

**ID-10B-R: Renewables (Vendors, Installers, Project Developers): Residential  
OMB Control No. XXXXXXXXX**

*This interview guide is designed to provide direction to the interviewer to ensure that all relevant topics are explored to the extent possible and appropriate with the respondent. Note that our interviews are meant to be somewhat informal and open ended – not all topics will be covered in all interviews and we expect that some interviews will lead to the exploration of topics not included in this guide.*

*Information in [BRACKETS] will be customized to reflect the unique PA program [PROGRAM] and year of the PA offering [PROGRAM YEAR].*

**BACKGROUND INFORMATION (to be filled in prior to interview):**

Program Administrator Name:	
Year:	
BPAC Area	
2008 Budget:	
2008 Market Title Sampled	
2009-2010 ARRA budget	
2009-2010 ARRA Market Title Sampled	
Known programmatic activities prior to interview:	
Description of target markets:	
Structure of SEP/ARRA funded activities from informal discussions with SEP representative from first round discussions (from database)	
Contact Name:	
Contact Company:	
Contact Phone:	
Contact Disposition:	

**PART 1. INTRODUCTION**

My name is [INTERVIEWER NAME] from [INTERVIEWER ORGANIZATION]. The US Department of Energy’s State Energy Program has hired us to gather information on the results of efforts to promote the development of Residential renewable energy projects in [STATE] that received funding from the State Energy Program and the American Recovery and Reinvestment Act. This interview is being conducted as part of an evaluation of the State Energy Program being conducted by Oak Ridge National Laboratory on behalf of the U. S. Department of Energy.

The U.S. Department of Energy (DOE) would like to inform each individual that the information requested here is being solicited under the statutory authority of Title III of the Energy Policy and Conservation Act of 1975, as amended, which authorizes DOE to administer the State Energy Program (SEP). This information is being sought as part of a national evaluation of SEP, the purpose of which is to reliably quantify Program accomplishments and help inform decisions on future operations. The sole use of the information collected will be for an analysis of national-level Program impacts. Disclosure of this information is voluntary and there will be no adverse effects associated with not providing all or any part of the requested information.

The information from all respondents will be combined for analysis purposes and data will not be released in a way that would reveal an individual respondent. If you prefer not to answer a question, just let me know and we’ll go on to the next question. If you have any questions about this study, you can contact [MAIN STUDY CONTACT?].

**PART 2. QUALIFY THE RESPONDING FIRM/IDENTIFY THE APPROPRIATE RESPONDENT(S)**

Our understanding is that your firm is engaged in the engineering and/or installation of renewable technologies on single family homes and other residential facilities in [STATE]? Is that correct?

- Yes: CONTINUE
- No: PROBE FOR REASON FOR MISUNDERSTANDING. THANK, TERMINATE, AND CONSULT WITH STATE ENERGY OFFICE CONTACT

Through your professional activities, have you had the opportunity to observe the development of the market for customer-sited residential renewable energy projects in [STATE] over the past four years?

Yes – Correct person	[Continue]
No – Incorrect person	[Ask to speak with someone who has the relevant experience and view of the market] If no such person, thank, terminate, and substitute another vendor]

Your participation in this survey is voluntary, and your answers are confidential. The information from all respondents will be combined for analysis purposes and data will not be released in a way that would reveal an individual respondent. If you prefer not to answer a question, just let me know and we'll go on to the next question. The length of the interview varies from person to person, but most interviews last about 55 minutes. For quality control purposes, this call will be recorded and monitored. If you have any questions about this study, you can contact [\[ORNL CONTACT INFORMATION\]](#).

**PRIOR TO THE INTERVIEW, REVIEW THE DELIVERY ORGANIZATION'S CONTRACT AND WEB SITE TO GATHER INFORMATION TO ADDRESS THE FOLLOWING QUESTIONS. POSE THEM TO THE RESPONDENT ONLY IF NEEDED FOR VERIFICATION OR TO FILL IN MISSING INFORMATION.**

1. What are the primary services that your firm delivers?
  - a. TYPES OF TECHNOLOGIES SOLD, SUPPORTED INSTALLED
  - b. RANGE OF SERVICES PROVIDED: ENGINEERING, DESIGN, FEASIBILITY ASSESSMENT, PERMITTING, INSTALLATION, COMMISSIONING, MAINTENANCE.
  - c. PROJECT FINANCING OPTIONS PROVIDED OR BROKERED TO CUSTOMERS: LOANS, LOAN GUARANTEES, LEASES, POWER PURCHASE AGREEMENTS, PUBLIC GOODS INCENTIVES APPLICATIONS, ETC.
  
