I use the reports to track my usage.*
- *I wish it would give me more detail on why my use is so high.*
- *I would like to see data about how this comparison is being made and how the data is collected.*
- *I would like to see the reports coordinate with the reading date of my bill.*
- *Information overload; it's a lot of text to take in. It's also a hassle opening the mail, but I will make a point to open it. It is one of the most important pieces of snail mail I still get.*
- *It is informative, but I would prefer more detail. I have a hot tub and heat pump, which both are electric.*
- *It is interesting and for some people it is beneficial.*
- *It is nice to see where you stand, but you can only make your home as energy efficient as you can afford to.*
- *It is useful to a certain extent, although inaccurate.*
- *It serves its purpose.*
- *It's all useful information, but I'm just not able to do much to the house because it's a rental.*
- *It's good information but there is always room for improvement. I don't think that comparing our home to other homes is very accurate because we have two heaters and two A/Cs because our home is so large.*
- *It's helpful.*
- *It's nice to have them, but they're not necessary.*
- *I like the graphics and scales, those are clear and easy to read.*
- *I like the type of information it provides: short, concise, and to-the-point.*
- *I look at the tips and what they ask you to do. Some of the tips kind of helped me out.*
- *It is more for home owners than renters. I can't follow many of the tips.*
- *I mostly looks at the charts, but am sometimes too busy to read through the whole thing.*
- *It needs to be more specific on the comparisons.*
- *No particular reason. I appreciate the effort.*
- *Nobody is perfect, so there is room for improvement.*
- *Once I do what a tip says to do, I'd like that tip to not be given again.*
- *Our comparison is incorrect because we switched over to electric heat a few years ago. I would be more satisfied if the comparison was valid.*
- *Some of the reports I am OK with and some I am not.*

- *Sometimes, I don't look at the reports, so I can't say that I was very satisfied.*
- *The graphics need improvement, but I enjoy the energy saving tips.*
- *The program is a good thing for other people, but I'm very educated about energy efficiency because I'm a builder.*
- *The report keeps me informed and offers ways to economize.*
- *The reports are a double-edged sword because it gives me bad news, our usage is high, but the reports do good in that they remind me of things that I'd like to do or gives me new tips for energy efficiency.*
- *The reports are OK, but it's not like we'd miss them if we stopped receiving them.*
- *The reports are OK, but why waste the money and stamps to mail these out?*
- *The reports do not take into account that our home is all brick, as opposed to brick veneer, so there is less that we can do in terms of insulation and efficiency.*
- *The reports explain what they need to. They tell people how much power they are using and if people don't like the numbers, Duke gives them good suggestions on how to lower their bills. I guess I just don't care as much as other people do. We don't really waste power but I'm going to use it when I want however I want.*
- *The reports give decent information.*
- *The reports pique my interest in ways to save energy and money.*
- *They're not really necessary. It's nice to read how the house compares, but I don't use the reports for anything. I wouldn't miss them if you stopped sending them, but I always read them.*
- *When I first started getting the reports they said that I was considerably more efficient than the average household, but the last three reports say that I'm using considerably more than the average household. I don't know why this has changed. The only thing that has changed for my household is the new refrigerator and dishwasher.*
- *I would like a little more personal detail. All in all, it is a good report though.*
- *You are doing the best you can.*
- *Just because.*
- *I don't know. Maybe I'm due for another graphics color change.*
- *I don't know.*

Customers who are "neither satisfied nor dissatisfied" with MyHER (N=23)

- *Because my reports are not accurate.*
- *I am rather ambivalent towards the reports. I don't care whether I get them or not.*
- *I can't say that I'm dissatisfied, I simply don't want to receive the reports.*
- *I do all I can.*
- *I don't know how they could be better. I am in the middle, they are not good and not bad in my opinion.*
- *I don't pay attention to the reports. We live in a rental apartment and can't do anything to the place, so we don't really pay attention to how to save energy. Plus, it's an apartment of six guys in their twenties, so we aren't paying attention to stuff like that yet, but I'm sure we'll care about it more when we're older and in homes that we own.*
- *I don't really get anything from the reports because they are too repetitive. It's gotten to the point where I only glance at the reports when I get them and don't even read the tips.*

- *I enjoy the reports. I'm not currently in a position to make a lot of the recommended changes to my home.*
- *I haven't read it enough, so I couldn't say that I don't like it.*
- *I like the information and tips, but feel that the reports should be more specific to my home.*
- *I like the reports, but wish Duke would lower their rates.*
- *I read them, but they don't influence me much.*
- *I think if I paid more attention to it, I would get more information that would be helpful.*
- *I'm too old to worry about increasing home energy efficiency. I can see how the program might help other people save energy but at my age I just don't care about conservation anymore.*
- *If I am doing all the recommended stuff to decrease energy consumption, I feel like I shouldn't have to cover the cost of deadbeat non-payers out there.*
- *My wife cares more about them than I do. We have energy efficient appliances, so the reports aren't very necessary.*
- *That's just how I feel about the reports. I wouldn't miss them if I stopped getting them, but I do read them and look at the comparison. We made a lot of improvements to the home in the 1970s through the 90s. But now, with my husband gone and I'm not going to be around much longer, I'm just not all that worried about conservation. I'm more worried about enjoying what time I have left than if my home is efficient.*
- *The reports are fine, but I am not paying attention to them anymore.*
- *The reports are OK, but seems like a waste of paper.*
- *Though I am already quite knowledgeable about ways to save energy around my home, I can appreciate why these reports are good for the average customer.*
- *We do as much as we can to conserve energy. Please provide fresh ideas and suggestions on how to save energy.*
- *I don't know* (N=2)

Customers who are "somewhat dissatisfied" with MyHER (N=6)

- *It shows that I use more electricity than others, but I don't believe it. We are the only two old people on this street and I know we don't use more than the younger people do.*
- *I don't feel connected to the reports.*
- *If we were in a subdivision and all the homes were the same, then the comparison would make more sense, but our house is just different from other homes, so I think it would be hard to compare.*
- *It's just too much paper.*
- *I am not interested in graphs or pictures, I just want to read the reports.*
- *The reports don't seem to be accurate when it comes to our home. I don't believe that we use more energy than the average home. We have mostly new appliances, have put film over the windows in two rooms and I unplug everything that isn't in use. We keep the heat and A/C low.*

Customers who are "very dissatisfied" with MyHER (N=6)

- *Because I am already doing everything that it tells me to do.*
- *I don't use the reports.*
- *Inaccurate reports!*
- *The paper reports are not environmentally friendly. I find the comparisons between similar homes inaccurate, vague, and valueless.*
- *The reports are absolutely useless. I can get the identical information on the Duke Energy website without costing any money for paper, ink, and postage. Customer participation should be optional. Maybe, you could include a number to call to cancel or let you cancel the report online. The graphs are nice and easy to understand, so I imagine that someone is actually using them, but they are overkill for us.*
- *You can't compare my home to any other home because there are no others like ours. We have two heaters, two A/Cs, and two water heaters for 6500 square feet in the house, as well as power for two barns and a well pump. The comparison is completely worthless to me. Of the reports that I wasted my time reading, there were no tips given that I hadn't already done in the home. How dumb do you think I am? Rates go up because you're making and sending this crap. Keep our rates lower and get rid of this stupid report and the people doing these surveys.*

Appendix O: Estimated Statistical Model

Fixed-effects (within) regression — Number of obs = 18873889
Group variable: account_id — Number of groups = 343101

