

Attachment 1: Cover letter and scripts for feasibility interviews

U.S. Department of Labor

Bureau of Labor Statistics
Quarterly Census of Employment and Wages Program
2 Massachusetts Avenue, NE, Room 4840
Washington, DC 20212



[date]

Joe's Fertilizer Inc.
3 Main Office Blvd.
Houston, TX 55555

Dear[salutation] [last name]:

As the chief source of government data on employment, BLS intends to produce data on business employment in the environmental sector, defined as those activities that involve **renewable energy, energy efficiency, pollution prevention and abatement, and/or environmental regulation and education**. This initiative will produce regular tabulations of aggregate employment and wages for businesses whose primary activities fall into the environmental sector. This series will be key to analyzing workforce trends in the environmental sector.

In order to collect data on environmental sector employment, BLS needs to better understand how firms and worksites maintain information on product and/or service lines related to the environmental sector. Therefore, a member of our research team will be calling to ask questions about the following topics:

- Your firm's product and/or service lines
- Availability of revenue records by product and/or service line
- Availability of employment information by product and/or service line
- Where and with whom at the firm this information is available

In addition, we are providing you with a list of activities (attached to or on the back of this letter) that is primarily associated with your currently assigned BLS industry. We will be asking how your product or service lines match to the items on this list. If none of the activities listed correspond to your primary activities, please let us know during the interview.

Your voluntary participation is requested to help BLS understand business records and their use in designing a more effective long-term approach to collecting and publishing these new data types. The purpose of this call is for internal purposes only. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice.

It is our goal to keep the length of this interview to a minimum. A member of our research team will contact you to arrange a convenient time and day to answer questions about your data over the telephone. We estimate that it will take 30 minutes to complete this interview. The OMB control number for this interview is 1220-**new**, and expires **Month Date, Year**.

Please contact Kristin Fairman at (202) 691-6493 with any questions. Again, thank you in advance for your assistance.

Sincerely yours,

A handwritten signature in black ink that reads "Patricia M. Getz". The signature is written in a cursive style with a large, prominent "P" and "G".

Patricia M. Getz
Assistant Commissioner

Attachment 1: Cover letter and scripts for feasibility interviews

Office of Industry Employment Statistics, Office of Employment and Unemployment Statistics

Attachment 1: Cover letter and scripts for feasibility interviews

Table 1	
Worksite information: Joe's Fertilizer Store #10 1 Main Street Dallas, TX 55555	
Your currently assigned BLS industry for this worksite: NAICS 325311 Nitrogenous Fertilizer Manufacturing	
Description of 325311:	Activities included in 325311:
<p>Nitrogenous Fertilizer Manufacturing: This U.S. industry comprises establishments primarily engaged in one or more of the following: (1) manufacturing nitrogenous fertilizer materials and mixing ingredients into fertilizers; (2) manufacturing fertilizers from sewage or animal waste; and (3) manufacturing nitrogenous materials and mixing them into fertilizers.</p>	<ul style="list-style-type: none"> Ammonia, anhydrous and aqueous, manufacturing Ammonium nitrate manufacturing Ammonium sulfate manufacturing Anhydrous ammonia manufacturing Fertilizers, mixed, made in plants producing nitrogenous fertilizer materials Fertilizers, natural organic (except compost), manufacturing Fertilizers, of animal waste origin, manufacturing Fertilizers, of sewage origin, manufacturing Nitric acid manufacturing Nitrogenous fertilizer materials manufacturing Plant foods, mixed, made in plants producing nitrogenous fertilizer materials Urea manufacturing

Attachment 1: Cover letter and scripts for feasibility interviews

SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW
CONSTRUCTION

Typographical conventions: *italics for programmer notes*, ALL CAPS FOR ITEMS NOT READ OR INSTRUCTIONS TO THE INTERVIEWER.

Introduction

Intro1. Hello. My name is _____ from the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. May I please speak to (*contact name*)?

Intro2. (*Reintroduce yourself if necessary*) Our records indicate you are the contact person for your firm's (*Name of state quarterly wage and tax report*) that you submit to (*Name of state employment agency name*) for unemployment insurance tax purposes. It would be very helpful to us if we could talk to you about your various construction projects. Would you be able to answer questions about revenues and employment for your construction projects?

- YES → GO TO INTRO3.
- NO → Do you know who at your firm would be able to answer those questions for us?
Name: _____
Position/Department: _____
Phone: _____
Fax: _____

Thank you for your time. (HANG UP AND CONTACT NAME GIVEN).

Continue with correct respondent

Intro3. We routinely ask businesses to help us collect the best data possible, so we are contacting a small sample of our respondents to discuss an important new data initiative that we are very excited about. We recently mailed you a letter about this. Did you receive our letter?

- YES
- NO → Can I can fax or email you a copy of that letter now?
What is your fax number/email address? _____

Intro4. I realize you are very busy, but would you have some time now to answer a few questions? The questions usually take about 20 minutes.

