

Hard-to-Reach/Serve Customers

Mass Save[®] Home Energy Services

Charette

Spring 2011

Overview

synthesize lessons learned by community groups currently engaged in direct customer outreach with HTR segments in the Mass Save® Home Energy Services program. Data collected will be assessed for potential integration into program design.

Information from community groups currently in the

Administrators

Consultants

vendors

Draft Agenda

- Define HTR segments
- Identify existing barriers to participation
- Develop proposals to address barriers
- Identify opportunities and challenges associated with proposed solutions
- Prioritize
 - Short-term (2012)
 - Long-term (2013-2015)