kwhd	Coef.	Std. Err.	t	P>|t|	[95% Conf.	Interval]
monthid						
200802	11.06344	.0513227	215.57	0.000	10.96285	11.16403
200803	-1.507614	.0509186	-29.61	0.000	-1.607413	-1.407816
200804	-6.2196	.0550312	-113.02	0.000	-6.327459	-6.11174
200805	-10.28312	.0614486	-167.35	0.000	-10.40356	-10.16269
200806	-2.216388	.0688022	-32.21	0.000	-2.351238	-2.081538
200807	6.372662	.0736897	86.48	0.000	6.228233	6.517092
200808	11.71943	.0762162	153.77	0.000	11.57004	11.86881
200809	6.830692	.074862	91.24	0.000	6.683966	6.977419
200810	-6.480171	.0689382	-94.00	0.000	-6.615287	-6.345054
200811	-7.49138	.059991	-124.88	0.000	-7.60896	-7.3738
200812	-.8920451	.0506561	-17.61	0.000	-.9913292	-.792761
200901	23.05826	.0502044	459.29	0.000	22.95986	23.15666
200902	2.979923	.0511667	58.24	0.000	2.879638	3.080208
200903	-.6911446	.0571121	-12.10	0.000	-.8030822	-.579207
200904	-7.188504	.0586368	-122.59	0.000	-7.30343	-7.073578
200905	-9.43045	.0640493	-147.24	0.000	-9.555985	-9.304916
200906	-2.749003	.070362	-39.07	0.000	-2.88691	-2.611096
200907	13.10617	.0717678	182.62	0.000	12.96551	13.24683
200908	4.465136	.0724919	61.59	0.000	4.323055	4.607218
200909	.0028406	.0703655	0.04	0.968	-.1350734	.1407545
200910	-11.28513	.0598681	-188.50	0.000	-11.40247	-11.16779
200911	-11.58981	.0547776	-211.58	0.000	-11.69717	-11.48244
200912	-5.668541	.0499961	-113.38	0.000	-5.766531	-5.57055
201001	21.48376	.0501513	428.38	0.000	21.38546	21.58205
201002	.1305248	.0498849	2.62	0.009	.0327522	.2282974
201003	-4.244139	.049818	-85.19	0.000	-4.34178	-4.146497
201004	-7.855975	.061517	-127.70	0.000	-7.976546	-7.735403
201005	-10.53856	.0622241	-169.36	0.000	-10.66052	-10.4166
201006	.8806985	.0715914	12.30	0.000	.7403819	1.021015
201007	12.57034	.0763618	164.62	0.000	12.42068	12.72001
201008	17.34395	.0785417	220.82	0.000	17.19001	17.49789
201009	10.269	.0763327	134.53	0.000	10.11939	10.41861
201010	-3.301833	.0694601	-47.54	0.000	-3.437972	-3.165693
201011	-7.269154	.0625513	-116.21	0.000	-7.391752	-7.146556
201012	-3.734955	.0487896	-76.55	0.000	-3.830581	-3.639329
201101	1.848443	.05061	36.52	0.000	1.749249	1.947637
201102	.5639254	.049752	11.33	0.000	.4664133	.6614375
201103	-4.039417	.0514218	-78.55	0.000	-4.140202	-3.938632
201104	-6.189443	.0582461	-106.26	0.000	-6.303604	-6.075283
201105	-12.10838	.0596846	-202.87	0.000	-12.22536	-11.9914
201106	.5433044	.0699591	7.77	0.000	.406187	.6804218
201107	9.757153	.0757918	128.74	0.000	9.608604	9.905702
201108	18.91212	.0790469	239.25	0.000	18.75719	19.06705
201109	2.893431	.070483	41.05	0.000	2.755287	3.031575
201110	-12.3547	.0600089	-205.88	0.000	-12.47232	-12.23709
201111	-9.900803	.0551354	-179.57	0.000	-10.00887	-9.79274
201112	-6.866922	.0512245	-134.06	0.000	-6.96732	-6.766524
201201	16.53889	.0512431	322.75	0.000	16.43845	16.63932
201202	-2.294836	.0511134	-44.90	0.000	-2.395017	-2.194656
201203	-3.761216	.0566735	-66.37	0.000	-3.872294	-3.650138
201204	-8.978859	.0623178	-144.08	0.000	-9.101	-8.856719
201205	-7.629518	.0648313	-117.68	0.000	-7.756585	-7.502451
201206	2.29616	.0733283	31.31	0.000	2.152439	2.43988
201207	20.74372	.0838351	247.43	0.000	20.57941	20.90804
201208	17.09054	.0814021	209.95	0.000	16.93099	17.25008
201209	5.748701	.0761811	75.46	0.000	5.599388	5.898013
201210	-11.0129	.0636116	-173.13	0.000	-11.13758	-10.88822
201211	-7.981057	.0579683	-137.68	0.000	-8.094673	-7.867441
201212	-5.863414	.0554747	-105.70	0.000	-5.972143	-5.754686
201301	-.097946	.0571214	-1.71	0.086	-.2099018	.0140098
201302	4.50963	.098167	45.94	0.000	4.317226	4.702034
201303	1.969475	.0941931	20.91	0.000	1.784859	2.15409

201305	-6.373496	.5769227	-11.05	0.000	-7.504243	-5.242748
avg_temp	-.1423863	.0014993	-94.97	0.000	-.1453249	-.1394477
avg_humi	.3644858	.0018867	193.19	0.000	.360788	.3681836
avg_wins	-.6849274	.014431	-47.46	0.000	-.7132116	-.6566432
cfl_prop_mgr	8.106214	.8670483	9.35	0.000	6.40683	9.805597
cfl_rebate	-.178864	.0286843	-6.24	0.000	-.2350842	-.1226439
free_cfl	-.0713607	.0154938	-4.61	0.000	-.101728	-.0409933
freezer_recycle	-2.484727	.9339231	-2.66	0.008	-4.315183	-.654271
furnace_replace_gas	-.2116453	.6719295	-0.31	0.753	-1.528603	1.105312
hehc	-1.249653	.0496599	-25.16	0.000	-1.346985	-1.152322
k12	.7922987	.0547941	14.46	0.000	.6849042	.8996932
lowinc_weatherization	-1.072646	.1167165	-9.19	0.000	-1.301407	-.8438864
per	-.3577005	.0301119	-11.88	0.000	-.4167187	-.2986823
refrigerator_recycle	-2.601675	.589203	-4.42	0.000	-3.756492	-1.446858
smsvr_air_cond	-3.592279	.0668645	-53.72	0.000	-3.723331	-3.461227
smsvr_attic_insul_seal	-1.983359	3.622429	-0.55	0.584	-9.083189	5.11647
smsvr_duct_insul	-9.142882	18.3835	-0.50	0.619	-45.17389	26.88812
smsvr_gas_furnace	-.2371304	.0406568	-5.83	0.000	-.3168162	-.1574446
smsvr_heat_pump	-4.722341	.0590825	-79.93	0.000	-4.838141	-4.606542
impact_before_201104	-.8109745	.0656908	-12.35	0.000	-.9397261	-.682223
impact_since_201104	-.6022207	.0198013	-30.41	0.000	-.6410306	-.5634108
_cons	25.44651	.1912512	133.05	0.000	25.07167	25.82136

Appendix P: Number of Total Participants / Control Members by Month

monthID	Num. of Participant in Control	Num. of Participants in Test
201003	41950	1790
201004	41933	7122
201005	41908	7130
201006	41906	7130
201007	41848	7129
201008	41925	7130
201009	42039	7130
201010	42144	7129
201011	42220	7130
201012	42271	7130
201101	42328	7130
201102	42363	7542
201103	42488	7873
201104	42849	7873
201105	42726	7873
201106	42587	7873
201107	42462	7873
201108	42276	7873
201109	42124	7873
201110	41966	7884
201111	41825	96565
201112	41709	212809
201201	41872	222798
201202	42675	222799
201203	43655	222795
201204	43838	242785
201205	43664	242174
201206	43468	247481
201207	43122	250801
201208	42826	254510
201209	42579	256867
201210	42291	256507
201211	42045	254787
201212	41798	256210
201301	41536	258359
201302	41303	259250
201303	41039	257974

Appendix Q: DSMore Table

Per Measure Impacts Summary for MyHER Ohio Duke Energy Customers

Impacts → / Technology ↓	Product code	State	EM&V gross savings (kWh/unit)	EM&V gross kW (customer peak/unit)	EM&V gross kW (coincident peak/unit)	Unit of measure	Combined spillover less freeridership adjustment	EM&V net savings (kWh/unit)	EM&V net kW (customer peak/unit)	EM&V net kW (coincident peak/unit)	EM&V load shape (yes/no)	EUL (whole number)
My Home Energy Report		Ohio	220 0	0 0725	0 0674	home	0 00%	220 0	0 0725	0 0674	no	1
Program wide			**220.0**	**0.0725**	**0.0674**		**0.00%**	**220.0**	**0.0725**	**0.0674**		**1**

Notes: 1 Technology names should match the DSMore naming convention

2 Energy impacts are average per installed unit for each DSMore technology and unit description (measure/ton/sq ft , etc)

3 Any analysis using a control group (such as billing analysis with a control group) does not need a freeridership adjustment (it is already in the analysis via the control group adjustment)

4 EM&V load shape "no" if using standard DSMore load shape for technology units, "yes" if an evaluation provided load shape should be used for DSMore

DUKE ENERGY
Mercantile Self Direct Program
139 East Fourth Street
Cincinnati, OH 45202

513 629 5572 fax

Date

Customer Name
Company Name
Address
City, State, Zip

Subject: Your Application for a Duke Energy Mercantile Self-Direct Rebate

Dear Name:

Thank you for your Duke Energy Mercantile Self Direct rebate application. As noted in the Energy Conservation Measure (ECM) chart on page two, a total rebate of $AMOUNT has been proposed for your PROJECTS completed in the XXXX calendar years. **All Self Direct Rebates are contingent upon approval by the Public Utilities Commission of Ohio (PUCO).**

At your earliest convenience, please indicate if you accept this rebate by

- providing your signature on page two
- completing the PUCO-required affidavit on page three.

Please return the documents to my attention via fax at 513-629-5572 or e-mail to SelfDirect@Duke-Energy.com. Upon receipt, Duke Energy will submit the necessary documentation to PUCO. Following PUCO's approval, Duke Energy will remit payment.

At Duke Energy, we value your business and look forward to working with you on this and future energy efficiency projects. We hope you will consider our Smart $aver® incentives, when applicable. Please contact me if you have any questions.

Sincerely,

Megan Fox

Megan Fox
Product Manager
Mercantile Self Direct Rebates

cc: **Account Manager**

Please indicate your response to this rebate offer within 30 days of receipt.

☐ Rebate is accepted. ☐ Rebate is declined.

By accepting this rebate, NAME affirms its intention to commit and integrate the energy efficiency projects listed on the following pages into Duke Energy's peak demand reduction, demand response and/or energy efficiency programs.

