



[Energy Client]  
**GREEN POWER**  
**In-person Focus Group Discussions**  
Moderator's Guide  
Moderator: Margaret R. Roller

*[NOTE: The purpose of these discussions was to examine energy residential customers' awareness and attitudes toward environmental issues generally and renewable energy specifically, as well as gauge their reactions to the client's proposed new green tariff concept. The client's name has been replaced throughout the guide with the word "client."]*

PRIOR TO THE DISCUSSION, GROUP PARTICIPANTS COMPLETE A SHORT QUESTIONNAIRE CONCERNING ENVIRONMENTAL ATTITUDES & BEHAVIOR

**Introduction**

General explanation of purpose, emphasizing that there are no "right" or "wrong" answers and the need for candid opinions

Explanation of microphones and one-way mirror, emphasizing that no one will be quoted or identified. Participants are given the opportunity to ask the moderator for further clarifications as to purpose, etc.

**A. Pre-Discussion Warm-Up...Answers to Questionnaire Items (Individual Response)**

1. In your opinion, how important are environmental issues today compared to five years ago?
2. Which issues or areas of the environment do you think are most important?
3. Do you think that you, personally, can have an impact on the environment or not? Can you make a difference?
4. What, if anything, do you do in your daily life that you feel addresses an environmental problem?
  - How long have you been doing this?
  - How often do you do this (daily, weekly, monthly)?
  - What impact do you think your behavior has on the environment (either locally or globally)?
5. What, if anything, prevents you from doing more or being more involved in environmental causes?
6. Are you a member of any environmental organization?

**B. Impetus for Environmental Concerns**

1. Before we move on, I am curious how you became environmentally conscious or concerned about the environment. What was the event or person that got you involved? [MODERATOR PROBES FOR SPECIFICS]

**C. Most Important Issues & Consumer/Corporate Responsibility**

1. Let's talk some more about the environmental issues you consider to be most important. As we went around the table I heard [MODERATOR MAKES A LIST ON THE EASEL OF ISSUES MENTIONED IN SECTION A]?
  - Is this an exhaustive list? Are there issues missing from this list that are important to you?
  - How would you prioritize this list? What issues do you consider to be more important than others? What makes you say that?
    - On what basis do you prioritize these issues? What are the things you consider?
2. I also heard as we went around the table various ways you are dealing with these issues. Some of the things you are doing include [MODERATOR MAKES A LIST ON THE EASEL OF ISSUES MENTIONED IN SECTION A]. What am I missing? What are other things you are doing or buying or involved with related to environmental issues?
  - How do these activities positively impact the environment?
3. Do you think you are doing all you can related to these environmental issues?
  - What more would you like to do?
  - What is stopping you from doing more? What would help you do more?
4. Do you think commercial and industrial companies are doing everything they can to deal with environmental issues? Explain.
  - Which companies are doing to the most in this area? What are they doing?
  - Which companies could be doing more? How so?

**D. Energy Company & Energy Consumer Involvement [AS APPROPRIATE BASED ON EARLIER DISCUSSION]**

1. Let's focus now on energy companies. When you think of environmentally-conscious energy companies, what names come to mind? [FOR EACH COMPANY MENTIONED...]
  - What has this company done to better the environment?
  - How do you know this? How has this been communicated to you?
  - Is this company doing everything it can? What more should this company do?
2. How much of the 'burden' regarding these environmental issues should be shared by the energy company and the consumer? Should the energy company assume the entire burden, or how much is the responsibility of the consumer?

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**D. Energy Company & Energy Consumer Involvement (cont.)**

3. What, specifically, do you do related to your energy consumption to help the environment? **[THIS MAY INCLUDE A DISCUSSION OF THE ENERGY CLIENT'S PROGRAM]**
  - Are you aware of how much electricity you use? Do you monitor your use? How so?
  - Would you say your use is more, less, or about the same compared to your neighbors?
  - [AS TIME PERMITS] Are you aware of CLIENT's Home Energy Calculator? Has this/could this be useful in helping reduce energy consumption and save money?
4. Is there any kind of product or service or program that an energy company could offer you that would make you feel you were doing more for the environment?
  - What would that product/service/program look like? Explain the idea.

