

**ID-13B-R: Renewables (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 installation of renewable energy projects in single family homes and other -residential facilities 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 the installation of renewable energy projects in single family homes and other -residential facilities 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 75 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?

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

6. What specific activities did your organization take to promote installation of renewable energy projects in single family homes and other -residential facilities during the period 2008 – 2012?

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 FACILITY OWNERS AND DEVELOPERS

RECRUITMENT OF FACILITY OWNERS AND DEVELOPERS

RECRUITMENT OF TRADE ALLIES, INSTALLERS AND OTHER DELIVERY PARTNERS

DELIVERY OF INFORMATION AND TECHNICAL SERVICES TO FACILITY OWNERS AND DEVELOPERS

DELIVERY OF INFORMATION AND TECHNICAL SUPPORT TO INSTALLERS AND OTHER TRADE ALLIES

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

- e. 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. POLICY SUPPORT ACTIVITIES

PRIOR TO INTERVIEW, IDENTIFY ITEMS IN THE GRID BELOW THAT APPLY TO THE JURISDICTION USING INFORMATION AVAILABLE AT WWW.DSIREUSA.ORG/SUMMARYTABLES/RRPFE.CFM.

10. We understand that your [state legislature] and [regulators] have put in place statutes, rules, and regulations designed to facilitate the development of renewable energy facilities. FOR EACH OF THE LAWS OR REGULATIONS LISTED IN THE TABLE BELOW, ASK:

- a. Was your organization involved in advocating or providing technical support for the development or adoption of [LAW OR REGULATION]?

1)Yes
2)No
3)DK

- b. Could you briefly describe the activities your organization undertook to support the development or adoption of this [law, rule, regulation]?

- c. Were these organizations funded by the U. S. Department of Energy's State Energy Program or by ARRA funds received from the U. S. Department of Energy?

- 1)Yes
- 2)No
- 3)DK

ANSWER GRID FOR QUESTION 10

Law or Regulation	10a	10b	10c
Use of Public Benefits Funds to support renewable projects			
Renewable Portfolio Standard			
Net metering of renewable installations			
Interconnection rules to facilitate renewables projects			
Licensure of renewables installation contractors			
Certification of renewable energy equipment			
Access laws, such as provisions for solare easements			
Building codes that support renewable energy installations			
Mandates for utilities to off “green power” options			

11. What other organizations played important roles in advocating or providing technical support for the development and adoption of these laws and regulations?

12. IF THE STATE ENERGY OFFICE IS NOT MENTIONED, PROMPT: Did the [STATE ENERGY OFFICE] play a role in in advocating or providing technical support for the development and adoption of laws and regulations that facilitate renewable energy project development?

- a. Yes
- b. No
- c. Don't know

13. IF 12 = YES, FOR EACH LAW/REGULATION/RULE LISTED IN QUESTION 10 GRID ASK: In comparison to the work of other organizations, how would you compare the work the [STATE ENERGY OFFICE] did to support [LAW, REGULATION, RULE] in terms of importance to the its ultimate development and adoption. Would you say it was:

- a. Much less important
- b. Somewhat less important
- c. Of about the same importance
- d. More important

- e. Much more important
- f. DK/Refused

14. FOR EACH RESPONSE a – e TO QUESTION 13, ASK:Why do you say that?

ANSWER GRID FOR QUESTIONS 13 AND 14

Law or Regulation	13	14
Use of Public Benefits Funds to support renewable projects		
Renewable Portfolio Standard		
Net metering of renewable installations		
Interconnection rules to facilitate renewables projects		
Licensure of renewables installation contractors		
Certification of renewable energy equipment		
Access laws, such as provisions for solare easements		
Building codes that support renewable energy installations		
Mandates for utilities to off “green power” options		

PART 5. INTERACTION WITH SEP PA

15. Are you aware of the efforts of [NAME OF STATE ENERGY OFFICE] to promote installation of renewable energy projects in single family homes and other -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.

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

17. Did your organization and the [STATE ENERGY OFFICE] have any contact to plan, coordinate, or deliver programs that promote installation of renewable energy projects in single family homes and other - residential facilities?

- a. Yes → CONTINUE
- b. No → SKIP TO QUESTION XX

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

19. 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?

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

IF YES: Could you describe that interaction for me?

21. Why did your organization decide to work together with the [STATE ENERGY OFFICE] to plan and/or deliver programs to promote installation of renewable energy projects 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) _____

22. Did your organization take into account the SEO's capabilities and resources in planning your activities to promote installation of renewable energy projects in single family homes and other -residential facilities?

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

b. No

23. 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 installation of renewable energy projects in single family homes and other -residential facilities?

YES/NO

18a. Why do you say that?

24. 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 installation of renewable energy projects in single family homes and other -residential facilities?

YES/NO

IF YES, PROBE:

24a. How would your organization have changed the roster of services provided?

25. 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 installation of renewable energy projects in single family homes and other -residential facilities, decreased the level, or left it about the same?

Response	Mark One (1)
INCREASED	
DECREASED	
LEFT LEVEL ABOUT THE SAME	
DK/REFUSED	

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 non-residential facilities? Would you say its ...

Percent Category Increase/Decrease	Mark One (1)

Zero (0) To 19%	
21% to 40%	
41% to 60%	
61% to 80%	
81% to 100%	
DK/Refused	

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.

26. Do you believe that program that your organization delivered with the [STATE ENERGY OFFICE] has had an impact on the long-term capabilities of non-residential facility owners and developers in the state to develop renewable energy 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?

27. 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 non-residential and utility scale renewable energy 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?

28. 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)?
29. 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