Additionally, NAME also agrees to serve as joint applicant in any future filings necessary to secure approval of this arrangement as required by PUCO and to comply with any information and reporting requirements imposed by rule or as part of that approval.

Finally, NAME affirms that all application information submitted to Duke Energy pursuant to this rebate offer is true and accurate. Information in question would include, but not be limited to, project scope, equipment specifications, equipment operational details, project costs, project completion dates, and the quantity of energy conservation measures installed.

If rebate is accepted, will you use the monies to fund future energy efficiency and/or demand reduction projects?

☐ YES ☐ NO

If rebate is declined, please indicate reason (optional):

_____ _____ ____

Customer Signature Printed Name Date

Proposed Rebate Amounts

Measure ID	Energy Conservation Measure (ECM)	Proposed Rebate Amount
ECM-1		
ECM-2		
ECM-3		
ECM-4		
ECM-5		
Total		

Ohio | Public Utilities Commission

Application to Commit Energy Efficiency/Peak Demand Reduction Programs (Mercantile Customers Only)

Case No.: ____-____-EL-EEC

State of _____ :

_____, Affiant, being duly sworn according to law, deposes and says that:

1. I am the duly authorized representative of:

_____
[insert customer or EDU company name and any applicable name(s) doing business as]

2. I have personally examined all the information contained in the foregoing application, including any exhibits and attachments. Based upon my examination and inquiry of those persons immediately responsible for obtaining the information contained in the application, I believe that the information is true, accurate and complete.

3. I am aware of fines and penalties which may be imposed under Ohio Revised Code Sections 2921.11, 2921.31, 4903.02, 4903.03, and 4903.99 for submitting false information.

_____
Signature of Affiant & Title

Sworn and subscribed before me this _____ day of _____,
_____Month/Year

_____ _____
Signature of official administering oath Print Name and Title

My commission expires on _____

Ohio Mercantile Self Direct Program

Application Guide & Cover Sheet

Questions? Call 1-866-380-9580 or visit www.duke-energy.com.

Email this form along with completed Mercantile Self Direct Prescriptive or Custom applications, proof of payment, energy savings calculations and spec sheets to SelfDirect@Duke-Energy.com. You may also fax to 1-513-629-5572.

Mercantile customers, defined as using at least 700,000 kWh annually are eligible for the Mercantile Self Direct program. Please indicate mercantile qualification:

- ☐ a single Duke Energy Ohio account
- ☐ multiple accounts in Ohio (energy usage with other utilities may be counted toward the total)

Please list Duke Energy account numbers below (attach listing of multiple accounts and/or billing history for other utilities as required):

Account Number	Annual Usage	Account Number	Annual Usage

Self Direct rebates are available for completed Custom projects that have not previously received a Duke Energy Smart $aver® Custom Incentive. Self Direct rebates are applicable to Prescriptive measures that were installed more than 90 days prior to submission to Duke Energy and have not previously received a Duke Energy Prescriptive rebate.

Self Direct Program requirements dictate that certain projects that may be Prescriptive in nature under the Smart $aver program must be evaluated using the Custom process. Use the table on page two as a guide to determine which Self Direct program fits your project(s). Apply for Self Direct projects using the appropriate application forms in conjunction with this cover sheet. Where Mercantile Self Direct Prescriptive applications are listed, please refer to the measure list on that application. If your measure is not listed, you may be eligible for a Self Direct Custom rebate. Self Direct Custom applications, like Smart $aver Custom applications, should include detailed analysis of pre-project and post-project energy usage and project costs. Please indicate which type of rebate applications are included in the table provided on page two.

Please check each box to indicate completion of the following program requirements:

☐ All sections of appropriate application(s) are completed	☐ Proof of payment.*	☐ Manufacturer's Spec sheets	☐ Energy model/calculations and detailed inputs for Custom applications

* If a single payment record is intended to demonstrate the costs of both Prescriptive & Custom projects, please include an additional document with an estimated breakout of costs for each Prescriptive and Custom energy conservation measure.

Application Type	Replaced equipment at end of lifetime or because equipment failed**	Replaced fully operational equipment to improve efficiency***	New Construction
Lighting	MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐	MSD Prescriptive Lighting ☐	MSD Prescriptive Lighting ☐
		MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐	MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐
Heating & Cooling	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Heating & Cooling ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Window Films, Programmable Thermostats, & Guest Room Energy Management Systems	MSD Custom Part 1 ☐ MSD Custom General and/or EMS Worksheet(s) ☐	MSD Prescriptive Heating & Cooling ☐	MSD Custom Part 1 ☐ MSD Custom General and/or EMS Worksheet(s) ☐
Chillers & Thermal Storage	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Chillers & Thermal Storage ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Motors & Pumps	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Motors, Pumps & Drives ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
VFDs	Not Applicable	MSD Prescriptive Motors, Pumps & Drives ☐	MSD Custom Part 1 ☐ MSD Custom VFD Worksheet ☐
		MSD Custom Part 1 ☐ MSD Custom VFD Worksheet ☐	
Food Service	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Food Service ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Air Compressors	MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐	MSD Prescriptive Process ☐
			MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐
Process	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Process ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
		MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	
Energy Management Systems	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐
Chiller Tune-ups	MSD Prescriptive Chiller Tune-ups ☐		
Behavioral* & No/Low Cost**	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐		

** Under the Self Direct program, failed equipment and equipment at the end of its useful life are evaluated differently than early replacement of fully functioning equipment. **All equipment replacements due to failure or old age will be evaluated via the Custom program.**

*** Please ensure that you include the age of the replaced equipment for measures classified as "Early Replacement" in your application as well as the estimated date that you would have otherwise replaced the existing equipment if you had not chosen a more energy efficient option.

**** Behavioral energy efficiency and demand reduction projects must be both measurable and verifiable. Provide justification with your application.

Mercantile Self Direct
Nonresidential Custom Rebate Application
PART 1

Proposed energy efficiency measures may be eligible for Self-Direct Custom rebates if they clearly reduce electrical consumption and/or demand as compared to the appropriate baseline.

Before you complete this application, please note the following important criteria:

- Submitting this application does not guarantee a rebate will be approved.
- Rebates are based on electricity conservation only.
- Electric demand and/or energy reductions must be well documented with auditable calculations.
- Incomplete applications cannot be reviewed; all fields are required.

Refer to the complete list of Instructions and Disclaimers, beginning on page 6.

Notes on the Application Process

If you have any questions concerning how to complete any portion of the application or what supplementary information is required, please contact your Duke Energy Ohio, Inc account manager or the Duke Energy Smart $aver® team at 1-866-380-9580.

Every application must include calculations of the baseline electrical usage and the electrical usage of the proposed high-efficiency equipment/system. These calculations are performed and submitted by the Duke Energy Ohio customer, or your designated equipment vendor / engineer. Application Part 2 worksheets and page 6 of this application contain additional guidance on acceptable calculations. *Complex or unique projects may require the use, at the applicant's expense, of modeling software.* Please contact the Duke Energy Smart $aver® with questions about these requirements.

If you do not receive an acknowledgement email within 1 day of submitting an application via online, email, or fax, or within 1 week of sending an application via mail, please call 1-866-380-9580. The acknowledgement email will provide with an estimated response time based on an initial assessment of your application. The application review may include some communication to resolve any questions about the project or to request additional information. Applications that are received complete without missing information have a faster review time.

There are three ways to submit your completed application form and excel worksheets.

Email: Complete, sign, scan and send this application form and attachments to:
SelfDirect@duke-energy.com (Note attachment size limit is applicable)

Fax: 513-629-5572

Mail: Duke Energy Mercantile Self Direct Custom Rebate
PO Box 2445
Spokane, WA 99210-2445

Mercantile Self Direct
Nonresidential Custom Rebate Application
PART 1

1. Contact Information (Required)

Duke Energy Customer Contact Information						
Company Name						
Address						
City		State		Zip Code		
Project Contact						
Title						
Office Phone		Mobile Phone		Fax		
E-mail Address						

Equipment Vendor / Contractor / Architect / Engineer Contact Information						
Company Name						
Address						
City		State		Zip Code		
Project Contact						
Title						
Office Phone		Mobile Phone		Fax		
E-mail Address						
Primary Contact for Technical Questions						

Payment Information					
Payee Legal Company Name (as shown on Federal income tax return):					
Mailing Address					
City		State		Zip Code	
Type of organization (check one) ☐ Individual/Sole Proprietor ☐ Corporation ☐ Partnership ☐ Unit of Government ☐ Non-Profit (non-corporation)					
Payee Federal Tax ID # of Legal Company Name Above:					
If the customer (Duke Energy account holder) is not the payment recipient, indicate who is: ☐ Vendor ☐ Other, type:					
If the vendor is to receive payment, customer must sign below. I hereby authorize payment of incentive directly to vendor or other: Customer Signature _____ Date____/___/_____ (mm/dd/yyyy)					

2. Project Information (Required)

A. Please indicate project type:
- ☐ New Construction
- ☐ Expansion at an existing facility (existing Duke Energy account number)
- ☐ Replacing equipment due to equipment failure
- ☐ Replacing equipment that is estimated to have remaining useful life of 2 years or less
- ☐ Replacing equipment that is estimated to have remaining useful life of more than 2 years
- ☐ Behavioral, operational and/or procedural programs/projects

B. Please describe your project, or attach a detailed project description that describes the project.

C. When did you start and complete implementation?
Start date / (mm/yyyy) End date / (mm/yyyy)

D. Are you also applying for Self-Direct Prescriptive rebates and, if so, which one(s)[1]?

E. Please indicate which worksheet(s) you are submitting for this application (check all that apply):
- ☐ Lighting
- ☐ Variable Frequency Drive (VFD)
- ☐ Compressed Air
- ☐ Energy Management System (EMS)
- ☐ General (for projects not easily submitted using one of the above worksheets)

F. List all assumptions about the baseline and proposed equipment energy use and operation schedule, or attach a document listing that information. Attach specification sheets for all proposed new equipment.

