

APPENDIX C: Sample Recruitment Letters

CEC-200-2023-017-APC

January 3, 2018

[Customer Name]

[Customer Organization]

[Customer Address]

[Customer City and ZIP]

Dear [Contact Person]:

The California Energy Commission in cooperation with [Utility] is conducting a major survey of the ways in which commercial customers use energy. This study, known as the California Commercial End-Use Survey, will be used to support the Energy Commission's efforts to forecast future energy needs and to ensure that these needs are met in a prudent manner.

As a central part of the study, ADM Associates Inc. has been retained to conduct an on-site survey of commercial establishments in the [utility] service area. The survey will be used to collect information on commercial building activity characteristics.

Your organization has been randomly selected as a participant in the study. In the near future, ADM Associates will send a representative to your site to conduct a brief survey. The survey will have two parts:

- A brief interview with someone from your organization who is knowledgeable about energy use at the survey-site; and
- A physical inspection of the facility.

If you agree to participate in the survey, [utility] will provide information on your recent energy usage to the study team (the Energy Commission, its contractors, and [utility]). This information and the information collected during the survey will be kept in the strictest confidence in accordance with applicable law and the privacy policies of the Energy Commission and [utility]. It will not be released to anyone in a form that could allow the identification of any business, individual, or facility.

If you have any questions, feel free to call ADM's CEUS dedicated Call Center at 1-(916)-529-4443, the California Energy Commission's CEUS contact number at 1-(800)-858-0784, or [designated utility coordinator] at [telephone number]. You may also find additional information regarding this survey on the Energy Commission's website at <http://www.energy.ca.gov/ceus> or ADM's website at www.admenergy.com/ceus.html. Thank you for considering our request to participate in this valuable research.

Sincerely,

CEUS Project Manager

ADM Associates, Inc.

Reference: "ADM", "CEUS", "Commercial End-Use Survey"

0.1 Sample CEUS Introduction Letter



June 4, 2018

Dear SDG&E Business Customer;

The California Energy Commission in cooperation with San Diego Gas & Electric (SDG&E®), is conducting a major survey of the ways in which commercial customers use energy. This study, known as the California Commercial End-Use Survey (CEUS), will be used to support the Energy Commission's efforts to forecast future energy needs and to ensure that these needs are met in a prudent manner.

As a central part of the study, ADM Associates Inc. has been retained to conduct an on-site survey of commercial establishments in the SDG&E service area. The survey will be used to collect information on commercial building activity characteristics.

Your organization has been randomly selected as a participant in the study. ADM Associates will contact you to arrange a brief survey. The survey will have two parts:

- A brief interview with someone from your organization who is knowledgeable about energy use at the survey-site; and
- A physical inspection of the facility.

One of the main purposes of the study is to characterize electric and gas energy usage per square foot of commercial floor space. If you participate in the survey, SDG&E will provide information on your recent electric and gas energy usage history to the study team (the California Energy Commission and its contractors for the CEUS survey), solely for the purpose of tabulating kWh or therms per square foot by business types. This information and the information collected during the survey will be kept in the strictest confidence in accordance with applicable law and SDG&E's privacy policy, which is available at sdge.com/privacy. The California Energy Commission and its contractors will not release energy usage information to anyone in a form that could allow the identification of any business, individual, or facility.

If you have any questions, feel free to call ADM's CEUS Dedicated Call Center at 1-(916)-529-4443 or the California Energy Commission CEUS contact number at 1-(800)-858-0784. You may also find additional information regarding this survey on the web at www.admenergy.com/ceus.html or <http://www.energy.ca.gov/ceus/>. Thank you for considering our request to participate in this valuable research.

Sincerely,

A handwritten signature in black ink that reads "Sasha Baroiant".

Sasha Baroiant
CEUS Project Manager
ADM Associates, Inc.

Reference: "ADM", "CEUS", "Commercial End Use Survey"