2. Roughly how many renewable energy systems did you install in homes and other residential facilities in [STATE] in 2011?
  - a. Number of solar installations: \_\_\_\_\_
  - b. Number of wind installations: \_\_\_\_\_
  - c. Number of Other (Specify: \_\_\_\_\_) \_\_\_\_\_



**PART 3: KNOWLEDGE OF AND EXPERIENCE WITH THE PROGRAM**

- 3. According to our records, can you confirm that you have been an ally of [PROGRAM NAME]?
- 4. IF 3 = YES:
  - a. When did you first hear of the program?
  - b. From what sources did you hear of the program?
- 5. To your knowledge, have you engineered or installed a residential renewable energy system that received support from [PROGRAM NAME]?
- 6. IF 5 = YES: How many such projects has your firm been involved in? Your best estimate will be fine.
- 7. IF 5 = YES: To your knowledge, what kinds of support did those projects receive from [PROGRAM NAME]?
- 8. IF 5 = YES: On a scale of 1 to 10, where 1 means “no importance” and 10 means “very important”, how important were the services provided [PROGRAM NAME] in convincing and enabling your customers to undertake the supported projects

ENTER 1 – 10, 99 FOR DK/REF: \_\_\_\_\_

- 9. IF 8 = 1 – 10, ASK: Why do you say that? PROBE SPECIFIC BARRIERS OR ISSUES THE SERVICES FROM THE SEP PA HELPED TO ADDRESS, HELP FROM OTHER PROGRAMS, PREDISPOSITION OF THE FACILITY OWNERS.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 10. In your opinion, what percentage of these projects would facility owners and developers have completed in the absence of the support from [PROGRAM NAME]?

ENTER PERCENT: \_\_\_\_\_%

- 11. What observations lead you to that estimate?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 12. Generally speaking, has the annual number of residential renewable projects your firm engineers and/or installs increased, decreased, or stayed about the same since [YEAR OF PROGRAM LAUNCH]?

- 13. IF 12 = INCREASED OR DECREASED: By approximately what percentage would you say the number of residential renewable projects has increased/decreased?

ENTER PERCENT, 999 FOR DK/REF: \_\_\_\_\_

- 14. Which factors or conditions do you believe most influenced the volume of residential renewable energy systems installed in [STATE] since [YEAR OF PROGRAM LAUNCH]? [DO NOT READ; MARK ALL FACTORS

MENTIONED]

- a. Electricity rates
- b. Federal tax laws and policies
- c. Changes in state rules and regulations related to renewables projects, such as interconnection and net metering
- d. Changes in public awareness of global warming and other environmental issues related to energy use
- e. Reduction in the costs of renewable energy equipment and installation
- f. Improved performance of renewable energy equipment
- g. [PROGRAM NAME]
- h. Programs offered by utilities and other sponsors

15. ASK IF [PROGRAM NAME] MENTIONED, ELSE SKIP TO 17: Compared to the other factors you mentioned, would you consider [PROGRAM NAME] the one with:

- a. The greatest influence on the volume of residential renewable energy project installations
- b. Among the most amount of influence
- c. Roughly equal influence as the others
- d. Somewhat less influence than the others
- e. Much less influence than the others
- f. DK/REF

16. ASK IF 15 = a – e: Why do you say that?

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17. IF [PROGRAM NAME] NOT MENTIONED IN 14, ASK: What was the main reason you did not mention [PROGRAM NAME] as a factor affecting changes in the volume of residential renewable projects installed in [STATE]?

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18. On a scale of 1 to 10 where 1 means “not at all favorable” and 10 means “very favorable”, how would you characterize the conditions for the development of residential energy projects in [STATE]?

ENTER 1 – 10, 99 FOR DK/REF: \_\_\_\_\_

19. IF 18 = 1 – 10, ASK: What factors would you say continue to constitute barriers to the development of residential renewable energy projects in [STATE]?

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20. IF 18 = 1 – 10, ASK: What rules, regulations, and market conditions would you say contribute to a favorable climate for development of residential renewable energy projects in [STATE]?

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21. IF ANY ANSWERS GIVEN TO 20, ASK: Are you aware of any activities that [STATE ENERGY OFFICE] has taken to promote rules, regulations, and market conditions that are favorable for the development of residential renewable energy projects in [STATE]? IF YES: What specific activities are you aware of?

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22. IF ANY ANSWERS GIVEN TO 21, ASK: On a scale of 1 to 10, where 1 means “not at all important” and 10 means “very important”, how important do you believe these activities have been to the development of regulations and market conditions that are favorable to the development of residential renewable energy projects in [STATE]?

ENTER 1 – 10, 99 FOR DK/REF: \_\_\_\_\_

23. IF 22 = 1 – 10: What factors lead you to give that rating?

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**Thank you for your time and insights**