Required: Attach a supplier or contractor invoice or other equivalent information documenting the Implementation Cost for each project listed in your application. (Note: self-install costs cannot be included in the Implementation Cost)

[1] If your project involves some equipment that is eligible for prescriptive rebates and some equipment that is likely eligible for custom rebates, and if it is feasible to separate the equipment for the energy analysis, then the equipment will be evaluated separately. If it is not feasible to separate the equipment for analysis, then the equipment will be evaluated together in the custom application.

3. Signature (Required – must be signed by Duke Energy customer)

Customer Consent to Release of Personal Information

I, (insert name) _____, do hereby consent to Duke Energy disclosing my Duke Energy Ohio, Inc Account Number and Federal Tax ID Number to its subcontractors solely for the purpose of administering Duke Energy Ohio's Mercantile Self-Direct Program. I understand that such subcontractors are contractually bound to otherwise maintain my Duke Energy Ohio, Inc Account Number and Federal Tax ID Number in the strictest of confidence.

I realize that under the rules and regulations of the public utilities commission, I may refuse to allow Duke Energy Ohio, Inc to release the information set forth above. By my signature, I freely give Duke Energy Ohio, Inc permission to release the information designated above.

Application Signature

I certify that I meet the eligibility requirements of the Duke Energy Ohio, Inc Mercantile Self Direct Custom Rebates Program and that all information provided within this application is correct to the best of my knowledge. I agree to the terms and conditions set forth for this program. I certify that the numbers, energy savings, and responses shown on this form are correct. Further, I certify that the taxpayer identification number is current and correct. I am not subject to backup withholding because: (a) I am exempt from backup withholding; or (b) I have not been notified by the IRS that I am subject to backup withholding as a result of a failure to report all interest or dividends; or (c) the IRS has notified me that I am no longer subject to backup withholding. I am a U.S. citizen (includes a U.S. resident alien).

_____

Duke Energy Ohio, Inc Customer Signature

Print Name _____

Date _____

Mercantile Self Direct
Nonresidential Custom Rebate Application
PART 1

Duke Energy®

Checklist for completing the Application

INCOMPLETE APPLICATIONS WILL RESULT IN DELAYS IN DUKE ENERGY PROCESSING YOUR APPLICATION AND NOTIFYING YOU CONCERNING AY REBATES. Before submitting the application and the required supplementary information, use the following checklist to ensure that your application is complete and the information in the application is accurate. (Note: this checklist is for your use only – do not submit this checklist with your application)

Section No. & Title	**Have You:**
1. Contact Information	☐ Completed the contact information for the Duke Energy customer? ☐ Completed the contact information for the equipment vendor / project engineer that can answer questions about the technical aspects of the project, if that is a different person than above?
2. Project Information	☐ Answered the questions A-E, including providing a description of your project. ☐ Completed and attached the lighting, compressed air, VFD, EMS and/or General worksheet(s)?
3. Signature	☐ Signed your name? ☐ Printed your name? ☐ Entered the date?
Supplementary information (Required)	☐ Attached a supplier or contractor's invoice or other equivalent information documenting the Implementation Cost for projects listed in your application? (Note: self-install costs cannot be included in the Implementation Cost) ☐ (If submitting the General Worksheet) attached calculations documenting the energy usage and energy savings for **each** project listed in your application?

If you have any questions concerning how to complete any portion of the application or what supplementary information is required, please contact:

- your Duke Energy account manager
  or,
- the Duke Energy Smart $aver® team at 1-866-380-9580.

Preferred Customized Calculation Tools

Please refer to the list below of the preferred software tools to use when calculating the baseline electrical usage and the electrical usage of the proposed high-efficiency equipment or system. Click on each software tool to learn more.

Software Tool	Category
eQuest	Nonresidential retrofits and new construction
EnergyPlus	Nonresidential retrofits and new construction; Whole building simulation
Carrier® HAP	HVAC
Trane® Trace™	HVAC
DOE OIT Pumping System Assessment Tool (PSAT)	Pumps
MotorMaster+	Motors
AirMaster	Air compressor systems
Emerson™ Product Selection & Energy Analysis	Refrigeration compressor retrofits using BIN analysis.[2] For projects of approximately 250,000 kWh or less.
DOE2.2R	Refrigeration measures
SkyCalc™	Skylighting
BinMaker®	Weather data analysis tool
AFT Fathom	Fluid flow analysis for industrial systems

Mercantile Self Direct
Nonresidential Custom Rebate Application
PART 1

Instructions/Terms/Conditions

Note: Please keep for your records- do not submit with the application

1. Energy service companies or contractors may assist in preparing the application, but an authorized representative of the customer must sign this application to be eligible to participate in the Mercantile Self Direct Program. Completion of this application does not guarantee the approval of a Self Direct Custom Rebate.

2. Once all documentation requested in this application is received by *Duke Energy Ohio, Inc,* and any follow-up information requested by *Duke Energy* is received, the rebate amount for each Energy Conservation Measure (ECM) will be communicated to the customer. The rebate amount will be based on ECM energy savings and ECM incremental installation cost.

3. All rebates require approval by the Public Utilities Commission of Ohio. *Duke Energy Ohio, Inc* will submit an application for rebate on the customer's behalf upon customer attestation to program terms, conditions and requirements as outlined in the rebate offer letter and upon customer completion of attestation documents required by the Public Utilities Commission of Ohio.

4. *Duke Energy Ohio, Inc* will issue a Self Direct Custom Rebate check, based on the approved rebate amount for each ECM, upon receiving approval from the Public Utilities Commission of Ohio. *Duke Energy* Ohio, Inc does not guarantee PUCO approval.

5. With the application, the customer must provide a list of all sites where the ECMs were installed. *Duke Energy Ohio, Inc* requests that sites of similar size, hours of operation and energy consuming characteristics be grouped together in one application for the determination of the rebate amount. The application should identify the site where each unique ECM was installed.

6. Based on the information submitted with the application and the information gathered both before and after the initial installation of the ECM, *Duke Energy Ohio, Inc* will calculate the rebate amount for each ECM.

7. *Duke Energy Ohio, Inc* may conduct random site inspections of a sample of the locations where the ECMs are installed to verify installation and operability of the ECMs and to obtain information needed to calculate the Approved Rebate Amount.

8. Customers are encouraged to retain copies of all forms, invoices and supporting documentation for their records.

9. Approved rebates are valid for 6 months from the date communicated to the customer by *Duke Energy Ohio, Inc,* subject to the expiration of measure eligibility based on project completion dates and application submission deadlines as defined by PUCO. Customers are encouraged to execute their rebate offer contracts and PUCO-required affidavits promptly to ensure eligibility is not forfeited.

10. *Duke Energy Ohio, Inc* reserves the right to recover all unrecoverable costs associated with the project approval if the customer decides not to execute the rebate contract, after the project is approved by *Duke Energy Ohio, Inc.*

11. Projects financially supported by other funding sources will be evaluated on a case-by-case basis for potential partial funding from *Duke Energy Ohio, Inc.*

12. Participants must be *Duke Energy Ohio, Inc* nonresidential, mercantile customers with the project sites in the *Duke Energy Ohio, Inc* service territory.

13. Customers or trade allies may not use any *Duke Energy* logo without prior written permission.

14. Only trade allies registered with *Duke Energy* are eligible to participate.

15. All equipment must be new. Used or rebuilt equipment is not eligible for rebates. All old existing equipment must be removed on retrofit projects.

16. Disclaimers: *Duke Energy Ohio, Inc*
    a. does not endorse any particular manufacturer, product or system design within the program;
    b. will not be responsible for any tax liability imposed on the customer as a result of the payment of rebates;
    c. does not expressly or implicitly warrant the performance of installed equipment. (Contact your contractor for details regarding equipment warranties.);
    d. is not responsible for the proper disposal/recycling of any waste generated or obsolete or old equipment as a result of this project;
    e. is not liable for any damage caused by the installation of the equipment nor for any damage caused by the malfunction of the installed equipment; and
    f. reserves the right to change or discontinue this program at any time. The acceptance of program applications is determined solely by *Duke Energy Ohio, Inc.*

Ohio Mercantile Self Direct Program

Application Guide & Cover Sheet

Questions? Call 1-866-380-9580 or visit www.duke-energy.com.

Email this form along with completed Mercantile Self Direct Prescriptive or Custom applications, proof of payment, energy savings calculations and spec sheets to SelfDirect@Duke-Energy.com. You may also fax to 1-513-629-5572.

