

Table 105. What Participants Liked Least About Residential Neighborhoods (N=80)

What was your least favorite thing about this program?	Count	Percent
Did not like measures, listed below	11	13.8%
Did not receive measures, listed below	5	6.3%
Not saving any money / rates going up	3	3.8%
Difficulty scheduling audit / inconvenient	2	2.5%
Wanted more free items	2	2.5%
Unique responses, listed below	4	5.0%
No complaints / nothing / don't know	54	67.5%

Percentages total to more than 100% because respondents could give multiple responses.

Four respondents made unique comments regarding their least favorite part of participating in the program, which are listed below.

- *My least favorite thing was the lack of an informational pamphlet. I would reference such written material regularly if it was available.*
- *I wish that they had offered more CFL light bulb size options.*
- *I didn't like that the landlord came back and took the sweeps off the doors.*
- *The program didn't help me at all; it was a waste of time and effort.*

Eleven participants said their least favorite thing about this program was a measure or measures they received. These responses are listed below.

- *I don't like the water pressure of the low-flow showerhead and the water pressure of the faucet aerators.*
- *The water pressure in the kitchen sink is too low.*
- *I don't really like the aerators that were installed on the faucets in my kitchen and bathrooms, I'd like to have more water pressure coming out of the faucets.*
- *The hot water is not hot enough.*
- *I don't like how the hot water tank insulation looks, although it does work well. It just doesn't look good.*
- *The light bulbs are too dim.*
- *The furnace filters that he brought did not work for my furnace, and the light bulbs did not fit our ceiling fan lamps.*
- *The door sweep doesn't fit properly.*
- *I didn't care too much for the things they put at the bottom of the door. I have to step sideways to wipe my feet now.*
- *The stripping around the door fell off.*

- *They used cheap stuff which is falling apart and falling off.*

Five participants said their least favorite thing about this program is that they did not receive measures that they were promised or expected; four out of five of these complaints involve not receiving the year's supply of HVAC filters, and in three of these cases the customer reports that the auditor told them they would return with the filters or send them later, but this did not happen.

- *I didn't get the filters I was promised. The man said he was out of filters, but that he would send me some, but I never got any; I had to go and buy them myself. I did not receive many of the items you say I was supposed to receive.³⁷*
- *The auditor said he was going out to get some filters for my heater and he never came back.*
- *My least favorite thing was that auditor never returned with the HVAC filters he promised.*
- *I didn't get any filters for the furnace.*
- *I didn't get a new refrigerator. He mentioned that sometimes they replace refrigerators for you.³⁸*

Program Improvements and Additional Services

TecMarket Works asked surveyed participants “are there things that this program could have provided that you think would have made more people want to participate?” These suggestions are shown in Table 106 below. The most common recommendations are for the auditors to provide more information to customers during the audit (13.8% or 11 out of 80) and to provide more measures and services (12.5% or 10 out of 80). No other category of response was mentioned by more than 10% of participants, and half of surveyed customers (48.8% or 39 out of 80) did not have any suggestions.

³⁷ Survey respondents were asked about all of the measures that they received according to the auditor records; survey questions about a particular measure were not asked if the auditor records did not show that the measure was installed.

³⁸ The Residential Neighborhoods program does not replace refrigerators.

Table 106. Participants' Suggestions for Increasing Program Participation (N=80)

	Count	Percent
Auditor should provide more information / explanation during audit	11	13.8%
Include additional measures / services, listed below	10	12.5%
Provide more information about the program ahead of time	5	6.3%
Highlight no cost to customer (free)	5	6.3%
Highlight utility bill savings	4	5.0%
More mailings and flyers	4	5.0%
Need security assurance (strangers in the home)	4	5.0%
More advertising	3	3.8%
Highlight eligibility (renters qualify)	2	2.5%
More recruiting and auditing on evenings and weekends to get working people	2	2.5%
People will participate when they see others are participating	2	2.5%
Negative comments, listed below	3	3.8%
Unique suggestions, listed below	10	12.5%
Don't know / nothing / fine as is	39	48.8%

Percentages total to more than 100% because respondents could give multiple suggestions.

Ten respondents suggested additional measures and services; these suggestions are listed below.

