

Sample Energy Efficiency Firm Survey

About the Energy Efficiency Market Transformation Project

From 2012-2013 the Massachusetts Institute of Technology's Community Innovator's Lab Green Economic Development Initiative (MIT GEDI) partnered with local government agencies¹ on an "action research" project to develop energy efficiency market transformation strategies for commercial buildings in each agency's region. The guidebook and accompanying materials (like this one) draw on this work to present how communities can formulate a commercial energy management market transformation strategy and suggests common policies, approaches, and tools to deploy such strategies. It is intended to support your community's ongoing economic development and environmental initiatives.

About this Resource

This sample survey provides a structured format for an online survey with energy efficiency firms as part of a region's energy efficiency market transformation strategy. The survey will ask firms about their existing work in energy and energy efficiency, their views on growing energy efficiency markets, and necessary credentials for professionals.

About the MIT CoLab Green Economic Development Initiative

MIT GEDI is a project of the Community Innovators Lab, a center for planning and development within the MIT Department of Urban Studies and Planning (DUSP), which focuses on advancing a socially just and environmentally sustainable economy. MIT GEDI conducts applied research; develops tools and resources for practitioners; disseminates knowledge; and partners with economic development organizations to design strategic planning initiatives intended to transform economic development practice. GEDI is generously supported by a grant from the Rockefeller Brothers Fund.



¹ City of Minneapolis, MN Department of Community Planning and Economic Development
City of Las Vegas, NV Office of Sustainability
City of Bellevue, WA City Manager's Office
County of Passaic, NJ
City of Cambridge, MA Community Development Department

Sample Energy Efficiency Firm Survey

This survey is part of [city/region's] effort to research energy service markets, and develop a strategy to grow markets for energy efficiency services for commercial buildings. As a local firm engaged in existing building energy efficiency services, we are interested in your company's work, your views on growing energy efficiency markets, and necessary credentials for professionals. This survey covers **firms that provide services to existing building owners and property managers to identify and/or implement energy saving measures.**

This survey should take about 10-15 minutes to complete. **Your individual response will remain confidential.** Responses you provide will not be attributed to you or your firm; they will only be used in aggregate.

Thank you for your participation!

How would you describe your firm? Please check all that apply.

- Engineering Firm
- Mechanical or Electrical Contractor
- Controls Contractor
- Commissioning/Retro-commissioning Firm
- Energy Modeling Firm
- Energy Services Company (ESCO)
- Energy Auditing Company
- Energy Software Development Firm
- Testing, Adjusting and Balancing Contractor
- Efficient Lighting & Controls - Designer or Contractor
- Other Please enter an 'other' value for this selection.

Approximately how many full-time equivalent employees does your firm employ?

What is your firm's approximate yearly revenue for 2013?

Approximately what percentage of your firm's revenue comes from existing building energy efficiency services?

- | | |
|-------------------------------|--------------------------------|
| <input type="radio"/> 0%-10% | <input type="radio"/> 51%-75% |
| <input type="radio"/> 11%-25% | <input type="radio"/> 75%-90% |
| <input type="radio"/> 26%-50% | <input type="radio"/> 91%-100% |

Approximately what portion of your firm's revenue comes from energy efficiency services for existing buildings located in the region?

- 0%-10%
- 11%-25%
- 26%-50%
- 51%-75%
- 75%-90%
- 91%-100%

What percentage of revenue does your firm receive from working on existing building energy efficiency services for the following property types? Additionally, how many projects did you undertake of this property type in 2013?

- Office- Class A
- Office- Class B
- Office- Class C
- Other Commercial (including retail)
- Industrial
- K-12 Schools
- Universities/Colleges
- Municipal/Government
- Hospitals/Healthcare
- Multifamily Residential
- Other

What existing building energy efficiency services does your firm provide? Please check all that apply.

- Energy efficiency design
- Energy efficiency product installation
- Commissioning
- Retro-commissioning
- Energy auditing
- Energy modeling
- Building management system creation or monitoring
- Measurement and verification
- Energy efficiency financing
- Other Please enter an 'other' value for this selection.

What types of agreements does your firm negotiate with owners and property managers for existing building energy efficiency services? Please check all that apply.

- Fee-for-service
- Energy performance contracting
- Energy service agreements
- Efficiency power purchase agreements
- Other Please enter an 'other' value for this selection.

Does your firm have a minimum contract size threshold, below which your firm will typically not undertake and EE project? If yes, please indicate the approximate minimum contract size in dollars.