- YES, HAVE TIME
- NO → When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: _____ TIME OF DAY: _____

Attachment 1: Cover letter and scripts for feasibility interviews

Intro5. I called [*Phone number*]. Is this the best phone number to use to reach you?

- YES
- NO → CORRECT THE INFORMATION HERE: _____

Questionnaire Script

BLS has been asked to produce measures of employment in U.S. industries that produce green goods and services. Before we can do this though, we need to better understand how businesses track information regarding the variety of services or projects they offer. The questions I will ask you today will help us collect the most accurate and reliable data possible.

Before we begin, let me assure you that the purpose of this call is strictly for informational and statistical purposes to help us understand business records and their use in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice.

NAICS index item mapping questions

1. Do you have the introductory letter available that we sent to you, so you can refer to it?
 - YES
 - NO (PROVIDE EXAMPLES FROM YOUR LIST OF INDEX ITEMS FOR QUESTION 3)
2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
 - YES
 - NO (GIVE BRIEF EXPLANATION TO RESPONDENT)
3. Please look at the list of major activities attached to the letter (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF ACTIVITIES TO THEM).

This list reflects the NAICS code that BLS has assigned to your worksite (READ WORKSITE NAME AND ADDRESS) listed on the same sheet. Does this list provide an accurate description of your **primary** business activity at that worksite?

- YES → GO TO QUESTION 4
- NO

3a. Can you tell me about your primary business activities at that location?

Attachment 1: Cover letter and scripts for feasibility interviews

Construction project questions

4. As I said, we are interested in information about your different construction projects. How many different projects do you typically engage in over a year? By different projects I mean housing construction, commercial building construction, remodeling, weatherization not each individual project.

- ONE → GO TO ONE PRODUCT SECTION, QUESTION 24
- MORE THAN ONE (FILL IN EXACT NUMBER) ____ →
What are those different projects?
LIST: _____
GO TO QUESTION 6

5. Do you produce different models, types or versions of your product lines?

- YES FOR ALL → GO TO QUESTION 6
- YES FOR SOME → GO TO QUESTION 6
- NO → GO TO QUESTION 6

Revenue by product

6. Do you track revenue by:

6a. different types of construction projects (do you have total revenues for all the housing projects, remodels, commercial building projects you undertook)?

- YES → GO TO QUESTION 6B
- NO → GO TO QUESTION 9
- COMMENT → _____ GO TO QUESTION 6B

6b. each individual project (for example, each house, building or renovation)?

- YES → GO TO QUESTION 7
- NO → GO TO QUESTION 7
- COMMENT → _____ GO TO QUESTION 7

7. Does your firm have multiple office locations?

- YES → GO TO QUESTION 8
- NO → GO TO QUESTION 10

8. BLS does not intend to publish this information. Would you be able to provide revenue by project type or the individual projects for your individual office locations?

- YES FOR BOTH → GO TO QUESTION 10
- YES ONLY FOR A PRODUCT TYPE → GO TO QUESTION 10
- NO → WHY NOT? _____ GO TO QUESTION 10

9. How do you track revenue?

Attachment 1: Cover letter and scripts for feasibility interviews

GO TO REVENUE COMPILE (QUESTION 14A)

Time period

10. Do you track revenue for your project types or the individual projects by different time periods?

- YES FISCAL YEAR → GO TO QUESTION 11
- YES CALENDAR YEAR → GO TO QUESTION 11
- YES OTHER: _____ → GO TO QUESTION 11
- COMMENT _____ → GO TO QUESTION 11

11. If you were asked to provide information about revenue on a survey form for a given reference period, for example, fiscal year, calendar year, most recent 4 quarters, how long do you think it would take you to compile the information about the share of revenues generated by:

11a. different types of construction projects (housing projects, commercial building projects)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

11b. each individual project (for example, each house, building or renovation)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12. If you were asked what **percentage** of your total revenue comes from different projects or different individual projects, how long do you think it would take you to compile the information:

12a. different types of construction projects (housing projects, commercial building projects)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12b. individual project (for example, each house, building or renovation)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12c. How exact would your percentage be? (VERY, JUST AN ESTIMATE, ETC.)

- VERY EXACT
- JUST AN ESTIMATE

Attachment 1: Cover letter and scripts for feasibility interviews

- DON'T KNOW _____
- OTHER _

13. Which would be easier for you, providing the actual annual revenue from a project or the percentage of your total revenue generated by that project?

- ACTUAL ANNUAL REVENUE → Why? _____
- PERCENTAGE OF TOTAL REVENUE → Why not?

Revenue compile

14. a. If you don't track the revenue associated with a project type or individual project, would you would be able to compile that information if asked?

- YES → GO TO 14B
- NO → GO TO 14C
- COMMENT _____ → GO TO 14B

14b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

- 1
- 2
- 3
- 4
- 5

GO TO 15

14c. Why not?

14d. Is there anyone else who would be able to compile that information?

IF YES: Name: _____
Position/Department: _____
Phone: _____

Employment

15. BLS is considering using revenues by project type or individual projects to estimate the number of employees associated with that project. We want this employment estimate to account for all employee types at the worksite, including construction employees, administrative employees, sales and marketing employees, etc.

