

**PART 2: Future of the Strategic Plan**  
**Individual Stakeholder Research Guide 11.29.10**

**A. Objective**

Interview 20-25 active influencers and implementers, using a series of questions to help answer: “What are the needs for the success of the Strategic Plan?”

**B. Interviewee:** Redacted

**C. Questions**

**Energy Efficiency**

- What are the most important drivers for EE, in your opinion?
  
- What are the most important EE programs?
  
- What do you think are the market barriers to advancing energy efficient products and practices in your industry?
  
- What do you think of current ways engage people, companies in EE (i.e., rebates, etc.)

**The Strategic Plan**

- How do you define the Strategic Plan?
  
- What is the value of the Strategic Plan to the state?
  
- Is the Strategic Plan scalable? If so, how?
  
- Of some of the models being discussed (e.g., “CEEA” from D. 08-09-040), what do you think is most promising to achieve the goals of the Plan? Why?
  
- If a new organization was set-up to support the Strategic Plan and address the challenges you’ve mentioned, what type of entity would you envision?
  
- What would be some of the responsibilities?

- Is there an existing organization that comes close to this profile? What would be the modifications to the role?

### **Challenges to Success**

- What are the key challenges facing the Strategic Plan?
- In your view, what are some ways to overcome these challenges?
- What is the most important of these?
- What do you think are the perils of failure of the Strategic Plan?

### **Strategic Plan Day-to-Day**

- How much of your time is currently devoted to the Strategic Plan (%)?
- Can you please describe the type of work?
- What are some of the key things that you would like to do to further the Plan that you don't have enough time to do currently?
- If you had resources, what are the top 3 things you'd like to do to help advance the Plan?
- What are the type of resources that would be most helpful (e.g., money, assistant, etc.)

### **Lessons Learned/Best Practices**

- What are the most important resources (e.g., people, capacity/skill) for the Plan?
- What are the most important relationships (e.g., other agencies, stakeholders) for the Plan?

- Who are top 3-5 people to keep involved in the future of the Strategic Plan?
- What questions haven't I asked - but should - to get the full picture of the needs for the Plan's success?