

**ID-13A-R: Retrofits (Non-SEP Program Managers) 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 that received funding from the State Energy Program and the American Recovery and Reinvestment Act to promote the energy efficient retrofits of single family homes and other residential buildings in [STATE]. As part of that effort we are speaking with managers and administrators of programs offered by other organizations that sought to achieve similar objectives. 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.

## PART 2. IDENTIFY THE APPROPRIATE RESPONDENT(S)

These first few questions are meant simply to verify that we are speaking with the right person.

1. First, did your organization operate any activities to promote energy efficient retrofits of single family homes or other residential buildings between the beginning of 2008 and the present time?
  - a. Yes → CONTINUE
  - b. No → VERIFY THAT THE RESPONDENT IS SURE OF THIS INFORMATION AND REPORT TO STATE ENERGY OFFICE CONTACT
  - c. DK/Ref → ASK TO BE REFERRED TO SOMEONE WHO MIGHT KNOW
  
2. Have you been involved in the planning and management of those activities over the past two years?
  - a. Yes → CONTINUE
  - b. No → ASK TO BE REFERRED TO A PERSON WHO HAS BEEN SO INVOLVED

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. The length of the interview varies from person to person, but most interviews last about 50 minutes. For quality control purposes, this call will be recorded and monitored. If you have any questions about this study, you can contact [\[ORNL CONTACT INFORMATION\]](#).

## PART 3 – ORGANIZATION

**NOTE: FILL IN AS MUCH OF THE INFORMATION REQUESTED IN THIS SECTION AS POSSIBLE USING THE ORGANIZATION'S WEB SITE AND OTHER PUBLIC SOURCES. ASK QUESTIONS BELOW ONLY IF NEEDED TO VERIFY OR VALIDATE INFORMATION.**

3. What is the formal name of your organization? \_\_\_\_\_

4. Briefly, what is the overall mission of your organization?

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5. Can you briefly outline the range of activities your organization undertakes in pursuit of that mission?

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**PART 4 – ACTIVITIES RELATED TO THE SEP PA**

6. What specific activities did your organization take to promote energy efficient retrofits in single family homes and other residential buildings during the period 2008 – 2012?

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7. In what year did these efforts begin? \_\_\_\_\_

8. What were your responsibilities in regard to these programs?

9. I'd like to get a little more detail about the programs if I could.

a. Let's start with ACTIVITIES. PROBE:

MARKETING AND OUTREACH TO PARTICIPANTS

RECRUITMENT OF PARTICIPANTS

RECRUITMENT OF TRADE ALLIES AND OTHER DELIVERY PARTNERS

DELIVERY OF INFORMATION AND TECHNICAL SERVICES

PROVISION OF FINANCIAL SUPPORT: INCENTIVES, LOANS, LOAN GUARANTEES

INSPECTION, QUALITY CONTROL OF INSTALLED PROJECTS

b. What resources are being used to deliver the program? PROBE:

ORGANIZATION STAFF: NUMBER, TYPE, PERCENT OF TIME

STAFF OF OTHER AGENCIES OR ORGANIZATIONS: NUMBER, TYPE, PERCENT OF TIME

CONTRACTED SERVICES: PROBE NAME OF PROVIDER AND TYPE OF SERVICE, APPROXIMATE NUMBER OF CONTRACTOR STAFF OR SIZE OF CONTRACT

TECHNICAL SERVICES

FINANCIAL SERVICES

MARKETING SERVICES

ADMINISTRATIVE SERVICES

c. What are the sources of financial support for the program? PROBE:

SOURCES OF FUNDING

LEVEL OF FUNDING FROM EACH SOURCE IN THE MOST RECENT YEAR

OVERALL FUNDING LEVELS IN PAST YEARS/TRENDS IN FUNDING LEVELS AND SOURCES

ROUGH ALLOCATION OF OPERATING FUNDS TO KEY FUNCTIONS: MARKETING, TECHNICAL SERVICES, PROJECT SUPPORT, ADMINISTRATION

SOURCES OF PROJECT FUNDING: TYPE OF ORGANIZATION, MECHANISM (APPROPRIATION OF PUBLIC FUNDS, PUBLIC BENEFITS CHARGES, LOANS, LOAN GUARANTEES)

TYPE OF PROJECT FUNDING: LOANS, GRANTS, REBATES, LOAN GUARANTEES

AMOUNT OF PROJECT FUNDING: BY SOURCE AND TYPE

d. Could you summarize the results your program has achieved? PROBE:

NUMBER OF PARTICIPANTS ENROLLED

NUMBER OF UNITS OF SERVICE DELIVERED (AUDITS, WORKSHOP ATTENDANCE, ETC)

NUMBER OF INSTALLATION PROJECTS SUPPORTED

ESTIMATED SAVINGS FROM INSTALLATIONS SUPPORTED

18E. RESULTS VERSUS GOALS: Have you been able to achieve the level of results you targeted?