Mercantile customers, defined as using at least 700,000 kWh annually are eligible for the Mercantile Self Direct program. Please indicate mercantile qualification:

- ☐ a single Duke Energy Ohio account
- ☐ multiple accounts in Ohio (energy usage with other utilities may be counted toward the total)

Please list Duke Energy account numbers below (attach listing of multiple accounts and/or billing history for other utilities as required):

Account Number	Annual Usage	Account Number	Annual Usage

Self Direct rebates are available for completed Custom projects that have not previously received a Duke Energy Smart $aver® Custom Incentive. Self Direct incentives are applicable to Prescriptive measures that were installed more than 90 days prior to submission to Duke Energy and have not previously received a Duke Energy Prescriptive rebate.

Self Direct Program requirements dictate that certain projects that may be Prescriptive in nature under the Smart $aver program must be evaluated using the Custom process. Use the table on page two as a guide to determine which Self Direct program fits your project(s). Apply for Self Direct projects using the appropriate application forms in conjunction with this cover sheet. Where Mercantile Self Direct Prescriptive applications are listed, please refer to the measure list on that application. If your measure is not listed, you may be eligible for a Self Direct Custom rebate. Self Direct Custom applications, like Smart $aver Custom applications, should include detailed analysis of pre-project and post-project energy usage and project costs. Please indicate which type of rebate applications are included in the table provided on page two.

Please check each box to indicate completion of the following program requirements:

☐ All sections of appropriate application(s) are completed	☐ Proof of payment.*	☐ Manufacturer's Spec sheets	☐ Energy model/calculations and detailed inputs for Custom applications

* If a single payment record is intended to demonstrate the costs of both Prescriptive & Custom projects, please include an additional document with an estimated breakout of costs for each Prescriptive and Custom energy conservation measure.

Application Type	Replaced equipment at end of lifetime or because equipment failed**	Replaced fully operational equipment to improve efficiency***	New Construction
Lighting	MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐	MSD Prescriptive Lighting ☐	MSD Prescriptive Lighting ☐
		MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐	MSD Custom Part 1 ☐ Custom Lighting Worksheet ☐
Heating & Cooling	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Heating & Cooling ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Window Films, Programmable Thermostats, & Guest Room Energy Management Systems	MSD Custom Part 1 ☐ MSD Custom General and/or EMS Worksheet(s) ☐	MSD Prescriptive Heating & Cooling ☐	MSD Custom Part 1 ☐ MSD Custom General and/or EMS Worksheet(s) ☐
Chillers & Thermal Storage	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Chillers & Thermal Storage ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Chiller Tune-ups	MSD Prescriptive Chiller Tune-ups ☐	MSD Prescriptive Chiller Tune-ups ☐	MSD Prescriptive Chiller Tune-ups ☐
Motors & Pumps	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Motors, Pumps & Drives ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
VFDs	Not Applicable	MSD Prescriptive Motors, Pumps & Drives ☐	MSD Custom Part 1 ☐ MSD Custom VFD Worksheet ☐
		MSD Custom Part 1 ☐ MSD Custom VFD Worksheet ☐	
Food Service	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Food Service ☐
			MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
Air Compressors	MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐	MSD Prescriptive Process ☐
			MSD Custom Part 1 ☐ MSD Custom Compressed Air Worksheet ☐
Process	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	MSD Prescriptive Process ☐	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐
		MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐	
Energy Management Systems	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐	MSD Custom Part 1 ☐ MSD Custom EMS Worksheet ☐
Behavioral** & No/Low Cost**	MSD Custom Part 1 ☐ MSD Custom General Worksheet ☐		

** Under the Self Direct program, failed equipment and equipment at the end of its useful life are evaluated differently than early replacement of fully functioning equipment. **All equipment replacements due to failure or old age will be evaluated via the Custom program.**

*** Please ensure that you include the age of the replaced equipment for measures classified as "Early Replacement" in your application as well as the estimated date that you would have otherwise replaced the existing equipment if you had not chosen a more energy efficient option.

**** Behavioral energy efficiency and demand reduction projects must be both measurable and verifiable. Provide justification with your application.

MERCANTILE SELF DIRECT Ohio Lighting Incentive Application

Questions? Call 1-866-380-9580 or visit www.duke-energy.com.
Email the complete, signed application with all required documents to SelfDirect@duke-energy.com or fax to 513-629-5572.

Is this application: ☐ **NEW** (original) or ☐ **REVISED** (changes made to original application)

☐ Data Centers	☐ Full Service Restaurant	☐ Office
☐ Education/K-12	☐ Healthcare	☐ Public Assembly
☐ Education Other	☐ Industrial	☐ Public Order/Safety
☐ Elder Care/Nursing Home	☐ Lodging	☐ Religious Worship/Church
☐ Food Sales/Grocery	☐ Retail (Small Box)	☐ Service
☐ Fast Food Restaurant	☐ Retail (Big Box)	☐ Warehouse
☐ Other:		

☐ Duke Energy Representative	☐ Web Site	☐ Radio
☐ Contractor / Vendor	☐ Other _____	

Please check each box to indicate completion of the following program requirements:

☐ All sections of application	☐ Invoice with make, model number, quantity and equipment manufacturer	☐ Tax ID number for payee	☐ Customer/vendor agree to Terms and Conditions

Customer/Business		Contact			
Phone		**Account Number**			
Street Address (Where incentive should be mailed)					
City		State		Zip Code	
Installation Street Address					
City		State		Zip Code	
E-mail Address					

Failure to provide the account number associated with the location where the installation took place will result in rejection of the application.

Vendor		Contact			
Phone		Fax			
Street Address					
City		State		Zip Code	
E-mail Address					

If Duke Energy has questions about this application, who should we contact? ☐ **Customer** ☐ **Vendor**

Who should receive incentive payment?	☐ Customer	☐ Vendor (Customer must sign below)
I hereby authorize payment of incentive directly to the vendor:	Customer Signature (written signature)	
	Date	
Provide Tax ID Number for Payee	Customer Tax ID #	
	Vendor Tax ID #	

I have read and hereby agree to the Terms & Conditions and Program Requirements.

Customer Signature		Vendor Signature	
Date		Date	
Title		Title	

Incentives are subject to change and may be discontinued at the sole discretion of Duke Energy. Equipment must be installed and operable to be eligible for incentives. As Federal Energy Policy Law changes, equipment efficiency requirements are subject to change.

NOTE: All Fixtures must be installed indoors, with the exception of Traffic and Pedestrian Signals and where otherwise noted.

T8 8ft 2 lamp replacing T12 8ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$3.50		Hrs.			
T8 8ft 1 lamp replacing T12 8ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$2.50		Hrs.			
T8 4ft 4 lamp replacing T12 4ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$5.50		Hrs.			
T8 4ft 3 lamp replacing T12 4ft 3 lamp (retrofit only)	Ballast model# Lamp model #	$4.50		Hrs.			
T8 4ft 2 lamp replacing T12 4ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$2.00		Hrs.			
T8 4ft 1 lamp replacing T12 4ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$1.50		Hrs.			
T8 3ft 4 lamp replacing T12 3ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$5.00		Hrs.			
T8 3ft 3 lamp replacing T12 3ft 3 lamp (retrofit only)	Ballast model# Lamp model #	$3.25		Hrs.			
T8 3ft 2 lamp replacing T12 3ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$2.00		Hrs.			
T8 3ft 1 lamp replacing T12 3ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$1.50		Hrs.			
T8 2ft 4 lamp replacing T12 2ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$3.00		Hrs.			
T8 2ft 3 lamp replacing T12 2ft 3 lamp (retrofit only)	Ballast model# Lamp model #	$2.10		Hrs.			
T8 2ft 2 lamp replacing T12 2ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$2.00		Hrs.			
T8 2ft 1 lamp replacing T12 2ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$1.50		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-8 lamps.
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%. For 8-foot fluorescent ballasts, the total harmonic distortion shall not exceed 30%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors (heated and cooled enclosed space).
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- High lumen lamp and low ballast factor ballast combinations are expected.
- Eligible T8 High Bays must have specular/mirror like or white reflectors and fixture efficiency must be >90%.
- *Manufacturers spec sheet is required and must indicate that it is a High Bay fixture and the fixture efficiency is > than 90%. If spec sheet does not list efficiency, a photometric report will be required that indicates total fixture (Luminaire) efficiency rating or the 0-180 degree of lamp rating included in the zonal lumen summary chart.*
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

NOTE: All Fixtures must be installed indoors, with the exception of Traffic and Pedestrian Signals and where otherwise noted.