Do you think revenue is a reasonable proxy for the number of employees associated with a particular project type? (FOR EXAMPLE, MY FIRM BUILDS NEW HOUSES AND REMODELS HOUSES. 70% OF THE REVENUE IS FROM NEW HOUSING, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH NEW HOUSING CONSTRUCTION.)

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

Attachment 1: Cover letter and scripts for feasibility interviews

16. Would revenue for a particular project also be a reasonable proxy for the employment associated with that project?
- YES → Why? _____
 - NO → Why not? _____
 - DON'T KNOW
17. (IF QUESTION 7 IS YES) Would revenue by project also be available for each office location?
- YES → Why? _____
 - NO → Why not? _____
 - DON'T KNOW
18. BLS does not intend to publish information about projects or revenue. If BLS asked you to provide the share of total revenues accounted for by a project, would you share this information?
- YES
 - NO → Would you be willing to tell us why not? _____
 - DON'T KNOW/NOT SURE → Would you be willing to tell us why not? _____

Number of jobs by timeframe

19. a. If you were asked to estimate the percentage of your employees, including sales, marketing, administrative employees associated with a project type (NEW HOUSING, NEW BUILDING, REMODELING) for a **given reference period such as your fiscal year or the calendar year**, would you be able to provide that information?
- YES → When would that information be available? _____
 - NO → Why not? _____ GO TO JOB COMPILE (QUESTION 23a)
 - COMMENT _____
- 19b. Could you do this for each individual project?
- YES → When would that information be available? _____
 - NO → Why not? _____
 - COMMENT _____
20. (IF QUESTION 7 AND 19A OR 19B IS YES) Would you be able to do this for each office location?
- YES → Why? _____
 - NO → Why not? _____
 - DON'T KNOW
21. How long do you think it would take you to compile this information if asked?
- COULDN'T DO IT
 - WOULDN'T DO IT
 - TIME ESTIMATE GIVEN: _____
 - COMMENT _____

Attachment 1: Cover letter and scripts for feasibility interviews

22. Would it be easier for you to provide revenue or employment numbers by project/individual project?

- REVENUE → Why? _____
- EMPLOYMENT → Why? _____
- BOTH EASY → Why? _____
- BOTH DIFFICULT: → Why? _____

SKIP TO ENVIRONMENTAL INFORMATION, QUESTION 28

Job compile

23. a. If you don't track the percentage of employees, including sales, marketing, administrative employees, associated with a project, would that information be something you would be able to compile if asked?

- YES → ASK QUESTION 23B
- NO → GO TO ENVIRONMENTAL INFORMATION, QUESTION 28
- COMMENT _____

23b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

- 1 2 3 4 5
• • • • •

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 28

One Project Type

24. Do you track exact revenue generated by your individual projects?

- YES → ASK QUESTION 25
- NO → GO TO QUESTION 33
- COMMENT _____

25. BLS is considering using the revenue generated by projects, along with total revenues, to estimate the number of employees involved in that project. Do you think this approach is reasonable for your business?

- YES
- NO
- COMMENT _____

26. BLS does not intend to publish this information. Would you be willing to provide revenue shares by project to BLS on a survey form?

- YES → GO TO QUESTION 27
- NO → GO TO ENVIRONMENTAL INFORMATION, QUESTION 28

Attachment 1: Cover letter and scripts for feasibility interviews

- DON'T KNOW
- COMMENT_____

27. Which of the following would be easier for you, providing the annual revenue generated by different projects or providing the percentage of your total revenue generated by that project?
- ACTUAL ANNUAL REVENUE → Why?_____
 - PERCENTAGE OF TOTAL REVENUE → Why?_____

Environmental information

28. Do any of your projects meet any environmental standards, such as EnergyStar or LEEDS?
- YES → A. Do all projects meet this standard?
 - ALL → GO TO QUESTION 29
 - JUST CERTAIN PROJECTS → GO TO QUESTION 29
 - NO → GO TO QUESTION 31

29. What are those environmental standards (CHECK ALL THAT APPLY)?
- ENERGYSTAR → GO TO QUESTION 30
 - LEEDS → GO TO QUESTION 30
 - OTHER:_____ → GO TO QUESTION 29A
 - OTHER:_____ → GO TO QUESTION 29A

29a. Are these national, state, or local area specific standards?

30. If BLS were to ask for revenue shares for projects that met one of those environmental standards, would you be able to provide that information? For example, what percent of revenue is represented by EnergyStar-rated projects?
- YES
 - NO
 - DON'T THINK SO OR DON'T KNOW

31. Do you do any weatherization or retrofitting projects that make a home or building more energy efficient?
- YES → GO TO QUESTION 32
 - NO → GO TO QUESTION 34
 - DON'T THINK SO OR DON'T KNOW → GO TO QUESTION 34

32. If BLS were to ask for revenue shares for those particular projects, would you be able to provide that information?
- YES → GO TO QUESTION 33
 - NO → GO TO QUESTION 33
 - DON'T THINK SO OR DON'T KNOW → GO TO QUESTION 33

Attachment 1: Cover letter and scripts for feasibility interviews

33. If BLS were to ask for employment shares for those particular projects, would you be able to provide that information?

