

Thank you for participating in the Efficiency Maine Small Business Initiative (SBI). This survey will help to fine tune program activities and provide insight into how the participant experience can be improved. Your responses will be kept anonymous and only compiled results will be provided to Efficiency Maine. To begin, please click the "continue" button below.

Please select the option that best represents your approach to lighting maintenance.

Before your project with Efficiency Maine you...

- Replaced lamps/fixtures as they failed
- Waited for a certain percentage to fail before replacing all lighting
- Waited for a certain percentage to fail before replacing a block/section
- Other (please specify)

When your lighting failed, most often you...

- Replaced fixtures
- Replaced the lamps (bulbs)
- Other (please specify)

If you replaced fixtures, you most often...

- Replaced them one-for-one with equivalent fixtures
- Redesigned the lighting configuration
- Replaced only a portion of fixtures with fewer fixtures that provided better/more light
- Not applicable
- Other (please specify)

Which response best describes your situation prior to participating in the Efficiency Maine Small Business Initiative?

- Had not considered upgrading to LED lighting
- Had considered but not committed to upgrading to LED lighting
- Had committed to but not begun upgrading to LED lighting
- Other (please specify)
- Had begun to upgrade to LED lighting as lights burned out
- Had begun to proactively upgrade to LED lighting
- Was actively replacing all lighting with LEDs

Before your participation in the Small Business Initiative, what was the **single largest** factor preventing you from considering upgrading your lighting to LEDs? Choose one:

- Satisfied with existing lighting
- Didn't know where to start
- Up front costs
- Other (please specify)
- Competing financial priorities
- Too busy to focus on energy issues

What was the **single largest** factor preventing you from moving forward with upgrading your lighting to LEDs? Choose one:

- Satisfied with existing lighting
- Didn't know where to start
- Up front costs
- Other (please specify)
- Competing financial priorities
- Too busy to focus on energy issues
- Waiting for the program to come to my area

What was the **single largest** factor preventing you from moving forward with upgrading your lighting to LEDs? Choose one:

- Satisfied with existing lighting
- Didn't know where to start
- Up front costs
- Competing financial priorities
- Other (please specify)
- Too busy to focus on energy issues
- Waiting for the program to come to my area
- Already moving forward with upgrading to LEDs

What was the **single largest** factor preventing you from upgrading more of your lighting to LEDs? Choose one:

- Satisfied with existing lighting
- Didn't know where to start
- Up front costs
- Competing financial priorities
- Other (please specify)
- Too busy to focus on energy issues
- Waiting for the program to come to my area
- Already moving forward with upgrading to LEDs

What were all **other** factors preventing you from upgrading more of your lighting to LEDs? Check all that apply:

- Satisfied with existing lighting
- Didn't know where to start
- Up front costs
- Competing financial priorities
- Other (please specify)
- Too busy to focus on energy issues
- Waiting for the program to come to my area
- Already moving forward with upgrading to LEDs

In your decision to upgrade the lighting equipment in your business...

Not at all Slightly Moderately Strongly Extremely Not
important important important important important Applicable

How important was it to have the Efficiency Maine Small Business Initiative available?

How important was it that Efficiency Maine's rebate bought the payback down to one-year on installed equipment?

How important was it that the Small Business Initiative connected you with an SBI-partnering contractor?

If the Small Business Initiative had not been promoting LED lighting technologies in your area, when do you think you would have made this upgrade to energy efficient lighting?

- At the same time
- At a later date but within a year
- A year or more later
- Other (please specify)
- Incrementally over the next 5 years
- Incrementally over the next 10 years
- Would not have upgraded

Did you replace **all** of your lighting equipment through the Efficiency Maine Small Business Initiative?

- Yes
- No

Did you replace **all remaining** non-LED lighting equipment through the Efficiency Maine Small Business Initiative?

- Yes
- No

What percentage of your lighting was LED before you participated in the Small Business Initiative?

- 0-19%
- 20-39%
- 40-59%
- 60-79%
- 80-100%

What percentage of your lighting equipment was replaced through the Efficiency Maine Small Business Initiative?

- 0-19%
- 20-39%
- 40-59%
- 60-79%
- 80-100%

Your responses indicated that some of your lighting has not been upgraded to efficient equipment, why is that? Check all that apply:

- Remaining fixtures too inconvenient to replace
- Remaining fixtures are in good condition
- Remaining lighting is high performance fluorescent
- Project schedule would be too long
- No suitable LED options available
- Project cost would be too much
- Other (please specify)

How did you hear of Efficiency Maine and its Small Business Initiatives program? Select all that apply:

- Directly approached by a Contractor/Installer
- At an event
- Newspaper ad/article/story
- Web ad (Facebook, Google)
- Word of mouth – friend, coworker, neighbor
- Don't Recall
- Other (please specify)

We would like your feedback on a few more questions to help us understand the Program's pluses and minuses.

Since upgrading your lighting, have you seen a decrease in your electric bill?

- Yes Don't know
 No

Additional Comments:

Did the contractor remove the old lighting equipment from the work site?

- Yes No

Additional Comments:

Do you prefer the LED light quality to what you had before?

- Yes No

Additional Comments:

Would you recommend SBI to other businesses?

Yes

No

Additional Comments:

Thank you for participating in the Small Business Initiative participant experience survey. We value your time and appreciate your feedback.