What are the most common obstacle(s) for securing contracts for existing building energy efficiency services?

- Clients do not understand the energy savings potential of a particular proposal
- Clients are concerned about the cost of energy efficiency services
- Clients have no incentive to pursue energy efficiency projects because tenants benefit from energy savings
- Clients do not have staff with enough training to implement and/or maintain energy efficiency measures
- Clients' staff have sufficient training, but insufficient time & capacity to implement and/or maintain energy efficiency measures
- Utility/state/local incentives and programs offer insufficient monetary support for energy efficiency projects
- Utility/state/local incentives and programs are too complicated for participants
- Other

How does your firm originate clients for existing building energy efficiency services? Rank from the most (1) to the least (6) important.

Utility programs	___
Repeat customers	___
Referrals from past clients	___
Direct marketing	___
Partner businesses or firms	___
Other _____	___

Approximately what percentages of your firm's employees are of the following demographic categories?

Women	___
Asian/Pacific Islander	___
Black/African-American	___
Caucasian	___
Hispanic	___
Native American/Alaska Native	___
English as a second language	___

Which of the following credentials do employees at your firm have? Please check all that apply

- ACG: Certified Commissioning Authority
- ACG: Certified Commissioning Technician
- ACG: Energy Management Professional
- AEE: Building Energy Sustainability Technician
- AEE: Certified Building Commissioning Firm
- AEE: Certified Building Commissioning Professional
- AEE: Certified Energy Auditor

- AEE: Certified Energy Manager
- AEE: Certified Measurement and Verification Professional
- AEE: Energy Auditor in Training
- AEE: Energy Manager in Training
- AEE: Existing Building Commissioning Professional
- AEE: Government Operator of High Performance Buildings
- AEE: Master's Level Certified Building Commissioning Professional
- ASHRAE: Building Energy Assessment Professional Certification
- ASHRAE: Commissioning Process Management Professional Certification
- ASHRAE: Operations and Performance Management Professional Certification
- BCA: Associate Commissioning Professional
- BCA: Certified Commissioning Professional
- BOC: Level II
- BOC: Level I
- BOMI: Building Systems Maintenance Certificate
- BOMI: Systems Maintenance Administrator
- BOMI: Systems Maintenance Technician
- Energy Audit Institute: Commercial Energy Audit Certification
- GBCI: LEED AP Operations and Maintenance
- IFMA: Facility Management Professional
- IFMA: Sustainability Facility Professional
- NATE: HVAC Efficiency Analyst
- NEBB: Building Systems Commissioning
- NEBB: Retro-commissioning
- NEEI: Energy Management Certification
- State Licensed Professional Engineer
- TABB: Certified Commissioning Supervisor
- TABB: Certified Commissioning Contractor
- University of CA, DAVIS: Certificate Program in Energy Resource Management
- University of Wisconsin: Commissioning Process Authority Professional
- University of Wisconsin: Commissioning Process Manager
- University of Wisconsin: Commissioning Process Provider
- University of Wisconsin: Commissioning Process Technical Service Provider
- University of Wisconsin: Qualified Commissioning Process Provider
- Other Please enter an 'other' value for this selection.
- None

Of the credentials you checked above, which three do you believe are most important or valuable for your employees to obtain and maintain? If none, please enter “none.”

Please rank what training resources are most important for employees in your firm as they develop skills in existing building energy efficiency services. Rank from the most (top) to the least (bottom) important energy efficiency related resources.

- Certifications
- Training
- Seminars and Conferences
- Online Resources
- On the job training
- Apprenticeship programs
- Other

What are your firm's key workforce development challenges? Mark the following options on a scale of 1-5, 1 being not a barrier to 5 being a significant barrier:

- Recruiting & hiring candidates with appropriate skills/credentials _____
- Facilitating on-the-job training _____
- Retaining qualified personnel _____

Describe other workforce development challenges facing your firm.

For a senior energy efficiency position (e.g. a lead project manager), how many months would you estimate you search (or anticipate needing to search) to hire a suitable candidate?

For an entry-level energy efficiency position (e.g. support staff), how many months would you estimate you search (or anticipate needing to search) to hire a suitable candidate?

Which approaches does your firm use to recruit new employees for energy efficiency services? Please select all that apply.

- Career websites
- Recruiter
- Directories of credentialed staff
- Word-of-mouth/networking
- Competing firms
- Industry or trade associations
- Other

What are some of the major barriers to growing your firm's work in existing building energy efficiency services?

Do you have any additional comments or suggestions?

Thank you for completing our survey! We value your input.