- YES
- NO
- DON'T THINK SO OR DON'T KNOW

34. I'm done with my questions. As I've mentioned before, BLS is trying to find the best approach to measure the number of jobs involved in green goods and services. Do you have any suggestions as to how BLS can best capture this information in your firm?

Closing

Those are all the questions I have for you. Thank you for your time, the information you have provided is very useful

Attachment 1: Cover letter and scripts for feasibility interviews

SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW
PROJECT BASED COMPANIES (CONSULTING, ENGINEERING, ETC.)

Typographical conventions: *italics for programmer notes*, ALL CAPS FOR ITEMS NOT READ OR INSTRUCTIONS TO THE INTERVIEWER.

Introduction

Intro1. Hello. My name is _____ from the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. May I please speak to (*contact name*)?

Intro2. (*Reintroduce yourself if necessary*) Our records indicate you are the contact person for your firm's (*Name of state quarterly wage and tax report*) that you submit to (*Name of state employment agency name*) for unemployment insurance tax purposes. It would be very helpful to us if we could talk to you about your various projects. Would you be able to answer questions about revenues and employment for your projects?

- YES → Go to INTRO3.
- NO → Do you know who at your firm would be able to answer those questions for us?
Name: _____
Position/Department: _____
Phone: _____
Fax: _____

Thank you for your time. (HANG UP AND CONTACT NAME GIVEN).

Intro3. We routinely ask businesses to help us collect the best data possible, so we are contacting a small sample of our respondents to discuss an important new data initiative that we are very excited about. We recently mailed you a letter about this. Did you receive our letter?

- YES
- NO → Can I can fax or email you a copy of that letter now?
What is your fax number/email address? _____

Intro4. I realize you are very busy, but would you have some time now to answer a few questions? The questions usually take about 20 minutes.

- YES, HAVE TIME
- NO → When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: _____ TIME OF DAY: _____

Intro5. I called [*Phone number*]. Is this the best phone number to use to reach you?

Attachment 1: Cover letter and scripts for feasibility interviews

- YES
- NO → CORRECT THE INFORMATION HERE: _____

Questionnaire Script

BLS has been asked to produce measures of employment in U.S. industries that produce green goods and services. Before we can do this though, we need to better understand how businesses track information regarding the variety of services or projects they offer. The questions I will ask you today will help us collect the most accurate and reliable data possible.

Before we begin, let me assure you that the purpose of this call is strictly for informational and statistical purposes to help us understand business records and their use in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice.

NAICS index item mapping questions

1. Do you have the introductory letter available that we sent to you, so you can refer to it?
 - YES
 - NO (PROVIDE EXAMPLES FROM YOUR LIST OF INDEX ITEMS FOR QUESTION 3)
2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
 - YES
 - NO (GIVE BRIEF EXPLANATION TO RESPONDENT)
3. Please look at the list of major activities attached to the letter (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF ACTIVITIES TO THEM).

This list reflects the NAICS code that BLS has assigned to your worksite (READ WORKSITE NAME AND ADDRESS) listed on the same sheet. Does this list provide an accurate description of your **primary** business activity at that worksite?

- YES → GO TO QUESTION 4
- NO

3a. Can you tell me about your primary business activities at that location?

Consulting/engineering/etc. project questions

4. As I said, we are interested in information about your different projects. How many different types of projects do you typically engage in over a year? By different projects I mean project categories such as IT consulting, landscape design, environmental engineering, etc.
 - ONE → GO TO ONE PROJECT SECTION, QUESTION 24

Attachment 1: Cover letter and scripts for feasibility interviews

- MORE THAN ONE (FILL IN EXACT NUMBER) ____
What are those different projects?
LIST: _____
GO TO QUESTION 6

5. Do you produce different models, types or versions of your product lines?
- YES FOR ALL → GO TO QUESTION 6
 - YES FOR SOME → GO TO QUESTION 6
 - NO → GO TO QUESTION 6

Revenue by project

6. Do you track revenue by:

- 6a. different types of projects (do you have total revenues broken down by the project category)?
- YES → GO TO QUESTION 6B
 - NO → GO TO QUESTION 9
 - COMMENT → _____ GO TO QUESTION 6B

- 6b. each individual project (for example, each engagement)?

- YES → GO TO QUESTION 7
- NO → GO TO QUESTION 7
- COMMENT → _____ GO TO QUESTION 7

7. Does your firm have multiple worksites?

- YES → GO TO QUESTION 8
- NO → GO TO QUESTION 10

8. BLS does not intend to publish this information. Would you be able to provide revenue by project categories or the individual engagements for your individual worksites?

