

**ID-10A-NR: Retrofits (Vendors, Installers, Project Developers): Non-Residential  
OMB Control No. XXXXXXXX**

*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 retrofits to increase energy efficiency in non-residential facilities 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 energy efficiency retrofits in non-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 energy efficiency retrofits in non-residential facilities 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 45 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 ENGINEERED, SOLD, SUPPORTED INSTALLED
  - b. RANGE OF SERVICES PROVIDED: ENGINEERING, DESIGN, FEASIBILITY ASSESSMENT, EQUIPMENT SALES , INSTALLATION, COMMISSIONING, MAINTENANCE.
  - c. PROJECT FINANCING OPTIONS PROVIDED OR BROKERED TO CUSTOMERS: LOANS, LOAN GUARANTEES, LEASESPUBLIC GOODS INCENTIVES APPLICATIONS, ETC.
2. How long has your organization been in business in [STATE]?
3. Roughly how many projects did you work on in [STATE] in 2011 that involved retrofitting or replacement of major electrical or mechanical systems in non-residential facilities motivated at least in part to reduce energy use?
  - a. Number of projects: \_\_\_\_\_
  - b. What types of technologies were most often involved in these projects?

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c. What types of facilities do you work in most frequently?

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

- 4. According to our records, can you confirm that you have been an ally of [PROGRAM NAME]?
- 5. IF 4 = YES:
  - a. When did you first hear of the program?
  - b. From what sources did you hear of the program?
- 6. To your knowledge, have you engineered or installed non-residential retrofits or equipment replacements that received support from [PROGRAM NAME]?
- 7. IF 6 = YES: How many such projects has your firm been involved in? Your best estimate will be fine.
- 8. IF 6 = YES: To the best of your knowledge, what types of projects received support from [PROGRAM NAME]?

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

- 9. IF 6 = YES: To your knowledge, what kinds of support did those projects receive from [PROGRAM NAME]?

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

- 10. IF 6 = 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: \_\_\_\_\_

- 11. IF 10 = 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.

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

- 12. 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: \_\_\_\_\_%

- 13. What observations lead you to that estimate?

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

- 14. Over the past year, what number [or percentage] of your firm's retrofit and replacement projects has been

motivated in part by a facility owner's interest in reducing energy usage? Has this annual number been increasing, decreasing or staying the same since [YEAR OF PROGRAM LAUNCH]?

15. IF 14 = INCREASED OR DECREASED: By approximately what percentage would you say the number of non-residential renewable projects has increased/decreased?

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

16. Which factors or conditions do you believe most influenced the volume of non-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. Customers' needs to reduce operating budgets
- d. Changes in public awareness of global warming and other environmental issues related to energy use
- e. Improved performance of energy efficiency equipment
- f. PROGRAM NAME
- g. Programs offered by utilities and other sponsors
- h. OTHER: SPECIFY \_\_\_\_\_

17. ASK IF [PROGRAM NAME] MENTIONED, ELSE SKIP TO 19: Compared to the other factors you mentioned, would you consider [PROGRAM NAME] the one with:

- a. The greatest influence on the volume of non-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

18. ASK IF 17 = a – e: Why do you say that?

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

19. IF [PROGRAM NAME] NOT MENTIONED IN 16, ASK: What was the main reason you did not mention [PROGRAM NAME] as a factor affecting changes in the volume of non-residential renewable projects installed in [STATE]?

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**Thank you for your time and insights**