

**ID-10A-R: Retrofits (Vendors, Installers, Project Developers): Residential
OMB Control No. 1910-XXXX**

Burden Disclosure Statement

Public reporting burden for this collection of information is estimated to average 35 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Office of the Chief Information Officer, Records Management Division, IM-23, Paperwork Reduction Project (1910-XXXX), U.S. Department of Energy, 1000 Independence Ave SW, Washington, DC, 20585-1290; and to the Office of Management and Budget (OMB), OIRA, Paperwork Reduction Project (1910-XXXX), Washington, DC 20503.

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 single family homes and other residential facilities in [STATE] that received funding in 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.

Your participation in this study 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. If you have any questions about this study, you can contact [MAIN STUDY CONTACT?]. If you have any questions about this study, you can contact [ORNL CONTACT INFORMATION].

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

Our understanding is that your firm is engaged in the engineering, sale and/or installation of energy efficiency retrofits in 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 energy efficiency retrofits in single family homes and other 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 60 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 exterior, electrical or mechanical systems in 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?

PART 3: KNOWLEDGE OF AND EXPERIENCE WITH THE PROGRAM

- 4. Have you heard 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 worked on projects 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: 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 your customers have completed in the absence of the support from [PROGRAM NAME]?

ENTER PERCENT: _____%

13. What observations lead you to that estimate?

14. Generally speaking, has the annual number of your firm's equipment retrofit and replacement projects that are motivated at least in part by the owner's interest in reducing energy use increased, decreased, or stayed about 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. Among the following factors or conditions, which do you believe influenced the volume of non-residential renewable energy systems installed in [STATE] since [YEAR OF PROGRAM LAUNCH]? 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. IF [PROGRAM NAME] MENTIONED, ASK: 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. IF 17= a – e, ASK: 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]?

Thank you for your time and insights