- YES FOR BOTH → GO TO QUESTION 10
- YES ONLY FOR A PRODUCT TYPE → GO TO QUESTION 10
- NO → WHY NOT? _____ GO TO QUESTION 10

9. How do you track revenue?

GO TO REVENUE COMPILE QUESTION 14A

Time period

10. Do you track revenue for your project categories or the individual engagements by different time periods?

- YES FISCAL YEAR → GO TO QUESTION 11

Attachment 1: Cover letter and scripts for feasibility interviews

- YES CALENDAR YEAR → GO TO QUESTION 11
- YES OTHER: _____ → GO TO QUESTION 11
- COMMENT _____ → GO TO QUESTION 11

11. If you were asked to provide information about revenue on a survey form for a given reference period, for example, fiscal year, calendar year, most recent 4 quarters, how long do you think it would take you to compile the information about the share of revenues generated by:

11a. different categories of projects (IT consulting, landscape engineering, commercial architecture)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

11b. each individual engagement?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12. If you were asked what **percentage** of your total revenue comes from different projects or engagements for a given reference period (for example, fiscal year, calendar year, most recent 4 quarters), how long do you think it would take you to compile the information:

12a. different categories of projects (IT consulting, landscape engineering, commercial architecture)?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12b. individual engagements?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER: _____

12c. How exact would your percentage be? (VERY, JUST AN ESTIMATE, ETC.)

- VERY EXACT
- JUST AN ESTIMATE
- DON'T KNOW
- OTHER _____

13. Which would be easier for you, providing the actual annual revenue from a product line or the percentage of your total revenue generated by that product line?

- ACTUAL ANNUAL REVENUE → Why? _____

Attachment 1: Cover letter and scripts for feasibility interviews

- PERCENTAGE OF TOTAL REVENUE → Why? _____

Revenue compile

14. a. If you don't track the revenue associated with a project category or individual engagement, would you be able to compile that information if asked?

- YES → GO TO 19B
- NO → GO TO 19C
- COMMENT _____ → GO TO 19B

14b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

- 1
- 2
- 3
- 4
- 5

GO TO QUESTION 15

14c. Why not?

14d. Is there anyone else who would be able to compile that information?

IF YES: Name: _____

Position/Department: _____

Phone: _____

Employment

15. BLS is considering using revenue by project type or individual engagements to estimate the number of employees associated with that project. We want this employment estimate to account for all employee types, including consulting employees, engineers, administrative employees, sales and marketing employees, etc.

Do you think revenue is a reasonable proxy for the number of employees associated with a particular project type? (FOR EXAMPLE, MY FIRM DOES BOTH IT AND ENVIRONMENTAL CONSULTING. 70% OF THE REVENUE IS FROM ENVIRONMENTAL CONSULTING PROJECTS, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH ENVIRONMENTAL CONSULTING.)

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

16. Would revenue for a particular engagement also be a reasonable proxy for the employment associated with that project?

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

Attachment 1: Cover letter and scripts for feasibility interviews

17. (IF QUESTION 7 IS YES) Would revenue by project also be available at the worksite level?

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

18. BLS does not intend to publish information about projects or revenue. If BLS asked you to provide the share of total revenues accounted for by a project category or engagement, would you share this information?

- YES
- NO → Would you be willing to tell us why not? _____
- DON'T KNOW/NOT SURE → Would you be willing to tell us why not?

Number of jobs by timeframe

19. a. If you were asked to estimate the percentage of your employees, including sales, marketing, administrative employees associated with each project category (IT CONSULTING, ENVIRONMENTAL ENGINEERING) for **a given reference period such as your fiscal year or the calendar year**, would you be able to provide that information?

- YES → When would that information be available? _____
- NO → Why not? _____ GO TO JOB COMPILE
QUESTION 23A
- COMMENT _____

19b. Could you do this for each individual engagement?

- YES → When would that information be available? _____
- NO → Why not? _____
- COMMENT _____

20. (IF QUESTION 7 AND 19A OR 19B IS YES) Would you be able to do this at the worksite level?

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

21. How long do you think it would take you to compile this information if asked?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- COMMENT _____

22. Would it be easier for you to provide revenue or employment numbers by project/individual engagement?

- REVENUE → Why? _____
- EMPLOYMENT → Why? _____

Attachment 1: Cover letter and scripts for feasibility interviews

- BOTH EASY → Why? _____
- BOTH DIFFICULT: → Why? _____

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 28

Job compile

23. a. If you don't track the percentage of employees, including sales, marketing, administrative employees, associated with a project, would that information be something you would be able to compile if asked?

- YES → ASK QUESTION 23B
- NO → GO TO ENVIRONMENTAL INFORMATION QUESTION 28
- COMMENT _____

23b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

1 2 3 4 5
• • • • •

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 28

One project type

24. Do you track exact revenue by your individual projects or engagements?

- YES → ASK QUESTION 25
- NO → GO TO QUESTION 35
- COMMENT _____

25. BLS is considering using the revenue generated by project, along with total revenues, to estimate the number of employees involved in that project. Do you think this approach is reasonable for your business?

- YES
- NO
- COMMENT _____

26. BLS does not intend to publish this information. Would you be willing to provide revenue shares by project to BLS on a survey form?

