

NYSERDA Market Characterization & Analysis (MC&A) Downstate Study Energy Service Companies (ESCOs)

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 ESCO 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 were was ESCOs that furnish electric service in New York City.

Sample Frame and Selection

The sample frame for the survey was a listing of ESCOs active in the downstate market that was downloaded from the Department of Public Service website. Contact attempts were made with all ESCOs registered to furnish electric service in New York City.

Data Collection

Overview of Data Collection Procedures

The ESCO Survey was administered as a structured in-depth telephone interview with a NYSERDA project contact. APPRISE interviewers made contact with all 33 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 ESCO market. The instrument was comprised of open-ended questions. Information objectives included characterizing the downstate ESCO market, learning about the approaches used by ESCOs to provide energy efficiency and green products and services to their clients, and to measure

ESCO awareness of NYSERDA and willingness to work with NYSERDA 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 22 to October 24, 25 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

Disposition		Number	Percent
Complete	Complete	14	43%
	Partial	0	0%
Contacted	Refused	2	6%
	Not Completed	10	30%
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	0	0%
	Not Eligible – Not Active Downstate	7	21%
TOTAL		33	100%

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

Table 2 – Nonresponsive Referred Survey Response Rate

Eligible Sample Size	Number of Interviews	Response Rate
22	14	64%

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 ESCO Managers. When it appeared that different market segments existed among the ESCO Providers, the analyst considered how responses related to the characteristic of that segment.

¹ 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.