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## Clean Cities | Foundational Brand Research **Stakeholder IDI Discussion Guide**

1.19.2023

### **PREAMBLE**

Thank you for participating in this interview. My name is [LMD INTERVIEWER], and I am [TITLE] at LMD. I'm conducting this research effort on behalf of the Vehicles Technologies Office.

Our conversation today will focus on your opinions about the current Clean Cities brand. As you know, a brand is much more than a logo—it encompasses all of the associations, feelings, and experiences a person has with an organization or product. So, please keep this in mind throughout our conversation.

Ultimately, our goal is to use research findings to ensure that the brand stays relevant to its audiences and aligned with the program's mission.

Feel free to speak openly and candidly. There are no wrong answers, and your responses will be kept anonymous. We will not attribute anything you say to you or quote you directly.

With your permission, I'll record this interview so that I can refer to it later. Is that ok? [YES/NO] I will [also] type notes while we talk.

Before we begin, I'm required to provide you with the Paperwork Reduction Act Burden Disclosure Statement. This disclosure statement has been sent to you via email, but I will share my screen so that you can read the statement. Just let me know when you're finished reading.

[SHOW THE STATEMENT ON THE FOLLOWING PAGE:]

## **Paperwork Reduction Act Burden Disclosure Statement**

### **OMB Control Number 1910-5160**

This data is being collected to gain insights about the Clean Cities brand, assessing stakeholder satisfaction with the brand, identifying opportunities for Clean Cities to improve service delivery, and determining if the program needs to be rebranded to increase program awareness and adoption.

The data you supply will be used to inform a brand strategy that leverages the equity and strengths of the Clean Cities brand to increase program awareness, reach, participation, and support.

Public reporting burden for this collection of information is estimated to average one hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to Office of the Chief Information Officer, Enterprise Policy Development & Implementation Office, IM-22, Information Collection Management Program (1910-5160), U.S. Department of Energy, 1000 Independence Ave SW, Washington, DC 20585; and to the Office of Management and Budget (OMB), OIRA, Paperwork Reduction Project (1910-5160), Washington, DC 20503.

Notwithstanding any other provision of the law, no person is required to respond to, nor shall any person be subject to a penalty for failure to comply with a collection of information subject to the requirements of the Paperwork Reduction Act, unless that collection of information displays a currently valid OMB control number.

Submission of this data is voluntary.

**The expiration date of this collection (1910-5160) is February 28, 2023.**

## QUESTIONS FOR CURRENT STAKEHOLDERS

1. Tell me about your organization—what is your focus and your mission?
2. Describe your involvement in/relationship with Clean Cities at the federal level and/or with local coalitions.
  - How long has your organization partnered with Clean Cities?
  - Why did you decide to partner with Clean Cities?
  - Who do you think Clean Cities' competitors or peers are?
3. How would you describe the current Clean Cities brand? PROBES:
  - What characteristics, adjectives, and/or images come to mind?
  - What do you think of when you hear the words "Clean Cities"?
4. What would you say are Clean Cities' mission and goals?
5. What do you think are Clean Cities' strengths? PROBES:
  - What problem or challenge does Clean Cities solve? For the public? For your organization? For your community?
  - What does Clean Cities do or offer that is unique, notable, and/or valuable?
6. What are Clean Cities' greatest challenges? How do you think it can overcome these challenges?
7. Who do you consider to be Clean Cities' competitors? What do you think they do differently or better than Clean Cities?
8. What do you think the perception of Clean Cities is—among other stakeholders, the public? Do you think it's favorable, neutral, unfavorable?
9. What do you think is the most important thing for other stakeholders and the public to know about Clean Cities?
10. What do you think is the best way to raise awareness about Clean Cities and its mission? How do you prefer to receive information about Clean Cities?
11. What suggestions do you have for improving Clean Cities' brand?

Any final thoughts or suggestions before we conclude? Anything we didn't cover that you'd like to add?

Thank you for your time!

## QUESTIONS FOR PROSPECTIVE STAKEHOLDERS

1. Tell me about your organization—what is your focus and your mission?
2. Describe your involvement in/relationship with Clean Cities at the federal level and/or with local coalitions. PROBES:
  - How did you hear about Clean Cities, and what do you know about Clean Cities, specifically its mission and goals?
  - Have you considered partnering with Clean Cities? What factors influence your decision to partner with Clean Cities?
3. How would you describe the current Clean Cities brand?
  - What characteristics, adjectives, and/or images come to mind?
  - What do you think of when you hear the words “Clean Cities”?
4. What do you think are Clean Cities’ strengths? PROBE:
  - What does Clean Cities do or offer that is unique, notable, and/or valuable?
5. What are Clean Cities’ greatest challenges? How do you think it can overcome these challenges?
6. Who do you consider to be Clean Cities’ competitors? What do you think they do differently or better than Clean Cities?
7. What do you think the perception of Clean Cities is—among other stakeholders, the public? Do you think it's favorable, neutral, unfavorable?
8. How can Clean Cities help your organization accomplish its goals?
9. What information would be helpful to you to learn more about Clean Cities? How would you prefer to receive information about Clean Cities?

Any final thoughts or suggestions before we conclude? Anything we didn't cover that you'd like to add?

Thank you for your time!