- YES → GO TO QUESTION 27
- NO → GO TO ENVIRONMENTAL INFORMATION, QUESTION 28
- DON'T KNOW
- COMMENT _____

27. Which of the following would be easier for you, providing the annual revenue generated by different projects or providing the percentage of your total revenue generated by that project?

Attachment 1: Cover letter and scripts for feasibility interviews

- ACTUAL ANNUAL REVENUE → Why? _____
- PERCENTAGE OF TOTAL REVENUE → Why? _____

Environmental information

28. Do any of your projects help clients meet any environmental standards, such as EnergyStar or LEEDS?

- YES → A. Do all projects help clients meet this standard?
 - ALL → GO TO QUESTION 29
 - JUST CERTAIN PROJECTS → GO TO QUESTION 29
- NO → GO TO QUESTION 31

29. What are those environmental standards (CHECK ALL THAT APPLY)?

- ENERGYSSTAR → GO TO QUESTION 30
- LEEDS → GO TO QUESTION 30
- OTHER: _____ → GO TO QUESTION 29A
- OTHER: _____ → GO TO QUESTION 29A

29a. Are these national, state, or local area specific standards?

30. If BLS were to ask for revenue shares for projects that dealt with one of those environmental standards, would you be able to provide that information? For example, what percent of revenue is represented by EnergyStar-related projects?

- YES
- NO
- DON'T THINK SO OR DON'T KNOW

31. Do you do any projects that make a home or business more energy efficient, reduce pollution, or improve carbon footprints?

- YES → Would you describe one of those projects? _____
GO TO QUESTION 32
- NO → GO TO QUESTION 34
- DON'T THINK SO OR DON'T KNOW → GO TO QUESTION 34

32. If BLS were to ask for revenue shares for those particular projects, would you be able to provide that information?

- YES → GO TO QUESTION 33
- NO → GO TO QUESTION 33
- DON'T THINK SO OR DON'T KNOW → GO TO QUESTION 33

33. If BLS were to ask for employment shares for those particular projects, would you be able to provide that information?

- YES

Attachment 1: Cover letter and scripts for feasibility interviews

- NO
- DON'T THINK SO OR DON'T KNOW

34. I'm done with my questions. As I've mentioned before, BLS is trying to find the best approach to measure the number of jobs involved in green goods and services. Do you have any suggestions as to how BLS can best capture this information in your firm?

Closing

Those are all the questions I have for you. Thank you for your time, the information you have provided is very useful

Attachment 1: Cover letter and scripts for feasibility interviews

**SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW
PRODUCTS**

* Best for manufacturers, wholesalers, retailers – anyone who deals with products like washing machines, clothing lines – you can make the term “product line” more specific to say “clothing lines”, etc. if needed.

Typographical conventions: *italics for programmer notes*, ALL CAPS FOR ITEMS NOT READ OR INSTRUCTIONS TO THE INTERVIEWER.

Introduction

Intro1. Hello. My name is _____ from the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. May I please speak to (*contact name*)?

Intro2. (*Reintroduce yourself if necessary*) Our records indicate you are the contact person for your firm's (*Name of state quarterly wage and tax report*) that you submit to (*Name of state employment agency name*) for unemployment insurance tax purposes. It would be very helpful to us if we could talk to you about your various product lines. Would you be able to answer questions about revenues and employment for your product lines?

- YES → GO TO INTRO3.
- NO → Do you know who at your firm would be able to answer those questions for us?
Name: _____
Position/Department: _____
Phone: _____
Fax: _____

Thank you for your time. (HANG UP AND CONTACT NAME GIVEN).

Intro3. We routinely ask businesses to help us collect the best data possible, so we are contacting a small sample of our respondents to discuss an important new data initiative that we are very excited about. We recently mailed you a letter about this. Did you receive our letter?

- YES
- NO → Can I can fax or email you a copy of that letter now?
What is your fax number/email address? _____

Intro4. I realize you are very busy, but would you have some time now to answer a few questions? The questions usually take about 20 minutes.

- YES, HAVE TIME
- NO → When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: _____ TIME OF DAY: _____

Attachment 1: Cover letter and scripts for feasibility interviews

Intro5. I called [*Phone number*]. Is this the best phone number to use to reach you?

- YES
- NO → CORRECT THE INFORMATION HERE: _____

Questionnaire Script

BLS has been asked to produce measures of employment in U.S. industries that produce green goods and services. Before we can do this though, we need to better understand how businesses track information regarding their various product lines. The questions I will ask you today will help us collect the most accurate and reliable data possible.

Before we begin, let me assure you that the purpose of this call is strictly for informational and statistical purposes to help us understand business records and their use in designing a new survey. Your participation is completely voluntary and you can decline to answer any question at any time. Information related to this study is confidential and will not be released to the public in any way that would allow identification of individuals or establishments except as prescribed under the conditions of the Privacy Act Notice.

NAICS index item mapping questions

1. Do you have the introductory letter available that we sent to you, so you can refer to it?
 - YES
 - NO (PROVIDE EXAMPLES FROM YOUR LIST OF INDEX ITEMS FOR QUESTION 3)
2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
 - YES
 - NO (GIVE BRIEF EXPLANATION TO RESPONDENT)
3. Please look at the list of major products attached to the letter (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF PRODUCT LINES TO THEM).