T8 HO 8ft 1 lamp replacing T12 HO 8ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$5.00		Hrs.			
T8 HO 8ft 2 lamp replacing T12 HO 8ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$7.00		Hrs.			
T8 HB 4ft 3L replacing 150-249W HID(retrofit only)	Ballast model# Lamp model #	$15.00		Hrs.			
T8 HB 4ft 4L a replacing 250-399W HID(retrofit only)	Ballast model# Lamp model #	$20.00		Hrs.			
T8 HB 4ft 6L replacing 400-999W HID (retrofit only)	Ballast model# Lamp model #	$25.00		Hrs.			
T8 HB 4ft 8L replacing a 400-999W HID(retrofit only)	Ballast model# Lamp model #	$20.00		Hrs.			
2 fixtures – T8 HB 4ft 8 Lamp (32W) replacing 1,000 W HID (2 for 1 replacement (retrofit only)	Ballast model# Lamp model #	$60.00		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-8 lamps.
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%. For 8-foot fluorescent ballasts, the total harmonic distortion shall not exceed 30%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors (heated and cooled enclosed space).
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- High lumen lamp and low ballast factor ballast combinations are expected.
- Eligible T8 High Bays must have specular/mirror like or white reflectors and fixture efficiency must be >90%.
- *Manufacturers spec sheet is required and must indicate that it is a High Bay fixture and the fixture efficiency is > than 90%. If spec sheet does not list efficiency, a photometric report will be required that indicates total fixture (Luminaire) efficiency rating or the 0-180 degree of lamp rating included in the zonal lumen summary chart.*
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

T8 8ft 1 lamp replacing T12 8 ft 2 lamp (retrofit only)*	Ballast model# Lamp model #	$5.00		Hrs.			
T8 4ft 2 lamp replacing T12 4ft 3 lamp (retrofit only)*	Ballast model# Lamp model #	$2.50		Hrs.			
T8 4ft 1 lamp replacing T12 4ft 2 lamp (retrofit only)*	Ballast model# Lamp model #	$2.50		Hrs.			
T8 3ft 3 lamp replacing T12 3ft 4 lamp (retrofit only)*	Ballast model# Lamp model #	$2.00		Hrs.			
T8 3ft 2 lamp replacing T12 3 ft 3 lamp (retrofit only)*	Ballast model# Lamp model #	$2.00		Hrs.			
T8 3ft 1 lamp replacing T12 3 ft 2 lamp (retrofit only)*	Ballast model# Lamp model #	$2.00		Hrs.			
T8 2ft 3 lamp replacing T12 2 ft 4 lamp (retrofit only)*	Ballast model# Lamp model #	$1.50		Hrs.			
T8 2ft 2 lamp replacing T12 2 ft 3 lamp (retrofit only)*	Ballast model# Lamp model #	$1.50		Hrs.			
T8 2ft 1 lamp replacing T12 2ft 2 lamp (retrofit only)*	Ballast model# Lamp model #	$1.50		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be new to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-8 lamps .
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%. For 8-foot fluorescent ballasts, the total harmonic distortion shall not exceed 30%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

High Performance T8 4ft 2 lamp fixture replacing T12 8ft 1 lamp fixture	Ballast model# Lamp model #	$5.00		Hrs.			
High Performance T8 4ft 4 lamp fixture replacing T12 8ft 2 lamp fixture	Ballast model# Lamp model #	$5.00		Hrs.			
High Performance T8 4ft 2 lamp fixture replacing T12 High Output 8ft 1 lamp fixture	Ballast model# Lamp model #	$10.00		Hrs.			
High Performance T8 4ft 4 lamp fixture replacing T12 High Output 8ft 2 lamp fixture	Ballast model# Lamp model #	$12.50		Hrs.			
High Performance T8 4ft 1 lamp fixture replacing T12 4ft 1 lamp	Ballast model# Lamp model #	$3.00		Hrs.			
High Performance T8 4ft 2 lamp fixture replacing T12 4ft 2 lamp	Ballast model# Lamp model #	$4.00		Hrs.			
High Performance T8 4ft 3 lamp fixture replacing T12 4 ft 3 lamp	Ballast model# Lamp model #	$6.00		Hrs.			
High Performance T8 4ft 4 lamp fixture replacing T12 4 ft 4 lamp	Ballast model# Lamp model #	$8.00		Hrs.			
Reduced Wattage T8 4ft 1 lamp of 28W or less & ballast replacing standard T12 4ft 1 lamp – 34 W	Ballast model# Lamp model #	$4.00		Hrs.			
Reduced Wattage T8 4ft 2 lamp of 28 W or less & ballast replacing standard T12 4 ft 2 lamp – 34 W	Ballast model# Lamp model #	$5.00		Hrs.			
Reduced Wattage T8 4ft 3 lamp of 28 W or less & ballast replacing standard T12 4 ft 3 lamp – 34 W	Ballast model# Lamp model #	$7.00		Hrs.			
Reduced Wattage T8 4ft 4 lamp of 28 W or less & ballast replacing standard T12 4 ft 4 lamp – 34 W	Ballast model# Lamp model #	$9.00		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be new to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-8 lamps.
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors except where specifically stated.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- Replacement must result in energy savings to qualify.
- High lumen lamp and low ballast factor ballast combinations are expected.
- Normal or low ballast factor ballasts must be utilized to be eligible.
- Reduced watt T8 lamps should not be used in dimming applications unless the lamp and ballast manufacturers have approved a specific application for dimming or frequent switching. May demonstrate dim light, spiraling, pulsing and other undesirable behavior in cooler temperature rooms and while warming up. System performance varies based on lamp or ballast components.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

T5 4ft (28 watt) 1 lamp replacing T12 4ft 1 lamp (retrofit only)	Ballast model# Lamp model #	$2.50		Hrs.			
T5 4ft (28 watt) 2 lamp replacing T12 4ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$4.00		Hrs.			
T5 4ft (28 watt) 3 lamp replacing T12 4ft 3 lamp (retrofit only)	Ballast model# Lamp model #	$5.00		Hrs.			
T5 4ft (28 watt) 4 lamp replacing T12 4ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$6.00		Hrs.			
T5 HO 4ft 1 (54 watt) lamp replacing 34W T12 4ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$3.00		Hrs.			
T5 HO 4ft 2 (54 watt) lamp replacing 34W T12 4ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$4.50		Hrs.			
T5 HO 4ft 2 (54 watt) lamp replacing 60W T12 8 ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$4.50		Hrs.			
T5 HO 4ft 3 (54 watt) lamp replacing 95W T12 HO 8ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$5.50		Hrs.			
T5 HO 4ft 4 (54 watt) lamp replacing 60W T12 8ft 4 lamp (retrofit only)	Ballast model# Lamp model #	$6.50		Hrs.			
T5 HO 4ft 4 (54 watt) lamp replacing 95W T12 VHO 8ft 2 lamp (retrofit only)	Ballast model# Lamp model #	$6.50		Hrs.			
T5 HO HB 2L replacing 150-249W HID (retrofit only) Fixture efficiency	Ballast model# Lamp model #	$15.00		Hrs.			
T5 HO HB 3L replacing 250-399W HID(retrofit only) Fixture efficiency	Ballast model# Lamp model #	$20.00		Hrs.			
T5 HO HB 4L replacing 400-999W HID(retrofit only) Fixture efficiency	Ballast model# Lamp model #	$25.00		Hrs.			
T5 HO HB 6L replacing 400-999W HID (retrofit only) Fixture efficiency	Ballast model# Lamp model #	$20.00		Hrs.			
T5 HO HB 8L replacing 750-999W HID (retrofit only) Fixture efficiency	Ballast model# Lamp model #	$37.50		Hrs.			
2 fixtures – T5 HO HB 6 Lamp replacing 1,000 W HID (2 for 1 retrofit only) Fixture efficiency	Ballast model# Lamp model #	$60.00		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-5 lamps.
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- Replacement must result in energy savings to qualify.
- Eligible T5 High Bays must have specular/mirror like or white reflectors and fixture efficiency must be >90%. *Manufacturers spec sheet is required and must indicate that it is a High Bay fixture and the fixture efficiency is > than 90%. If spec sheet does not list efficiency, a photometric report will be required that indicates total fixture (Luminaire) efficiency rating or the 0-180 degree of lamp rating included in the zonal lumen summary chart.*
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

T8 4ft High Performance 1 lamp & ballast replacing standard T8 4ft 1 lamp fixture	Ballast model# Lamp model #	$2.00		Hrs.			
T8 4ft High Performance 2 lamp & ballast replacing standard T8 4ft 2 lamp fixture	Ballast model# Lamp model #	$3.00		Hrs.			
T8 4ft High Performance 3 lamp & ballast replacing standard T8 4ft 3 lamp fixture	Ballast model# Lamp model #	$3.10		Hrs.			
T8 4ft High Performance 4 lamp & ballast replacing standard T8 4ft 4 lamp fixture	Ballast model# Lamp model #	$6.00		Hrs.			
Reduced Wattage T8 4ft 1 lamp of 28W or less & ballast replacing standard T8 4ft 1 lamp – 32W	Ballast model# Lamp model #	$2.00		Hrs.			
Reduced Wattage T8 4ft 2 lamp of 28W or less & ballast replacing standard T8 4ft 2 lamp – 32W	Ballast model# Lamp model #	$3.00		Hrs.			
Reduced Wattage T8 4ft 3 lamp of 28W or less & ballast replacing standard T8 4ft 3 lamp – 32W	Ballast model# Lamp model #	$5.00		Hrs.			
Reduced Wattage T8 4ft 4 lamp of 28W or less & ballast replacing standard T8 4ft 4 lamp – 32W	Ballast model# Lamp model #	$6.00		Hrs.			
Relamp T8 4ft 32W fixtures with Reduced Wattage T8 lamps 28 watts or less	Ballast model# Lamp model #	$.25 / lamp		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All fluorescent fixtures shall utilize electronic ballast and T-8 lamps .
- Ballasts shall have a power factor greater than 90%.
- Ballasts, harmonic distortion shall not exceed 20%.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors except where specifically stated.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- Replacement must result in energy savings to qualify.
- High lumen lamp and low ballast factor ballast combinations are expected.
- Reduced watt T8 lamps should not be used in dimming applications unless the lamp and ballast manufacturers have approved a specific application for dimming or frequent switching. May demonstrate dim light, spiraling, pulsing and other undesirable behavior in cooler temperature rooms and while warming up. System performance varies based on lamp or ballast components.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

