

SCRIPT FOR GREEN GOODS AND SERVICES FEASIBILITY INTERVIEW
TRANSPORTATION (PASSENGER)

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

Introduction

Intro1. Hello. My name is _____. I am calling on behalf of the Bureau of Labor Statistics. I'm calling in reference to a new data initiative being undertaken by BLS. It would be very helpful to BLS if we could talk to you about your firm's transportation services. Would you be able to answer questions about your firm's revenues and employment for your services?

- YES → GO TO INTRO2.
- 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

Intro2. BLS routinely asks businesses questions that help collect the best data possible, so we are contacting a small sample of 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?
Would you like me to call you back once I've sent you the fax/email or would you rather schedule for another time?

CALL ME RIGHT BACK → CONFIRM NAME AND PHONE
NUMBER, HANG UP
RESCHEDULE

When would be a good time to call you back?

APPOINTMENT INFORMATION:

APPT DAY: _____ TIME OF DAY: _____
NAME: _____ PHONE #: _____

Intro3. 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: _____

Intro4. 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, we need to better understand how businesses track information regarding their variety of services or projects. The questions I will ask you today will help BLS 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. The information you provide will help BLS better understand business record-keeping and will aid 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. This interview is approved by the Office of Management and Budget, number 1220-0181, which expires on September 30, 2010.

NAICS index item mapping questions

1. Do you have the introductory letter that we sent to you available, so you can refer to it?
 - YES
 - NO
2. Are you familiar with the concept of NAICS, which is the North American Industry Classification System?
 - YES
 - NO → Briefly, the North American Industry Classification System (NAICS) was developed and is used by the US, Canada, and Mexico. NAICS is the standard in classifying business establishments based on their production process for the collection, tabulation, presentation, and analysis of data describing the North American economy. Use of the standard provides uniformity and comparability in the presentation of these statistical data.

3. Please look at the list of major activities at the end of the letter. 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? If you do not have the list, I can read these items for you. (IT MIGHT BE ON THE BACK SIDE – IF RESPONDENT DOESN'T HAVE LETTER READ OFF ACTIVITIES TO THEM).

- YES → GO TO QUESTION 4
- NO

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

JUST GET A BASIC DESCRIPTION (IT, ENGINEERING, ETC.)

Consulting/engineering/etc. project questions

4. As I said, we are interested in information about the different types of transportation services <NAME OF FIRM> is involved in. How many different types of vehicles do you use to transport passengers?

- ONE → GO TO QUESTION 27
- MORE THAN ONE →
What are some of those different projects?

LIST: _____

GO TO QUESTION 5

Revenue by project

5. Do you track revenue by the different types of vehicles you use? For example, could you provide total annual revenues for all the trips taken by taxi and limousine service?

- YES → GO TO QUESTION 6
- NO → GO TO QUESTION 8

6. Does your firm have multiple worksites?

- YES → GO TO QUESTION 7 FLAG THIS RESPONSE FOR REFERRAL
- NO → GO TO QUESTION 9 FLAG THIS RESPONSE FOR REFERRAL

7. BLS does not intend to publish information about vehicles or revenue. Would you be able to provide revenue by vehicle type for your individual office locations?
- YES → GO TO QUESTION 9
 - NO → Why not? _____ GO TO QUESTION 9

8. How do you track revenue? _____

GO TO QUESTION 13A

Time period

9. a. Do you track revenue for your different vehicles by different time periods?
- YES → GO TO QUESTION 9B
 - NO → How do you track revenue? _____ → GO TO QUESTION 10

9b. If yes, by what time periods?

- FISCAL YEAR → How long after the fiscal year is this information available? _____
When is this information available? _____
- CALENDAR YEAR → When is this information available? _____
- OTHER:(SPECIFY) _____
When is this information available? _____

10. 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 amount of revenues generated by:

10a. different types of vehicles (for example, sedan, minivan, limo, etc.)?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: _____
- OTHER/COMMENT: _____

10b. BLANK

11. If you were asked what **percentage** of your total revenue comes from different projects or individual engagements for a given reference period, how long do you think it would take you to compile the information for:

11a. different types of vehicles (for example, sedan, minivan, limo, etc.)?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: _____
- OTHER/COMMENT: _____

11b. BLANK

11c. How exact would your percentage be? (VERY, JUST AN ESTIMATE, ETC.)

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

12. a. Which would be easier for you, providing the actual annual revenue for different vehicle types or the percentage of your total revenue generated by different vehicles?

