### **Standard Operating Procedure for Street Interview Team**

Ensure a structured and effective approach to conducting street interviews, engaging the public, and promoting awareness and education about Bitcoin and related concepts

#### **Team Roles:**

1. **Cameraman**
2. **Interviewer**
3. **Candid Audience Engager**

#### **Preparation:**

1. **Equipment Check:**
   * Camera: Ensure it is charged and has enough memory space.
   * Microphone: Check for clarity and battery.
   * Prop Sign: Ensure the pill-shaped sign is clean and clearly displays the numbers on both sides.
2. **Props and Materials:**
   * Pill-shaped sign with numbers (Orange side: 10, 42, 101, 151, 180, 270, 369, 451; Green side: 444, 800, 1492, 1971, 2009, 2100, 5040, 8128)
   * List of interview questions
   * Consent forms for participants
3. **Location Scouting:**
   * Choose a location with good foot traffic and minimal background noise.
   * Ensure there is enough space for the team to operate without obstructing pedestrians.
     1. Suggested locations
        1. DC
           1. DC Mall
           2. Meridian Hill Park
           3. Navy Yard
        2. MD
           1. Silver Spring
           2. Bethesda
        3. VA
           1. Ballston - Wilson Blvd
           2. Crystal City - Long Bridge Park

#### **Prop Sign Numbers:**

**Orange Side:**

| **Orange Side:** | | **Green Side** | |
| --- | --- | --- | --- |
| **Number** | **Description** | **Number** | **Description** |
| 10 | Target block length | 444 | Harshad (divisible by the sum of its digits) *Incunabula* |
| 42 | Answer from "Hitchhiker's Guide to the Galaxy" | 808 | Gunpowder invented / Drum Machine |
| 101 | Basic course number | 1492 | Columbus sails the ocean blue |
| 151 | Number of first-generation Pokémon | 1971 | End of the Gold Standard |
| 180 | Number of fiat currencies in the world | 2009 | Genesis Block |
| 270 | Electoral college votes | 3008 | Boom Boom Pow |
|  |  | 8128 | Highest perfect number (its divisors add up to 8128) |
| 451 | "Fahrenheit 451" | 9000 | Power Level |

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#### **Interview Process:**

1. **Approaching Participants:**
   * The Candid Audience Engager approaches potential participants with a friendly demeanor.
   * Briefly explain the purpose of the interview and show the prop sign.
   * Obtain verbal consent and have participants sign consent forms if they agree to be recorded.
2. **Conducting the Interview:**
   * The Cameraman sets up and starts recording.
   * The Interviewer introduces themselves and the participant.
   * The Interviewer explains the concept of the Bitcoin Pill (orange) vs. the Green Bill (green) and shows the sign.
3. **Asking Questions:**
   * The Interviewer asks questions designed to test public awareness of various concepts within the two categories (Bitcoin-related and general knowledge).
     1. Brainstorming Questions

| Questions | Correct Answer |
| --- | --- |
| What is the average length of time between bitcoin blocks supposed to be? | 10 minutes |
| How many blocks are there between difficulty adjustments? | 2100 Blocks |
| When did the Bitcoin Blockchain start? | Jan 3, 2009 |
| What is the current price of 1 Bitcoin? | x |
| What percentage of bitcoin hashpower utilizes renewable energy? | 55% |
| How many cents does a kwh cost where you live? | 15-17 cents |
| What is the value of 1 SREC (Solar Renewable Energy Credit) (varies across DMV) | $420, $40, $35 |
| How many kwh of renewable energy are needed to earn one SREC? | 1000 |
| In what year does the Clean Energy DC Omnibus Act of 2018 set the goal of utilizing 100% supply of renewable energy? | 2032 |

* + The participant selects a number on the sign that represents their answer or knowledge level.
  + The Interviewer provides context or additional information based on the participant’s choice to educate and engage further.

1. **Engaging the Audience:**
   * The Candid Audience Engager interacts with bystanders, explaining the activity and encouraging them to participate.
   * They also manage crowd control and keep the energy high.
2. **Concluding the Interview:**
   * The Interviewer thanks the participant and provides them with any additional materials or information about Bitcoin.
   * Ensure participants know how to access the recorded interview if they are interested.

#### **Post-Interview Procedure:**

1. **Review Footage:**
   * The Cameraman reviews the footage to ensure clarity and quality.
   * Edit the footage as needed to create engaging content for social media or other platforms.
2. **Data Collection:**
   * Compile answers and any notable insights or patterns.
   * Use this data to adjust future questions or improve the engagement process.
3. **Feedback and Improvement:**
   * Team debriefs after each session to discuss what worked well and what could be improved.
   * Update the SOP based on feedback and experiences.

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