42W 8 lamp HB CFL replacing 400W HID (retrofit only) Model Number	$25.00		Hrs.			
CFL – Screw In (lamp only) replacing an incandescent (retrofit only) Model Number	$0.75 / lamp		Hrs.			
CFL – Screw-In dimmable or 3-way bulb replacing an incandescent dimmable or 3-way bulb (retrofit only) Model Number	$1.00 / lamp		Hrs.			
CFL – Hardwired Fixture replacing incandescent fixture (only pin based CFL's qualify) Model Number	$5.00 / fixture		Hrs.			
Up to 30W CFL Flood Lamp with Reflector replacing 100W or less incandescent (retrofit only) Model Number	$1.50 / lamp		Hrs.			
33W – 115W CFL lamp replacing 100 W or more incandescent Model Number	$2.50 / lamp		Hrs.			
Replace incandescent bulbs with Energy Star LED (retrofit only) *LED lamps must be listed on the Energy Star Qualified Light Bulbs list to qualify.* http://www.energystar.gov/index.cfm?fuseaction=iledl.display_products_pdf Model Number	$5.00 / lamp		Hrs.			
Replace 60-100W incandescent with ENERGY STAR qualified LED downlight 18 Watts or less. (retrofit only) *Product must appear on ENERGY STAR Qualified LED Lighting qualified products list, and must contain the word "downlight".* http://www.energystar.gov/index.cfm?fuseaction=ssl.display_products_com_pd. Model Number	$7.50 / fixture		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors except where specifically stated.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- All fixtures must operate a minimum of 1,800 hours to be eligible.

320W Pulse Start Halide replacing 400W HID (retrofit only) **check one ☐R ☐FE Model Number	$12.50		Hrs.			
20W Ceramic Metal Halide fixture replacing ☐ Incandescent or ☐ Halogen of at least 100 W Model Number	$15.00		Hrs.			
39W Ceramic Metal Halide fixture replacing ☐ Incandescent or ☐ Halogen of at least 150 W Model Number	$15.00		Hrs.			
50W Ceramic Metal Halide fixture replacing ☐ Incandescents or ☐ Halogen for a total of 195W Model Number	$15.00		Hrs.			
70W Ceramic Metal Halide fixture replacing ☐ Incandescents or ☐ Halogen for a total of 225W Model Number	$15.00		Hrs.			
100W Ceramic Metal Halide fixture replacing ☐ Incandescents or ☐ Halogens for a total of 270W Model Number	$15.00		Hrs.			
150W Ceramic Metal Halide fixture replacing ☐ Incandescents or ☐ Halogens for a total of 360W Model Number	$15.00		Hrs.			
25 W or less Ceramic Metal Halide with integral ballast replacing 70 W or greater incandescent flood light Model Number	$5.00/lamp		Hrs.			

- Replacement must result in energy savings to qualify.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors except where specifically stated.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- Incentives for pulse start metal halide fixtures are for 320w pulse start metal halide lamp/ballast combinations. In a retrofit application, the fixture must be hard-wired ballast retrofit or new fixture. Screw in retrofit lamps do not qualify. Pulse start lamp wattage must be lower than existing probe start lamp wattage.
- Ceramic Metal Halide Incentive is for complete hardwired fixtures containing ceramic metal halide lamp and electronic ceramic metal halide ballast.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

21" Tubular Skylight/Light Tube (at least one light fixture per light tube must be controlled by a "daylight" sensor (no additional daylight sensor incentive applies) Check One ** ☐R ☐NC ☐FE Model Number	$37.50 / fixture					
LED Exit Signs (replacing or retrofitting existing incandescent or compact fluorescent exit sign) Check one ☐R ☐NC ☐FE Model Number	$5.00 / fixture					
LED Lighting In Reach-in Freezer or Cooler Case (replacing fluorescent fixtures) Model Number	$25.00 / door					
LED Case Lighting Sensor Controls Check one ☐R ☐NC ☐FE Model Number Model Number	5.00 / sensor					
Under 500 W connected to sensor check one ☐R ☐NC ☐FE Model Number	$10.00 / sensor					
Over 500 W connected to sensor check one ☐R ☐NC ☐FE Model Number	$20.00 / sensor					

- Replacement must result in energy savings to qualify
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- Lighting circuits should be installed with a neutral wire that has the same size conductor as the line load.
- All fixtures shall be installed indoors except where specifically stated.
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- Tubular Skylight requires at least one light fixture per light tube that must be controlled by a "daylight" sensor (no additional daylight sensor incentive applies)
- LED exit signs shall use 5 watts or less including the battery charger when active. They must meet State Fire Marshal codes and be UL rated.
- Occupancy Sensors (under and over 500) must be either wall, ceiling, or fixture mounted. Rapid or programmed start ballasts are recommended for fluorescent fixtures.
- Occupancy Sensors (under 500W) installed on or built into High Bay fixtures are eligible for incentives.
- LED Lighting in Reach-in Freezer or Cooler Case: Must install a LED lighting system and replace (or in lieu of) a fluorescent lighting system for reach-in refrigerated display case.
- Fluorescent magnetic ballasts cannot be used to power the LED case lighting system. Existing fluorescent fixture end connectors and ballasts must be removed.
- LED case lighting system must be a permanently installed luminaire. LED lamps that install into fluorescent lamp sockets are not eligible for incentives.
- LED Case Lighting Sensor Controls may only be installed with LED lighting systems. End of aisle and individual case sensors qualify.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

Exterior LED or Induction fixture replacing up to 175W HID Model Number	$20 / fixture					
Exterior LED or Induction fixture replacing 176W – 250W HID Model Number	$25 / fixture					
Exterior LED or Induction fixture replacing 251W – 400W HID Model Number	$40 / fixture					
Exterior LED or Induction fixture replacing > 400 W HID Model Number	$75/ fixture					
Garage LED or Induction fixture replacing up to 175 W HID Model Number	$50/ fixture					
Garage LED or Induction fixture replacing 176W – 250W HID Model Number	$75/ fixture					
Garage LED or Induction fixture replacing 251W – 400 W HID Model Number	$125/ fixture					
Garage LED or Induction fixture replacing > 400 W HID Model Number	$200/ fixture					
LED Auto Traffic Signals (replacing incandescent) Model Number	$6.25 / lamp					
LED Pedestrian Signals (replacing incandescent) Model Number	$12.50/ signal					

- Replacement must result in energy savings to qualify
- All fixtures, lamps and ballasts must be UL certified and meet all applicable codes and regulations.
- All fixtures must operate a minimum of 1,800 hours to be eligible.
- All equipment must be **new** to be eligible for incentives. Used equipment is ***not*** eligible for incentives.
- Outdoor and garage **LED and** induction lighting must result in a total power ***red***uction of 40% or more.
- Outdoor and garage LEDs should be listed on either the Energy Star or Design Lights consortium qualifying products lists:
  1. http://www.energystar.gov/index.cfm?fuseaction=ssl.display_products_com_pdf
  2. http://www.designlights.org/documents/NEEPDLCQPL.xls
- Traffic and pedestrian signals using LED lights must replace conventional incandescent signals.
- Incentive capped at 50% of the equipment cost.
- New construction or replacement of failed equipment must apply for Self Direct Custom program.

Program Requirements

Incentive Eligibility

- Incentives are only available to customers on a Duke Energy Ohio non-residential rate.
- Duke Energy Customers who purchase electric generation from an alternative supplier are eligible to participate.
- Incentive will not be paid until eligible equipment has been installed, is available to operate, and verification has been completed by Duke Energy staff as noted in the Term & Conditions stated below.
- Duke Energy reserves the right to revise incentive levels and/or qualifying efficiency levels at any time.
- Customer may assign the incentive to the vendor who installed/supplied the equipment. The customer's signature is required in the Payment Information section on page 1 of this form to assign the incentive to the vendor. Customer agrees that such an action constitutes an irrevocable assignment of the incentive. This assigned incentive must reduce the purchase price paid for the equipment by an equivalent amount.
- Leased equipment is eligible for incentives providing the equipment meets the program requirements and the customer provides the required documentation noted on the Incentive Application Process page of this application.
- Any equipment which, either separately or as part of a project, has or will receive an incentive from any other Duke Energy program is ineligible.
- In no case will Duke Energy pay an incentive above the actual cost of the new equipment.
- Incentive recipient assumes all responsibilities for any tax consequences resulting from Duke Energy incentive payment.
- To qualify for Duke Energy incentives, applicants who provide their social security number as their federal tax identification number for tax purposes must sign and return the "Customer consent to release personal information" form ("Consent Form") along with the application. Incentive applications are processed by a 3rd party vendor. The 3rd party vendor is responsible for mailing the 1099 form at the end of the calendar year for tax filing. Duke Energy and the 3rd party vendor have signed a confidentiality agreement to protect your personal information. If your social security number is your federal tax ID number and you elect not to sign the Consent Form, please do not send Duke Energy the application, as you will not be qualified to participate in the incentive program.

