

MassSave Home Energy Update: RFP, Lead Vendors, and Contractors

Summary of Objectives for 2011



Primary Objectives

A market model that:

- Employs a consistent, convenient process that delivers high quality installations for customers
- Engages qualified contractors to support the delivery of energy efficiency services to help customers achieve deeper savings
- Supports and motivates contractors to provide new lead generation and follow-through to ensure the installation of major measures
- Emphasizes a focus on sales and multiple major measure installations, not just energy assessments

Overall Objective: More Comprehensive Projects

- Assessments are the means to the end of getting major measures installed
- A primary determinant of the model's success will be improving the percentage of assessments that result in major measure installations and deeper savings for customers
- Not simply one-size-fits-all – variety of customers means a variety of approaches.