This list reflects the NAICS code that BLS has assigned to your worksite (READ WORKSITE NAME AND ADDRESS) listed on the same sheet. Does this list provide an accurate description of your **primary** business activity at that worksite?

- YES → GO TO QUESTION 4
- NO

3a. Can you tell me about your primary business activities at that location?

Attachment 1: Cover letter and scripts for feasibility interviews

Product line questions

4. As I said, we are interested in information about your product lines. How many product lines do you have in total? By product lines I mean the type of goods you make, grow or produce at your firm. (FOR EXAMPLE APPLIANCES, CHEMICALS, CROPS, CLOTHING ITEMS, ETC.)
 - ONE → GO TO ONE PRODUCT SECTION, QUESTION 24
 - MORE THAN ONE → GO TO QUESTION 5

5. Do you produce different models, types or versions of your product lines?
 - YES FOR ALL
 - YES FOR SOME
 - NO

Revenue by product

6. Do you track revenue by:
 - 6a. product lines?
 - YES → GO TO QUESTION 6B
 - NO → GO TO QUESTION 9
 - COMMENT → _____ GO TO QUESTION 6B

 - 6b. models of a product?
 - YES
 - NO
 - COMMENT → _____

7. Does your firm have multiple worksites?
 - YES → GO TO QUESTION 8
 - NO → GO TO QUESTION 10

8. BLS does not intend to publish this information. Would you be able to provide revenue by product or model for your individual worksites?
 - YES FOR BOTH → GO TO QUESTION 10
 - YES ONLY FOR A MAJOR PRODUCT LINE → GO TO QUESTION 10
 - NO → WHY NOT? _____ GO TO QUESTION 10

9. How do you track revenue?

GO TO REVENUE COMPILER

Attachment 1: Cover letter and scripts for feasibility interviews

Time period

10. Do you track revenue for your product lines or various models by different time periods?

- YES FISCAL YEAR → GO TO QUESTION 11
- YES CALENDAR YEAR → GO TO QUESTION 11
- YES OTHER: _____ → GO TO QUESTION 11
- COMMENT _____ → GO TO QUESTION 12

11. If you were asked to provide information about revenue on a survey form for a given reference period, for example, fiscal year, calendar year, most recent 4 quarters, how long do you think it would take you to compile the information about the share of revenues generated by:

11a. Product lines?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER _____

11b. different models?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER _____

12. If you were asked what **percentage** of your total annual revenue comes from different products or models, , how long do you think it would take you to compile the information:

12a. Product lines?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER _____

12b. different models?

- COULDN'T DO IT
- WOULDN'T DO IT
- TIME ESTIMATE GIVEN: _____
- IT DEPENDS/OTHER _____

12c. How exact would your percentage be? (VERY, JUST AN ESTIMATE, ETC.)

- VERY EXACT
- JUST AN ESTIMATE
- DON'T KNOW

Attachment 1: Cover letter and scripts for feasibility interviews

- OTHER _____

13. Which would be easier for you, providing the actual annual revenue from a product line or the percentage of your total revenue generated by that product line?

- ACTUAL ANNUAL REVENUE → Why? _____
- PERCENTAGE OF TOTAL REVENUE → Why? _____

Revenue compile

14. a. If you don't track the revenue associated with a product line or model number, would you would be able to compile that information if asked?

- YES → GO TO 14B
- NO → GO TO 14C
- COMMENT _____ → GO TO 14B

14b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

- 1
- 2
- 3
- 4
- 5

GO TO QUESTION 15

14c. Why not?

14d. Is there anyone else who would be able to compile that information?

IF YES: Name: _____

Position/Department: _____

Phone: _____

Employment

15. BLS is considering using revenue by product lines or models to estimate the number of employees involved with producing that product or model. We want this employment estimate to account for all employee types at the worksite, including manufacturing employees, administrative employees, sales and marketing employees, etc.

Do you think revenue is a reasonable proxy for the number of employees associated with a particular product line? (FOR EXAMPLE, MY FIRM PRODUCES DISHWASHERS AND WASHING MACHINES. 70% OF THE REVENUE IS FROM DISHWASHERS, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH DISHWASHERS.)