Terms and Conditions

I certify that this premise is served by Duke Energy (or an affiliate of Duke Energy), that the information provided herein is accurate and complete, and that I have purchased and installed the high efficiency equipment (indicated herein) for the business facility listed herein and not for resale. Attached is an itemized invoice for the indicated installed equipment. In understand that the proposed incentive payment from Duke Energy is subject to change based on verification and Duke Energy approval. I agree to Duke Energy verification of both the sales transaction and equipment installation which may include a site inspection from a Duke Energy representative or Duke Energy agent. I understand that I am not allowed to receive more than one incentive from Duke Energy on any piece of equipment. I also understand that my participation in the program may be taxable and that my company is solely responsible for paying all such taxes. I hereby agree to indemnify, hold harmless and release Duke Energy and it's affiliates from any actions or claims in regards to the installation, operation and disposal of equipment (and related materials) covered herein including liability from an incidental or consequential damages. Duke Energy does not endorse any particular manufacturer, product or system design within these programs; does not expressly or implicitly warrant the performance of installed equipment (Contact your contractor for details regarding equipment warranties) and is not liable for any damage caused by the installation of the equipment nor for any damage caused by the malfunction of the installed equipment.

Incentive Application Instructions

IMPORTANT NOTICE
Delays in processing incentive payments will occur if required documentation is not included with completed application(s).

1. Contact Duke Energy toll free at 866-380-9580 to confirm customer eligibility. Applications are available for download at www.duke-energy.com.
2. Review program and equipment requirements on the incentive application. (Page12)
3. Purchase and install eligible energy-efficient equipment.
4. **The following items must be included to verify projects. If they are not included, it will delay payment of incentive.**

   A. Itemized invoice for all equipment installed to include:
      a. Equipment cost
      b. Quantity per equipment type installed
      c. Model # for each equipment type
      d. Manufacturer's data sheet for each equipment model #.

   B. **Make sure the account number provided on the cover page (customer information section) is associated with the location where the equipment was installed. If the account # does not match the address where the equipment was installed, the application will be rejected as ineligible.**

   C. Provide required tax ID# for payee.

   D. Customer must sign and date the application after reviewing the Terms and Conditions. If customer wishes to **assign payment of the incentive directly to the vendor**, the customer should circle the appropriate payee in the Payment Information section of the application and sign their name to authorize payment.

5. Duke Energy may require site verification of projects that have been self-installed, prior to payment of incentive.
6. Email the complete, signed application with all required documents to SelfDirect@duke-energy.com or fax to 513-629-5572.
7. A percentage of equipment installations will be site verified for quality assurance purposes. Once selected, a Duke Energy representative will contact the customer to arrange for the inspection. All incentive payments related to the project will be withheld until site verification is complete. There is no charge to the customer for these inspections.

Mercantile Self Direct Rebate Program
Requirements for Vendor Participation

Program Overview

- Duke Energy offers it's eligible non-residential customers the opportunity to increase profitability through energy cost savings and contribute to a cleaner environment by participating in our Mercantile Self Direct Incentive Program.
- Under the Duke Energy Mercantile Self Direct Incentive Program, Vendor is defined as any third party who:
  - Promotes the sale and installation of the high efficiency equipment for the customer. The Vendor will ensure that the eligible equipment is installed and operating before submitting the application or assisting the customer in completing the application.
  - Is responsible for the product sale only and is not required to ensure installation of the eligible equipment.
- All license requirements, if any, are solely the Vendor's responsibility. Participating Vendors include equipment contractors, equipment Vendors, equipment manufacturers and distributors, energy service companies, etc. The typical Vendor role is to contact/solicit eligible customers building new or retrofitting existing facilities and encourage the installation of the energy-efficient equipment offered in Duke Energy's program.
- Incentives are paid directly to customers unless the customer assigns the incentive to the Vendor. The assigned incentive must reduce the purchase price paid for the equipment by an equivalent amount. Incentives are taxable to the entity who receives the rebate check. Rebates greater than $600 will be reported to the IRS unless documentation of tax exempt status is provided.

  Vendors can sign up to be on Duke Energy's Web site as a participating Vendor and be added to Duke Energy's e-mail distribution by emailing the Vendor Participation Agreement (VPA) to SelfDirect@duke-energy.com or faxing to **513-629-5572.**

Guidelines for Vendor Activities

- Vendors shall sign and return the attached VPA to Duke Energy prior to soliciting customer participation or when submitting an application. Rebate payments will not be released to a Vendor unless a signed VPA is on file.
- Vendors shall not misrepresent the nature of their role in the program. In particular, Vendors shall not state or imply to customers, or any persons, that the Vendor is employed by or working on Duke Energy's behalf.
- Vendors may not represent to customers that Duke Energy endorses their specific products or services. Duke Energy does not endorse specific products, services, or companies – only energy-efficient technologies.
- Vendors may advise customers of their option to have Duke Energy make their rebate check(s) payable to the Vendor if the customer's rebate amount is being deducted from the total sale price in advance. The customer must complete and sign the Payment Release Authorization section of the Mercantile Self Direct Incentive Program Application.
- Vendors may use the words "Duke Energy's Mercantile Self Direct Incentive Program" in promotional materials or advertisements. Vendors may use the name Duke Energy in a text format to describe the Mercantile Self Direct Incentive Program, but are not permitted to use Duke Energy's logos.
- For Vendors who properly install the qualifying equipment, the equipment shall be installed and operating prior to an application being submitted. A percentage of each Vendor's installations will be subject to inspection by Duke Energy for verifying that the equipment is installed and operating. Vendors demonstrating high failure rates (based on a statistically significant sample) will have 100% of subsequent jobs inspected or may have their participation in the Mercantile Self Direct Incentive Program revoked by Duke Energy in it's sole discretion.
- Vendors shall provide customers with applicable equipment warranty information for all measures installed. Vendors shall provide the required documentation for customers to apply for the rebate (invoices with model numbers and quantities, specification sheets for installed equipment, etc.) and assist customers in filling out the application.
- Vendors shall comply with all applicable local, state, and federal laws and codes when performing installation and related functions.
- Duke Energy reserves the right to revoke a Vendor's participation in Mercantile Self Direct Incentive Program if, in Duke Energy's sole judgment, the Vendor fails to comply with the program's guidelines and requirements.
- Mercantile Self Direct Incentive Program offerings may be modified or terminated without prior notice. Check Duke Energy's Web site for current program status.

For more information, call **1-866.380.9580** or visit **www.duke-energy.com.**

Mercantile Self Direct Incentive Program

Technology	Responsible for sales and not installs*	Responsible for sales and installation*	Technology	Responsible for sales and not installs*	Responsible for sales and installation*
Lighting	☐	☐	Thermal Storage	☐	☐
Heating Ventilation & Cooling	☐	☐	Pumps/Motors/VFD's	☐	☐
Food Service	☐	☐	Chillers	☐	☐
Water Heating	☐	☐	Refrigeration	☐	☐
Process Equipment (air compressors, injection molding, etc.)	☐	☐	Window Film	☐	☐

* Check all that apply

Vendors who wish to be listed as a Mercantile Self Direct Incentive Program participating Vendor shall complete this form. A signed copy of this form must be on file at Duke Energy in order for the Vendor to receive incentive payments. Fax form to **513-629-5572** or email to SelfDirect@duke-energy.com.

I have read and understand the Mercantile Self Direct Incentive Program Requirements for Vendor Participation, and I agree to comply with all requirements set forth therein. By signing this agreement, I agree to provide my customers with information and documentation that is true and accurate to the best of my knowledge. I hereby represent and warrant that the Tax ID and Vendor Tax Status provided below are true and accurate. I agree that any confidential information concerning my customer, including but not limited to Duke Energy service account information, will be used for the sole purpose of facilitating the customer's participation in the Mercantile Self Direct Incentive Program. Further, I understand that I am responsible for making sure everyone working for me understands the requirements prior to soliciting customer participation.

Vendor Federal Tax ID Number	

To qualify for Duke Energy incentives, applicants who provide their social security number as their federal tax identification number for tax purposes must sign and return the "Customer consent to release personal information" form ("Consent Form") along with the application. Incentive applications are processed by a third-party vendor. The third-party vendor is responsible for mailing the 1099 form at the end of the calendar year for tax filing. Duke Energy and the third-party vendor have signed confidentiality agreement to protect your personal information. If your social security number is your federal tax ID number and you elect not to sign the Consent Form, please do not send Duke Energy the application, as you will not be qualified to participate in the incentive program.

Vendor Tax Status	☐ Corporation	☐ Individual/Sole Proprietor	☐ Partnership	☐ Other

Contact me via	☐ Phone	☐ E-Mail	☐ Mail	

Company Name	
Mailing Address	
City, State, Zip	
Phone/Fax	
Primary E-mail Address	
Secondary E-mail Address	
Vendor Signature	
Title	
Print Name	
Date	

For more information, call 1-866-380-9580 or visit www.duke-energy.com.