- *Something that this program could have provided would be a wider variety of CFL light bulb types. With the screw in part that goes into the bulb, this program only offers the male socket, the bigger size, customers need small male light bulb sizes. It would have helped me tremendously because most of the bulbs provided by the program did not fit in places where I needed them.*
- *I think that if the program offered a wider variety of the energy saving CFL lights, more people would sign up for the program. Those specialty CFLs are expensive and can be hard to find, so I think more people would be interested in getting those from this program.*
- *I would have liked if the auditor would have left me with more light bulbs. I think the program should give you a CFL bulb for every socket that you have in your home. They could either leave the bulbs with you, or just replace all standard incandescent bulbs with new CFLs. Also, as this program continues in the future, I think the weather stripping for around the doors should be better, I think that weather stripping fell off rather quickly.*
- *The windows in this apartment are very inefficient and I can feel air coming in through them in winter. It would be a great help if there was something that you could do to help with them.*
- *Include help in upgrading windows.*
- *I'd like plastic for the windows.*
- *They could provide plastic for the window to keep the air from coming in.*
- *The program could provide additional weatherization services.*
- *Everything was fine, except the hot water being too low; people probably have a problem with that.*

- *The auditor said he did not have the right size furnace filters on his truck and that he would send them, but never did get the filters.*

Ten respondents made unique suggestions, which are listed below.

- *I am disabled and have learned that conversation can move mountains. Duke Energy needs to communicate with people and then they'll generate more interest in programs like this.*
- *I never called to enroll in the program, but then when I saw the truck I took advantage of the opportunity. Since that was the way I ended up being part of the program, I guess that my suggestion would be to have those auditors come thru the neighborhoods more often and have them ready to take care of people's home right then and there.*
- *Advertise the contact phone number more. I wrote out and gave the phone number to five of my friends. They did not know about the program before I told them.*
- *Maybe they could emphasize how the customer basically does not have to do any of the work themselves besides signing up and being there when the auditor is there.*
- *I think if people could see some examples of what they will actually receive and what sort of benefits that come along with those things, more people would be more apt to get involved.*
- *This is a middle to lower-income community. I wish there was some way to test where the most energy is in use. I've been in the house for 14 years. I just wish that could have been possible.*
- *I think that they should offer everybody the program instead of just picking certain neighborhoods.*
- *Provide more education in weatherizing in general.*
- *I don't know why anybody wouldn't want them to come in to check their house.*
- *A lot of our street lights are out. I have called that in to the city but they are still out.*

Three respondents offered negative comments rather than suggestions, which are listed below.

- *Well, I think if this program really offered all the things they said they would, then they should have no problem getting people to be a part of it. Maybe it all sounded too good to be true, maybe that's why people won't participate because they think that doing this stuff probably won't save them any money.*
- *My bill was \$89 and now it is \$98. Why?*
- *You know how people can be with work orders. The landlord needs to take care of things.*

Participants were also asked, “are there any additional services that you would like the Residential Neighborhood Program to provide that it does not currently provide?” Twenty-five surveyed participants (31.3% of 80) offered suggestions, which are listed below.

- *Maybe call up the participants 6 months after the audit and installations were performed and ask how the improvements are holding up. See if any additional work needs to be done or if any installations need to be fixed or replaced.*
- *The program could provide a pamphlet detailing ways to save energy. Duke could also upgrade the electrical service for old homes.*
- *I wish there was some way to test where the most energy is in use.*
- *Expand the program to measure the amount of water our home uses.*
- *I would like that there were more water savings like on my washing machine. I need new piping.*
- *Like houses, they might have holes in the walls and floors, check for stuff like that.*
- *More assistance on upgrading windows.*
- *The Residential Neighborhood Program could provide more home weatherization services.*
- *I think a great service to offer is cleaning out the air ducts in the home.*
- *A service that should be offered is performance checkups on A/C and heating units. Also, if they could evaluate your home appliances like your fridge and washer and dryer and such to see how energy efficient they are, or are not.*
- *The program should provide maintenance for our heating and cooling units. I think it would be a great service if they would check over our heating and cooling units to make sure they are running efficiently, and perhaps provide tips as to how the homeowner/landlord can keep the units running efficiently.*
- *The program could evaluate the HVAC system and offer discounts, or some kind of assistance, with upgrading and making the units more efficient.*
- *Repair light switches that are not working. Supply light switch covers.*
- *I would like to see a wider variety of CFL light bulbs to replace all of the bulbs in and around my home. Especially I would like exterior sensor security lights which are energy efficient.*
- *Perhaps offer CFL bulbs that are more universal, or a wider variety of sizes of CFLs so they can fit in all potential light sockets in the home.*
- *I would like to get some 100 watt light bulbs, I want standard bulbs or some sort of energy efficient light besides CFL. The CFL lights that this program offers are not bright enough for me. Another service that the program should provide is to install programmable thermostats in the customer's homes.*
- *Installing or providing clear window plastic would be a great heat saving service.*
- *They could provide plastic for the window to keep the air from coming in.*
- *I heard that some of the people who participated in the program did not receive the motion detector lights and do want them.³⁹*
- *I wish they would cut trees for us. I want them to do more tree removal and trim branches more when needed and upon customer request.*