- YES → Why? _____
- NO → Why not? _____
- DON'T KNOW

Attachment 1: Cover letter and scripts for feasibility interviews

16. Would revenue for a particular model number also be a reasonable proxy for the employment associated with that model?
- YES → Why? _____
 - NO → Why not? _____
 - DON'T KNOW
17. (IF QUESTION 7 IS YES) Would revenue by product and/or model also be available at the worksite level?
- YES → Why? _____
 - NO → Why not? _____
 - DON'T KNOW
18. BLS does not intend to publish information about product lines/models or revenue. If BLS asked you to provide the share of total revenues accounted for by a major product or model, would you share this information?
- YES
 - NO → Would you be willing to tell us why not? _____
 - Don't know/not sure → Would you be willing to tell us why not? _____

Number of jobs by timeframe

19. a. If you were asked to estimate the percentage of your employees, including sales, marketing, and administrative employees, who work primarily on a product line during **a fiscal year or the calendar year**, would you be able to provide that information?
- YES → When would that information be available? _____
 - NO → Why not? _____ GO TO JOB COMPILE QUESTION 23A
 - COMMENT _____
- 19b. Could you do this for each particular model?
- YES → When would that information be available? _____
 - NO → Why not? _____
 - COMMENT _____
20. (IF QUESTION 8 AND 19A OR 19B IS YES) Would you be able to do this at the worksite level?
- YES → Why? _____
 - NO → Why not? _____ DON'T KNOW
21. How long do you think it would take you to compile this information if asked?
- COULDN'T DO IT
 - WOULDN'T DO IT
 - TIME ESTIMATE GIVEN: _____
 - COMMENT _____

Attachment 1: Cover letter and scripts for feasibility interviews

22. Would it be easier for you to provide revenue or employment numbers by product/model?

- REVENUE → Why? _____
- EMPLOYMENT → Why? _____
- BOTH EASY → Why? _____
- BOTH DIFFICULT: → Why? _____

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 29

Job compile

23. a. If you don't track the percentage of employees (including sales, marketing, administrative employees) associated with a product line or model, would that information be something you would be able to compile if asked?

- YES → ASK QUESTION 23B
- NO → GO TO ENVIRONMENTAL INFORMATION QUESTION 29
- COMMENT _____

23b. On a scale of 1 to 5 (with 1 being the easiest and 5 being the most difficult), how difficult would it be to compile this information?

- 1 2 3 4 5
• • • • •

SKIP TO ENVIRONMENTAL INFORMATION QUESTION 28

One Product Type

24. Do you produce different models or lines of your product?

- YES → GO TO QUESTION 25
- NO → GO TO QUESTION 36
- COMMENT _____

25. Do you track exact revenue generated by the different models?

- YES → GO TO QUESTION 26
- NO → GO TO QUESTION 36
- COMMENT _____

26. BLS is considering using the revenue generated by a model line, along with total annual revenue, to estimate the number of employees involved in producing that product or model. Do you think this approach would work for your business?

- YES
- NO
- DON'T KNOW
- COMMENT _____

Attachment 1: Cover letter and scripts for feasibility interviews

27. BLS does not intend to publish this information. Would you be willing to provide revenue share by model to BLS on a survey form?

- YES → GO TO QUESTION 28
- NO → GO TO ENVIRONMENTAL INFORMATION, QUESTION 35
- DON'T KNOW
- COMMENT _____

28. Which of the following would be easier for you, providing the annual revenue generated by a model line or providing the percentage of your total revenue generated by that model line?

- ACTUAL ANNUAL REVENUE → Why? _____
- PERCENTAGE OF TOTAL REVENUE → Why? _____
- GO TO ENVIRONMENTAL INFORMATION, QUESTION 29
- GO TO ENVIRONMENTAL INFORMATION, QUESTION 29
- COMMENT _____

Environmental information

29. Do any of your products or any specific models or versions meet any environmental standards, such as EnergyStar?

- YES → A. Do all products/models meet this standard?
 - ALL → GO TO QUESTION 30
 - JUST CERTAIN PRODUCTS/MODELS → GO TO QUESTION 30
- NO → GO TO QUESTION 32

30. What are those environmental standards (CHECK ALL THAT APPLY)?

- ENERGYSTAR → GO TO QUESTION 31
- USDA CERTIFIED ORGANIC → GO TO QUESTION 31
- GREEN SEAL → GO TO QUESTION 31
- OTHER: _____ → GO TO QUESTION 30A
- OTHER: _____ → GO TO QUESTION 30A

30a. Are these national, state, or local area specific standards?

31. If BLS were to ask for revenue shares for product lines or models that met one of those environmental standards, would you be able to provide that information? For example, what percent of revenue is represented by EnergyStar-rated product lines?

- YES
- NO
- DON'T THINK SO OR DON'T KNOW

32. Do any of your products use inputs that are recycled materials?

- YES → What is that input? _____ → GO TO QUESTION 33
- NO → GO TO QUESTION 35
- DON'T THINK SO OR DON'T KNOW → GO TO QUESTION 35

Attachment 1: Cover letter and scripts for feasibility interviews

33. Is the recycled material used in all products or just certain products?
- YES ALL → GO TO QUESTION 34
 - YES SOME → GO TO QUESTION 34
 - DON'T KNOW → GO TO QUESTION 35

Attachment 1: Cover letter and scripts for feasibility interviews

34. Would you be able to provide revenue information for those products that use recycled inputs?

- YES
- NO
- DON'T THINK SO OR DON'T KNOW

35. I'm done with my questions. As I've mentioned before, BLS is trying to find the best approach to measure the number of jobs involved in producing green goods and services. Do you have any suggestions as to how BLS can best capture this information in your firm?

Closing

Those are all the questions I have for you. Thank you for your time, the information you have provided is very useful