

NYSERDA Market Characterization & Analysis (MC&A) Downstate Study Property Managers

Introduction

The purposes of the NYSERDA MC&A Downstate Study of New York City Property Managers were 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 extend the results of the recently completed process evaluation to better understand downstate participation in NYSERDA's programs. The survey of Commercial Building Property Managers 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 commercial building Property Managers who manage properties in New York City.

Sample Frame and Selection

The sample frame for the survey was a listing of the top twenty-five Commercial Property Managers ranked by square footage managed in New York City attained from Crain's New York Business. Together, the twenty-five firms represent approximately 430 million square feet of commercial property managed in New York City (including only the five boroughs). Nine other important Commercial Property Management firm names and contacts were provided by the New York Energy Consumers Council.

Data Collection

Overview of Data Collection Procedures

The Property Manager Survey was administered as a structured in-depth telephone interview with a NYSERDA project contact. APPRISE interviewers made contact with all 34 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 building market. The instrument was comprised of open-ended questions. Information objectives included characterizing the downstate building market, learning about the approaches used by Property Managers to provide energy efficiency and green building products and services to their clients, and to measure Property Manager 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 October 14 to December 18, 46 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	20	59%
	Partial	0	0%
Contacted	Refused	8	23%
	Not Completed	5	15%
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	1	3%
TOTAL		34	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
34	20	59%

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 Property Managers. When it appeared that different market segments existed among the Property Managers, 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.