³⁹ The Residential Neighborhoods program does not provide motion detectors.

- *I would like the program to provide tree trimming services.*
- *Lower rates for participating in programs. It's so easy to fall behind in payment so reduction in rates would be helpful. It's hard to keep up on a fixed income.*
- *I would have liked a bigger incentive, like a discount on my bill because I participated in the program. I think that if there was a one-time credit on the person's energy bill, it would be a good incentive for people to sign up.*
- *The program could provide bill credits or incentives.*
- *I would like an explanation on why my payment went up. I thought my bill would go down?!*

Finally, surveyed participants were asked "are there any other things that you would like to see changed about the program?" Fifteen respondents (18.8% of 80) offered suggestions, which are listed below.

- *I would have liked a confirmation that my application had been received. I waited a long time between sending in the application and having the auditor come to my home. I started wondering if my application had gotten lost. One day I saw a Duke Energy truck in the neighborhood and spoke with the employees. They saw my name on the computer and then visited my home later that same day.*
- *If you're not paying attention, I don't know, there's a lot of throw away material. They need more visibility for the program, more advertisement.*
- *Do this program more frequently, and try to reach more people.*
- *Offer this program more often.*
- *I think that they should offer everybody the program instead of just picking certain neighborhoods. They picked the poor side of town, I would say. They picked the poorest neighborhood.*
- *They should have only one consultant doing the audits, not to different groups. It needs to be clearer that Home Energy House Call and this program are two different programs. Both are listed through Duke. It should have been more clear in the marketing.*
- *The guy came out and my mother-in-law, who was visiting at the time, was very interested. The Duke Energy rep she spoke to on the phone told her that there was no such program. The communication there might have been a little better. It kind of scared her a little bit because then she thought the people who visited our house were not from Duke, but we saw Duke Energy on the side of the trucks and everything. I called customer service and found out there was such a program and let her know. It was all very confusing.*
- *When they send the auditors out I would like for them to be more knowledgeable about their products.*
- *They should explain more what they're doing. They told me what they were doing, but not why.*
- *It would have been nice if the auditors had a history of my home from the last audit that they did.*

- *I think the auditors should check the windows more, I'm not sure if they checked to see how efficient or sufficient my windows are.*
- *It would be great if the program would check and evaluate the insulation of the home. It would be nice to know if we could use more insulation in certain areas of the house. And, of course, if there was a need for additional insulation, the program would offer to install the additional insulation or at least offer a reduced rate resource to get the insulation installed.*
- *Something that this program could have provided would be a wider variety of CFL light bulb types. With the screw in part that goes into the bulb, this program only offers the male socket, the bigger size, customers need small male light bulb sizes. It would have helped me tremendously because most of the bulbs provided by the program did not fit in places where I needed them.*
- *They just need to follow through with what they claim they will do. If they make all these efforts and I still don't save any money on my utility bill, I should receive some sort of incentive for my time and efforts involved.*
- *They should use better quality material. Duke is trying to impress us but it's not working.*

Non-Participant Survey Results

Non-Participant Program Awareness

TecMarket Works contacted 123 non-participating customers in the Carolina system, and two-thirds (66.7% or 82 out of 123) said they recalled hearing something about the Residential Neighborhood program in their community. The awareness levels are broken out by state in Table 107; the differences between customers in North and South Carolina are not statistically significant.

