

**Council Priorities and Key Actions for 2010**  
 March 9, 2010 (working revised draft for Council consideration)

Priorities and Key Actions	2010 Activities and Council Priorities
<p><b>Program Development, Integration, Infrastructure, and Implementation</b></p> <ul style="list-style-type: none"> <li>- Development and implementation of 2010 programs and enhanced program strategies</li> <li>- Integration of electric and gas programs</li> <li>- Contractor infrastructure, jobs development, contractor RFPs, and training</li> <li>- <b>Job retention, job growth, and economic development</b></li> <li>- Customer impact, including but not limited to reaction to the plans, participation in the programs, and bill impacts (general effects of the plans on customers)</li> </ul>	<p>Complete early development, launch/implement, and review/monitor/QC the five programs with the highest savings and net benefits:</p> <ul style="list-style-type: none"> <li>- MassSAVE/RCS</li> <li>- Residential Lighting</li> <li>- C&amp;I New Construction</li> <li>- C&amp;I Large Retrofit</li> <li>- C&amp;I Small Business</li> </ul> <p>(Per the three-year electric Plan, these five programs provide 86% of the 2010 benefits and 91% of 2010 net benefits, and account for 75% of the 2010 TRC costs)</p> <p>Complete development, launch/implement, and review/monitor/QC the other programs and program strategies, including the new/challenging programs, with special emphasis on the Council's priorities (e.g., deeper savings strategies, underserved customers, multifamily, low income, community projects, CHP)</p> <p>Fully integrate the electric and gas programs:</p> <ul style="list-style-type: none"> <li>- Integrated marketing to customers</li> <li>- Integrated electric and gas response to customers who request services or information</li> <li>- Integrated delivery of services to customers, to minimize customer hassle and to reduce duplication/increase efficiency of program delivery</li> </ul> <p>Contractor infrastructure and training:</p> <ul style="list-style-type: none"> <li>- Inform contractors and potential contractors of what is coming</li> <li>- Forecast level and identify nature of contractors needed to deliver expanded programs</li> <li>- Develop and offer training to contractors</li> <li>- Develop RFPs and solicitations for contractors/vendors and subcontractors</li> <li>- Community projects</li> </ul> <p><b>Job retention, job growth and economic development:</b></p> <ul style="list-style-type: none"> <li>- <b>Make fully transparent the process through which contractors can bid on work and interested individuals can access jobs funded directly and indirectly by the PAs;</b></li> <li>- <b>Continue working on opening up the energy assessment function to new vendors;</b></li> <li>- <b>Cooperate with job training programs operated by the Clean Energy Council and others;</b></li> <li>- <b>Assist with the development of career ladders for energy efficiency workers</b></li> </ul> <p>Customer impact:</p> <ul style="list-style-type: none"> <li>-Ensure prompt completion of program design and implementation tasks that improve customer experience</li> <li>-Maintain a focus on customer experience of the programs including process, results, and bill impacts</li> </ul>

<b>Priorities and Key Actions</b>	<b>2010 Activities and Council Priorities</b>
<b>Marketing/Public Education</b>	Attitudinal and behavioral research, and segmentation of customers Issue marketing RFP, and secure marketing and public education firm Implement enhanced web site Implement targeted marketing to key customer segments (segmentation) using targeted messages (based on attitudinal and behavioral messaging)
<b>Financing</b> - Securing other funding, including capital for financing - On-bill repayment of financing	Develop convenient and effective financing approaches using outside capital (ongoing) Identify potential sources of other funding and secure outside capital DOER: monitor federal activity and advocate for EE funding (stimulus, climate, TARP) Develop on-bill or other repayment approaches, including through OBR working group Identify and propose approaches for key issues regarding on-bill repayment Document existing financing offerings and lessons learned
<b>Evaluation, Measurement, and Verification</b>	Implement the Council's EM&V resolution, including the statewide research areas Issue RFPs and select contractors for statewide research areas Scope and implement global process evaluation/tracking of early implementation Conduct research area EM&V studies; provide summaries of results to the Council Monitor customer response and impacts on customers
<b>Technical Reference Manual (TRM)</b>	Develop and review Technical Reference Manual (TRM) Implement any revisions for 2011 and 2012 plans based on TRM values
<b>Reporting</b>	2009 preliminary year-end report 2010 quarterly reports and quarterly report template Annual report templates, 08-50 working group process (per DPU order) Review 2009 annual reports
<b>Planning &amp; Analysis/Mid-Course Adjustments</b> - Tasks from DPU orders on 2010-2012 plans - Mid-course adjustments and review for the 2011/2012 plans (if/as necessary)	Complete the tasks set forth in the DPU orders on the three-year plans, such as the revised performance incentives and metrics, and the bill impact analysis Complete review and analysis/revisions of gas costs Mid-course adjustments/review for programs and 2011/2012 plans (if/as necessary) Analysis of 2011/2012 savings goals, benefits, costs, and cost-effectiveness Analysis of cost-effectiveness screening models and input factors Analysis of cost and savings differences across PAs for 2011/2012 Revisions to goals and performance incentives (if/as necessary) Revisions to programs and program strategies (if/as necessary) Development of scope of work for 2011 Assessment of All Available Cost-Effective Energy Efficiency and CHP
<b>Council Meetings and Interaction</b>	Council meetings Preparation for Council meetings Consultant monthly reporting on activities, expenditures, and key issues