IF NO: What circumstances prevented you (are preventing you) from achieving those goals?

**PART 4. INTERACTION WITH SEP PA**

10. Are you aware of the efforts of [NAME OF STATE ENERGY OFFICE] to promote energy efficiency improvements in non-residential facilities?

- a. Yes → CONTINUE
- b. No → ASK IF THERE IS ANYONE ELSE WHO HAS BEEN INVOLVED IN THE PLANNING OF THE PROGRAMS WHO MIGHT BE FAMILIAR WITH THE STATE ENERGY OFFICE PROGRAMS? COMPLETE THIS SECTION OF THE INTERVIEW GUIDE WITH THAT INDIVIDUAL.

11. What is your understanding of the services and resources these programs offer?

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12. Did your organization and the [STATE ENERGY OFFICE] have any contact to plan, coordinate, or deliver programs that promote energy efficient retrofits in single family homes or other residential facilities?

- a. Yes → CONTINUE

b. No → SKIP TO QUESTION XX

13. Please describe how your organization and the [STATE ENERGY OFFICE] have worked together to plan or coordinate the efforts in this area.

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14. Do representatives of the organizations meet on a regular basis to review program accomplishments and plan future activities?

IF YES: How often does that occur?

15. Is there regular interaction among the organizations in delivering the program services?

IF YES: Could you describe that interaction for me?

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16. Why did your organization decide to work together with the [STATE ENERGY OFFICE] to plan and/or deliver programs to promote energy efficiency retrofits in single family homes and other residential facilities? PROBE:

- a. SEO's ability to deliver technical services
- b. SEO's contacts to key market actors or facility owners
- c. SEO's contacts and relationships with regulators and other government agencies
- d. SEO's access to funding for projects of interest to the respondent's organization
- e. Other (Specify) \_\_\_\_\_

17. Did your organization take into account the SEO's capabilities and resources in planning your activities to promote residential retrofits?

- a. Yes → ASK: Please describe how you took the SEO's capabilities and resources into account.

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b. No

18. If the opportunity to cooperate with the [STATE ENERGY OFFICE] had not been available, do you believe that your organization would now be offering programs to promote energy efficiency in single family homes and other residential facilities?

YES/NO

18a. Why do you say that?

19. If the [STATE ENERGY OFFICE] had not cooperated in delivering the program as it did, would your organization have changed the type of services it provides to promote energy efficiency retrofits in single family homes and other residential facilities?

YES/NO

IF YES, PROBE:

19a. How would your organization have changed the roster of services provided?

20. If the [STATE ENERGY OFFICE] had not cooperated in delivering the program as it did, would your organization have increased the level of resources used to promote energy efficiency single family homes and other residential facilities since 2008, decreased the level, or left it about the same?

INCREASED

DECREASED

LEFT THE LEVEL ABOUT THE SAME

DK/REF

IF INCREASED OR DECREASED, PROBE:

a. Why do you say that?

b. By what percentage would you have increased/decreased the amount of resources your organization allocated to promote energy efficiency retrofits in the residential sector?

## **PART 5: SEP INFLUENCE AND ROLE IN THE MARKETPLACE**

**IF THE RESPONDENT ORGANIZATION HAS COOPERATED WITH THE STATE ENERGY OFFICE IN THE DELIVERY OF SERVICES TO PROMOTE ENERGY EFFICIENCY RETROFITS, ASK THE QUESTIONS IN THIS SESSION.**

21. Do you believe that the program that your organization delivered with the [STATE ENERGY OFFICE] has had an impact on the long-term capabilities of homeowners and multifamily property owners in the state to

carry out energy efficiency retrofit projects?

YES/NO

- a. In what specific ways did your program contribute to that result?
  - b. Can you provide any examples of these kinds of results?
22. Do you believe that this program has had an impact on the long-term capabilities of equipment vendors, designers, contractors, and other firms on the “supply side” of the market to sell and install energy-efficient retrofit projects in residential facilities?

YES/NO

- a. In what specific ways did your program contribute to that result?
  - b. Can you provide any examples of these kinds of results?
23. Did your organization add any positions to carry out or administer the program(s) we have been discussing? Please include positions that may be split between a number of different programmatic and administrative activities.

IF YES:

- a. How many positions did your organization add?
  - b. How many FTEs were added in each of the following job classifications: administrative, technical services, professional, management?
  - c. How many of these FTEs will be retained after the current round of program funding?
  - d. IF c > 0: What sources of funding do you plan to use to sustain this (these) position(s)?
24. In the course of carrying out this program, has your organization developed any new capabilities or resources that will support the delivery of energy efficiency services to non-residential facilities in the future. PROBE:
- a. Contacts and relationships with market actors
  - b. Tools such as building analysis software
  - c. Project financing facilities such as loan funds, loan loss reserve programs, etc.
  - d. Technical education materials and curricula

**Thank you for your time and insights**