- ACTUAL ANNUAL REVENUE
- PERCENTAGE OF TOTAL REVENUE

12b. Please explain why you answered this way _____

GO TO QUESTION 14

Revenue compile

13. a. If you don't track the revenue associated with different types of vehicles, would you be able to compile that information if asked?

- YES
- NO → GO TO QUESTION 13C
- COMMENT _____

13b. 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 |
| • | • | • | • | • |
| Easiest | | | | Most Difficult |

GO TO QUESTION 14

13c. Why not? _____

13d. Is there anyone else who would be able to compile that information?

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

Employment

14. a. BLS is considering using revenue by type of vehicle to estimate the number of employees associated with the services provided by that vehicle. We want this employment estimate to account for all employee types, including drivers, logistics managers, administrative employees, sales and marketing employees, etc.

Do you think the amount of revenue could reasonably represent the employment associated with a particular type of vehicle? (FOR EXAMPLE, MY FIRM USES BOTH SEDANS AND LIMOUSINES. 70% OF THE REVENUE IS FROM SEDANS, SO 70% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH THE SEDAN TRANSPORTATION.)

- YES
- NO
- DON'T KNOW

14b. Please explain why you answered this way _____

15. BLANK

16. a. (IF QUESTION 6 IS YES, OTHERWISE GO TO 17) Would revenue by vehicle also be available for each office location?

- YES
- NO
- DON'T KNOW

16b. Please explain why you answered this way _____

17. BLS does not intend to publish information about vehicle types or revenue. If BLS asked you to provide the amount of total revenues accounted for by a particular type of vehicle, 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 explain? _____

Number of jobs by timeframe

18. a. If you were asked to estimate the percentage of your employees, including sales, marketing, administrative employees associated with each type of vehicle (sedan, limo, etc.) for a **given reference period such as your fiscal year or the calendar year**, would you be able to provide that information?

- YES → In what month of the year would that information be available?

_____ (FISCAL YEAR ONLY) How long after the reference period is that?

- NO → Why not? _____ GO TO QUESTION 22A

19. a. (IF QUESTION 6 AND 18A OR 18B IS YES) Would you be able to do this for each office location?

- YES
- NO
- DON'T KNOW

19b. Why is that so? _____

20. How long do you think it would take you to compile this information if asked in a survey?

- DON'T KNOW
- REFUSE
- TIME ESTIMATE GIVEN: _____

21. a. Which of the following would be easier for you, providing the annual revenue generated by different vehicles or providing the employment associated with different types of vehicles?

- REVENUE
- EMPLOYMENT
- BOTH EASY
- BOTH DIFFICULT

21a. Why is that so? _____

SKIP TO QUESTION 27

Job compile

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

- YES
- NO → GO TO QUESTION 22C

22b. 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
• • • • •
Easiest Most Difficult

SKIP TO QUESTION 27

22c. Why not? _____

22d. Is there anyone else who would be able to compile that information?

IF YES: Name: _____

Position/Department: _____

Phone: _____

SKIP TO QUESTION 27

One Product

23. BLANK

24. BLANK

25. BLANK

26. BLANK

Environmental information

27. Do you participate in the EPA SmartWay program?

• YES → WHY? _____

• NO → WHY NOT? _____

• DON'T KNOW

28. Do any of your vehicles operate solely on biofuels, ethanol or are hybrid vehicles?

• YES → A. Would you be able to provide revenue earned just by these vehicles?

• YES → WHY? _____

• NO → WHY NOT? _____

• NO → GO TO QUESTION 33

• DON'T KNOW → GO TO QUESTION 33

29. BLS does not intend to publish information about vehicle types or revenue. If BLS were to ask for revenue shares for vehicles using solely biofuels or ethanol, or are hybrids, would you be able to provide that information?

• YES

• NO

• DON'T KNOW

30. Do you think the amount of revenue earned by these vehicles could reasonably represent the employment associated with those vehicles? (FOR EXAMPLE, 30% OF OUR FLEET USE BIOFUELS ALL THE TIME WHILE THE OTHER 70% USE TRADITIONAL FUELS.

THEREFORE 30% OF THE FIRM'S TOTAL EMPLOYMENT IS ASSOCIATED WITH OPERATING THE BIOFUEL FLEET.)

- YES → WHY?
- NO → WHY NOT?
- DON'T KNOW

31. BLANK

32. BLANK

33. 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 or industry?

IF ANY QUESTIONS ABOUT GREEN DEFINITION, PLEASE DIRECT THEM TO www.bls.gov/green WEBSITE.

Closing

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