Table 107. Awareness of the Residential Neighborhood Program

Base: all contacted non-participants	North Carolina (N=43)	South Carolina (N=80)	Total (N=123)
Aware of program	63.8%	72.1%	66.7%
Not aware of program	37.2%	27.9%	33.3%

Customers who had not heard anything about this program before the survey call were disqualified based on their lack of awareness (customers who were called for the non-participant surveys were also disqualified if someone in their household participated in the program).

Non-participant customers who qualified for the survey were asked how they first learned about the Residential Neighborhood program; these responses are shown in Table 108. The three most frequently-mentioned sources of program awareness for non-participants are letters and postcards from Duke Energy (40.0% or 32 out of 80), door-hangers from Duke Energy (20.0% or 16 out of 80) and home visits from Duke Energy (18.8% or 15 out of 80).

The percentage of non-participants mentioning mailings and home visits as sources of awareness are similar to the percentages of program participants mentioning these sources, though non-participants are more likely to report learning about the program from door hangers (12.5% or 10 out of 80 participants found out about the program through door hangers, compared to 31.3% or 25 out of 80 non-participants including those who did not recall Duke Energy as the organization leaving the door hangers; this difference is significant at $p < .05$ using Student's t-test. See *Awareness and Understanding of the Program* on page 34).

There is one significant difference between non-participants in North and South Carolina: North Carolina customers are much more likely to have learned about the program from a door-hanger left by Duke Energy (38.7% or 12 out of 31, compared to only 8.2% or 4 out of 49 South Carolina customers; this difference is statistically significant at $p < .05$ using Student's t-test). This is both because North Carolina customers are more likely to mention receiving door-hangers in general (45.2% or 14 out of 31 including those who were not sure of the source, compared to 22.4% or 11 out of 49 for South Carolina), and because North Carolina customers who received door-hangers are more likely to report that these communications came from Duke Energy (85.7% or 12 out of 14 North Carolina customers who received door-hangers said they came from Duke Energy, compared to only 36.4% or 4 out of 11 South Carolina customers).

Table 108. Source of Awareness of the Residential Neighborhood Program

Base: non-participants who are aware of the program	North Carolina (N=31)	South Carolina (N=49)	Total (N=80)
Received a letter or postcard in the mail from Duke Energy	32.3%	44.9%	40.0%
Received a letter or postcard in the mail from landlord	3.2%	0.0%	1.3%
Received a letter or postcard in the mail but not sure who it was from	3.2%	8.2%	6.3%
Received a door-hanger from Duke Energy	38.7%	8.2%	20.0%
Received a door-hanger but not sure who it was from	6.5%	14.3%	11.3%
Someone from Duke Energy visited my home to tell me about it	16.1%	20.4%	18.8%
Someone visited my home to tell me about it, not sure what organization	0.0%	2.0%	1.3%
Heard about a community event promoting the program but did NOT attend	3.2%	6.1%	5.0%
Attended a community event promoting the program	3.2%	2.0%	2.5%
Someone from Duke Energy called to tell me about the program	0.0%	4.1%	2.5%
Someone else called to tell me about the program	0.0%	0.0%	0.0%
I called Duke Energy (or someone else) for information or help	0.0%	0.0%	0.0%
Friends / Family / Neighbors (word of mouth)	6.5%	8.2%	7.5%
Through another agency or organization (listed below)	0.0%	4.1%	2.5%
Media ("I saw it on TV")	0.0%	2.0%	1.3%
Online (Duke Energy or other websites)	0.0%	0.0%	0.0%
Some other way (listed below)	3.2%	4.1%	3.8%
Don't know / not specified	3.2%	2.0%	2.5%

Percentages total to more than 100% because respondents could give multiple responses.

Two South Carolina non-participants mentioned becoming aware of the program through other agencies or organizations; these responses are listed below.

- *Northwest Community Center.*
- *I can't recall.*

Three non-participants mentioned becoming aware of the program "some other way"; these responses are listed below.

- *I saw their truck driving around in the neighborhood. (NC)*
- *I noticed small billboards promoting the program in our neighborhood. (SC)*
- *I saw someone walking around the neighborhood handing out information; I think they were from Duke Power. (SC)*