

Program Evaluation Topics & Questions Library for Contractors

Prepared by Research Into Action for the U. S. Department of Energy

This document provides a menu of initial questions for a program administrator or implementer to build on and use in developing a real-time evaluation survey to collect qualitative data from program contractors.

Instructions: Define your target group(s). Identify the topics which your program wants qualitative data on. Choose / define questions that you want to have answered. Use the matrix below as a starting point for developing a real-time evaluation survey tailored to your program design and needs.

Topic	Question
Company Description	How many employees work at your company?
	What types of equipment do you install? [With relevant pre-codes]
	What services do you provide?
	How much of this type of work had your company done before becoming involved in the program?
	How will/does this program fit within your existing business model?
	Does this program require you to change any of your established business practices?
Program Awareness	How did you first hear about the program/project?
	What motivated you to participate in the program/project? [Relevant precodes]
	Thinking back to the project orientation and considering your experiences since- how useful was the orientation on the following topics. Please answer on a scale of 1-5 with 1 being not at all useful and 5 being extremely useful. How useful was the information presented on: <ul style="list-style-type: none"> • Eligibility requirements for households to participate • How to accurately complete the paperwork
	Have there been any surprises for you in your experience with the program so far? <ul style="list-style-type: none"> • Anything unexpected about the participants? • Anything unexpected about the types of measures?

Topic	Question
Program Interaction	Have you interacted with program staff? <ul style="list-style-type: none"> • How responsive was program staff (1-5 scale) • Were you able to get any questions you had answered?
	Are there any additional resources the program could provide that would help you _____?
	Have you visited the program website? <ul style="list-style-type: none"> • Was the program website helpful?
Marketing	Have you used any of the marketing resources created by the program?
	What type of marketing have you done for the services you are offering through the program?
	Are there any marketing resources that could be useful to you?
	Are you using the “neighborhood sweep” approach? What are the benefits and drawbacks of this approach? [Probe: Does anything about this approach result in less profitable installs? Ex: people do the direct install measures but do not more forward with a complete project?]
Energy Advocates/Coaches/Advisors	Can you describe for me your typical interaction with the Energy Advocates? [How frequently, typical topics of conversation, scheduling?]
	What is your understanding of the role of the Energy Advocates?
	How do Energy Advocates support projects?
	Does the presence of Energy Advocates ever hinder projects?
Participation	Are there specific things you look for when assessing the likelihood that a <i>given participant</i> will ultimately agree to participate in the program? [These could be physical factors such as specific home features, or they could be social or economic factors that participants might reveal to the contractor.]
	What measures do participants most commonly want?
	Are there measures that participants are reluctant to consider?
	How long does it typically take to get commitment from the homeowner? [What is the shortest time you’ve seen, what is the longest?] Are there any factors that increase or decrease this time?

Topic	Question
Participation (continued)	In your experience, why do participants drop out (fail to move forward) <ul style="list-style-type: none">• How do you identify those that will not move forward? [When do you know? How do you deal with it?]• What is the most common reason people do not move forward?
	Do you know if or how the program intake process filters or prioritize those most likely to move forward?