

# Populations, Activity and Emissions of Diesel Nonroad Equipment in EPA Region 7

## Cognitive Interview Script Appendix AM

Assessment and Standards Division  
Office of Transportation and Air Quality  
U.S. Environmental Protection Agency

Prepared for EPA by  
Eastern Research Group, Inc. (ERG)  
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## **Appendix AM          Cognitive Interview Script**

Welcome, thanks and intro: we appreciate your time, we're here to get your reactions and opinions to several things related to the EPA Nonroad Equipment Study. I'm taping our conversation so we can write an accurate report of our findings.

First, let me explain the survey process. Construction business owners will receive a letter like this one [SHOW THEM LETTER]. Following receipt of the letter, one of our survey experts will call to conduct a brief phone survey.

1. I'd like you to take a moment to read the letter and share with me your reactions to it, but it would be really helpful if you would talk to me as you're reading it. For example, what catches your eye first, what are you thinking as you're reading it.

[IN THIS EXERCISE, RESPONDENT TALKS THROUGH HIS/HER REACTION TO THE LETTER.]

2. Did you notice the letterhead? WE WANT TO PROBE ON WHETHER OR NOT HAVING THE EPA LOGO IS POSITIVE OR NEGATIVE. IF THEY DON'T MENTION ANYTHING ABOUT EPA ASK: This letter will come from EPA. Would that have a positive or negative impact on your decision to participate in the study? IF HAVING EPA IS NEGATIVE: What is your feeling about having the letter come from a third-party independent research firm...would that have a positive or negative impact?

3. Do you have any suggestions for improving the letter?

4. [IF THEY DON'T MENTION TRADE LOGOS DURING TALK ALOUD EXERCISE] I'd like to hear your thoughts about the inclusion of the trade association logos. Is having those logos important in terms of your decision to participate in the study? [WHY OR WHY NOT?]

5. In the letter and FAQ sheet, we referred to the equipment as "non-road equipment" – is there another term that others in the construction industry would understand? What is the best term to use?

6. Was there anything in the letter, FAQ sheet or survey you took previously –such as wording or something we asked – that you thought was unusual or odd?

7. Who do you think this letter should come from? Who should sign it? [MENTION AN EPA OFFICIAL WILL SIGN THE LETTER] Should it be signed by someone from EPA headquarters or someone locally in Kansas City? Should the survey contact information list a contact at EPA as well? Should it also list the NuStats contact?

8. Our sample design is based upon the assumption that construction companies with a large number of employees (say, 50, 100 or more) would also have a large equipment

fleet; similarly, companies with fewer employees (say, 10 or less) would have fewer pieces of equipment. Do you think this is an accurate assumption?

This research project is designed to improve the methods and tools used to estimate emissions from nonroad equipment. It is a pilot study in that it is integrating statistical sampling techniques, the latest technology, and rigorous quality assurance to characterize in-use, real world emission from 50 nonroad diesel engines.

You participated in the first phase of the study in which we are interviewing about 500 companies about their construction equipment.

In the second phase, we will conduct a similar survey with companies, but also recruit them to allow us to conduct a complete inventory of their equipment fleet and then select one piece of equipment to be installed with a portable on-board instrument that will be used to measure the exhaust emissions and use.

The equipment is non-intrusive and when installed and operating, it will not affect performance nor will it introduce safety concerns and it will not impact any equipment manufacturer warranties. Installation and removal would be done by a trained technician during non-working hours.

9. Given this description, I'd like to hear your thoughts and reactions to the study.

10. Would you participate in the second phase of the study? Why or why not?

11. [IF NOT ALREADY MENTIONED] Is there additional information you need to make a decision? What?

12. If we were able to compensate you or your firm for your time and assistance, might that influence your decision to participate? Why or why not?

We are considering offering compensation to participants. This could be in the form of cash given directly to the key contact or a non-monetary option such as a gift certificate for an employee lunch or a cash donation made to a trade association in your company's name to go towards education.

13. Based on your understanding of this study, what do you think would be an appropriate compensation mechanism?

CASH? What amount? Who should it go to?

EMPLOYEE LUNCH?

DONATION TO CHARITY OR TRADE ASSOCIATION?

OTHER?

14. What is the best way to describe this compensation (incentive) to motivate other firms like yours to participate?

[Need to answer these questions for EPA: 1. How to express the issuance of the incentive? and 2. How to best recruit the establishment into instrumentation?]

15. IF PREVIOUSLY SAID THEY WOULDN'T PARTICIPATE. If offered one of these forms of compensation, would that change your decision to participate?

In conducting the inventory/instrumentation portion of the survey, we are working through companies that exclusively prime contracting work—not those firms that exclusively subcontract to firms that prime. However, during the inventory and instrumentation stage, we realize that some equipment on site may belong to firms that subcontract through the prime contractor who gave us permission to inventory and or instrument all equipment on the work site.

16. Do you think this will be an issue when we conduct the inventory/instrumentations? Will the permission granted by the prime contractor be accepted by most subcontractors working on the site?

17. How, if at all, does this affect any incentive that might be offered?