

## **NYSERDA Market Characterization & Analysis (MC&A) Downstate Study Demand Response Providers**

### **Introduction**

The primary objectives of the Downstate Market Characterization Study are 1) to provide NYSERDA staff and their program implementation contractors with specific market information they can use to identify ways to increase NYSERDA program penetration in the downstate region and 2) to support the ongoing process evaluation to better understand downstate participation in NYSERDA's programs. The Demand Response survey is one component of the Downstate Market Characterization Study. The survey was designed by Summit Blue Consulting, LLC. The interviews were managed and conducted by APPRISE Incorporated.

### **Sample**

#### *Target Population*

The target population for the survey was New York City Demand Response Service Providers. Demand Response Providers work with electricity consumers to identify opportunities and establishing practices for participation in NYSERDA's Demand Response Programs.

#### *Sample Frame and Selection*

The sample frame for the survey was a listing of 44 Demand Response Providers accessed from the New York Independent System Operator (NYISO). Contact attempts were made with all 44 identified Demand Response Providers.

### **Data Collection**

#### *Overview of Data Collection Procedures*

The Demand Response Survey was administered as a structured in-depth interview with a NYSERDA project contact. APPRISE interviewers made contact with all 44 firms listed as active; they contacted the named businesses by telephone, worked with gatekeepers to identify appropriate respondents, and attempted to schedule interviews with the targeted respondents.

#### *Survey Instrument*

The survey instrument was designed to furnish NYSERDA program staff with a better understanding of the downstate Demand Response market. The instrument was comprised of open-ended questions. Information objectives included characterizing the downstate Demand Response market, learning about

the approaches used by Demand Response Providers to provide energy efficiency and green products and services to their clients, and to measure Demand Response Providers awareness of NYSEERDA and willingness to work with NYSEERDA to achieve broader uptake or relevant program offerings.

*Survey Administration*

Interviewers called Property Manager three times weekly during regular business hours. If the interviewer reached the contact’s voice mail, a message was left for the respondent. When the appropriate contact was reached, an interview was scheduled with the respondent. Analysts conducted the interviews by telephone and recorded the respondents’ verbatim responses in word processing documents. The study was fielded from September 30 to October 31, 24 business days, the length of time it took to meet the targeted number of completed interviews. Survey administration was approximately 35 minutes per completed interview.

Table 1 shows the final disposition of the sample.

**Table 1 – Survey Sample Disposition**

<b>Disposition</b>		<b>Number</b>	<b>Percent</b>
Complete	Complete	17	38%
	Partial	0	0%
Contacted	Refused	2	5%
	Not Completed	9	20%
Not Contacted	Quota Met	0	0%
Excluded	Duplicate	0	0%
	Contact no longer available	0	0%
	Information not available for contact	0	0%
	Unusable number	2	5%
	Not Eligible – Not Active Downstate	14	32%
<b>TOTAL</b>		<b>44</b>	<b>100%</b>

Table 2 shows the number of sampled cases, the number of completed interviews, and the response rate by sample stratum.<sup>1</sup>

**Table 2 – Nonresponsive Referred Survey Response Rate**

<b>Eligible Sample Size</b>	<b>Number of Interviews</b>	<b>Response Rate</b>
23	17	74%

*Coding*

Responses to each of the questions in the study were aggregated together in one document for analysis. For each of the questions, the responses were coded into specific response categories and tabulated for inclusion in the report.

**Reporting**

In the report, the analyst summarized the different responses furnished by the Demand Response Managers. When it appeared that different market segments existed among the Demand Response Providers, the analyst considered how responses related to the characteristic of that segment.

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<sup>1</sup> Eligible sample size is calculated by adding the number of eligible respondents to the number of cases where eligibility was unknown multiplied by the estimated eligibility rate.