**E. Green Power, Renewable Energy, & Green-E [AS APPROPRIATE BASED ON EARLIER DISCUSSION]**

1. What, if anything, do you think of when I say "green power"? Give me examples.
  - Are there companies providing green power?
  - What does it mean to provide green power? Give me a definition.
2. What about "renewable energy"? What is a renewable energy (RE)?
  - Is this the same or different from green power (GP)?
  - Give me a definition of renewable energy.
3. What do you think are the most important or viable sources of GP/RE\*?
  - What are the greatest sources of GP/RE in the U.S.? What will it be in 5 years?
  - Why are some more viable than others?
  - Are some more expensive than others? How about compared to coal, nuclear, oil, gas?
4. As far as you know, do energy companies rely on green power or renewable energy? How so?
5. Can you opt for green power or renewable energy with any of your energy providers?
  - Does having this option matter to you? Explain.
6. Do you think energy companies should provide you with this choice?
  - Is it worth an additional fee or premium price? Why/why not?
  - How much would you be willing to pay to contribute to GP/RE?
  - How could an energy company motivate you to opt-in for GP/RE? What would the company have to do or communicate to you?
    - How important is it that the GP/RE be generated in STATE? Would you pay more for STATE-produced GP/RE? How much more?
7. Are you aware of a certification program called Green-e? What is the program/what does it do?
  - Have you seen the Green-e logo? What does it mean/signify?
  - Have you made purchases because of this certification? Give examples.
  - How more likely would you be to make a purchase because of Green-e?

\* Moderator does not say "GP" or "RE" but rather "green power" and "renewable energy."

**F. CLIENT Green Tariff Concept**

1. I want to spend the rest of this evening discussing a new idea. I brought with me a statement I want to read. Immediately after I read this statement, I would like you to write down your interest in the idea. Just based on this brief description, I would like you to write down '1', '2', '3', or '4' with '1' meaning you would be very interested in this idea and '4' meaning you would not be at all interested. **[MODERATOR READS STATEMENT & THEN CONDUCTS OPEN DISCUSSION]**
  - What is your interpretation of what I read? Explain to me the idea in your own words.
  - What, if anything, did you particularly like about this idea?
  - What don't you like or do you find confusing?
  - What would be the primary questions or issues you would have in reaction to this?
  - Do you think this would require you to do something differently?
  - Would it have an impact on the heating and cooling of your home? How so?

**Three primary areas of probing are the:**

  - Core idea in the program concept
  - Calculation of the premium charge – type of RE + the level of participation
  - Use of RECs/certificates
2. How much or what percentage of your total energy would you want to contribute to renewable sources?
3. How much more per month would you be willing to pay for this GP/RE?
  - Would you be willing to pay more for one type of GP/RE mix vs. another?
4. Use of RECs/certificates
  - Are you aware of RECs? What are they? How do they work?
  - Do you think of RECs as equivalent to CLIENT creating its own GP/RE?
  - Why do you think CLIENT would use certificates to purchase GP/RE?
5. What, if anything, would you expect to see as a result of participating in this program?
  - Documentation certifying that the Company has made the investment?
  - Would you expect to see tangible evidence, such as windmills, solar panels?
    - How quickly would you expect to see this evidence?
  - Would you expect news updates or articles on GP/RE?
    - What topics would be of interest?
    - Topics directly related to what is happening in STATE or at CLIENT?
6. How would you prefer to learn about and participate in this program?
  - Company representative on the phone?
  - Online?
    - Do you currently pay your bills online?
  - Through the mail?

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**F. CLIENT Green Tariff Concept (cont.)**

7. [AS TIME PERMITS] Why would CLIENT be offering such a program?
  - Is this something you would expect CLIENT to do? Why/why not?
  - Are you aware of the Renewable Portfolio Standard (RPS) that passed in STATE last year?
    - Are you in favor of this legislation?
    - What if this costs you (the consumer) more compared to conventional energy sources, is it worth it? What makes you say that?

**G. Wrap-Up: Interest Level & Preferred Communication**

1. As the last thing we do, I would like you to think about all the areas we discussed this evening and particularly the GP/RE program idea from CLIENT. I would like you to write down your answer to two questions: 1) If this idea was offered today, how likely would you be to enroll in the program? and, 2) If you could enroll in the program online (on the Web), how likely would you be to enroll online and where on the CLIENT Web site – that is, Billing or Energy Conservation or Account Management or somewhere else – you would expect to find information and enrollment for this program? And what could CLIENT do to simplify or make this part of the Web site most useful for you?
2. I would like to quickly go around the table and hear how you answered these questions. **[MODERATOR GOES AROUND THE TABLE AND HEARS FROM EACH PARTICIPANT (PROBING FOR CLARIFICATION OF RESPONSES)]**

**Moderator asks for further comments, then thanks and dismisses the group.**