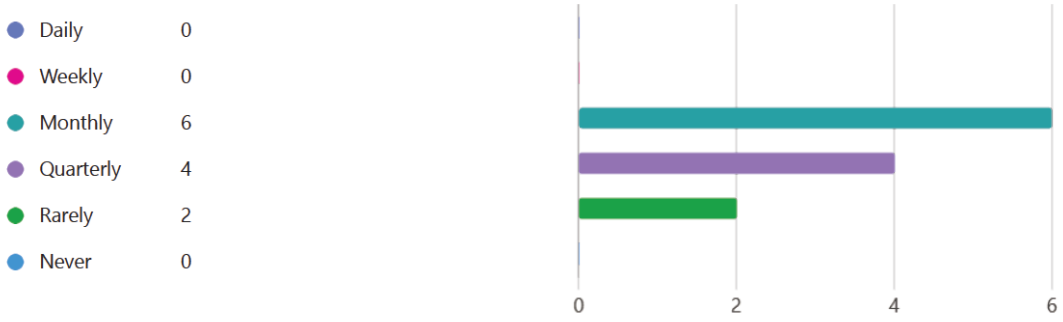
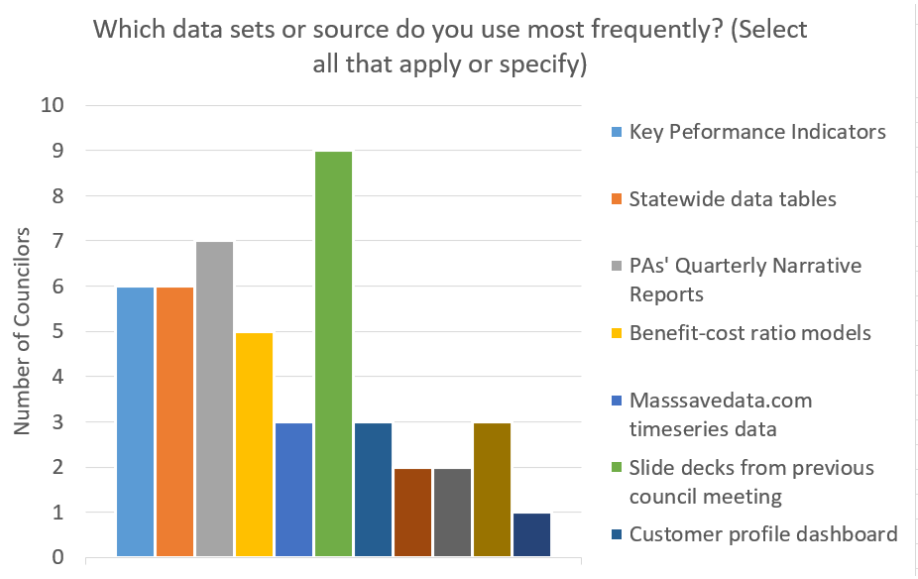
2025 EEAC End-of-Year Councilor Survey

1. How often do you access Mass Save data reporting to support your role as a Councilor?



2. If you answered “Rarely”, or “Never”, why not? **Takeaways:** Councilors expressed being overwhelmed by data and needing context. Much like communications to public, communication to council needs to be simplified and digestible.

3.



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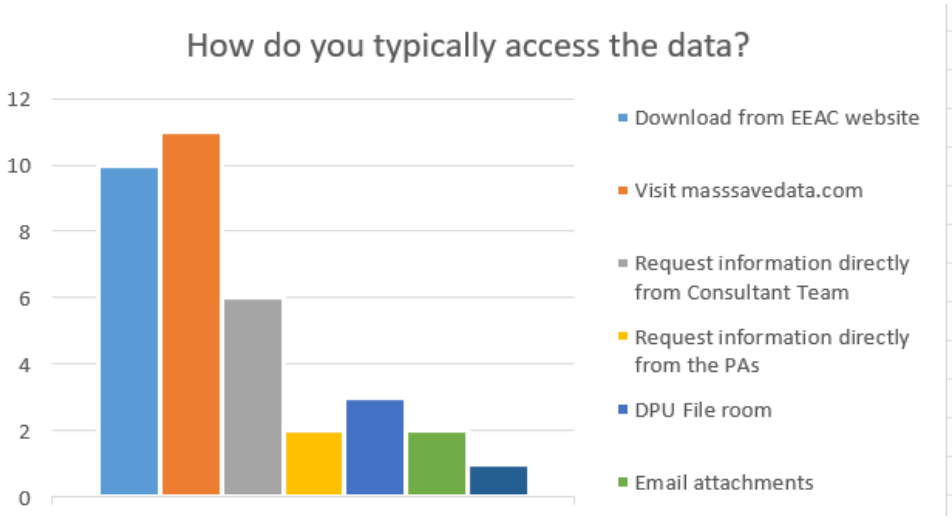
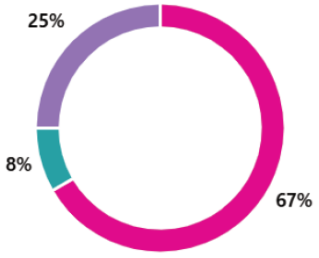


Takeaways: Councilors' preference for using slide decks from previous meeting confirms need for synthesized, summarized data. The Consultant team serves as "data language interpreters" for most councilors.

5. For what purposes do you use the data? (e.g., decision-making, external reporting, assessing progress, etc?) **Takeaways:** Councilors typically use data to assess progress toward goals, and to inform opinions and decisions.

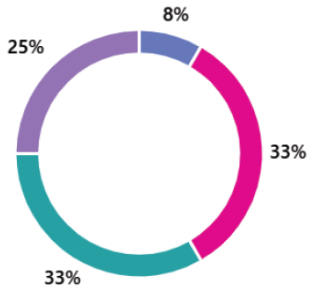
6. Have you ever accessed the DNV customer profile data available through the masssavedata.com website?

Yes, frequently	0
Yes, occasionally	8
Yes, once	1
No	3



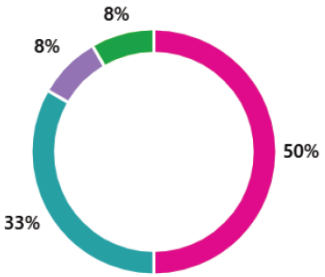
7. Quarterly Narrative Reports (8-11) https://ma-eeac.org/results-reporting/quarterly-reports/- Please rate your agreement with the followin g statements: I rely on the narrative in the quarterly reports to help me understand PA activities and whether Council priorities are being met

Strongly agree	1
Agree	4
Neutral	4
Disagree	3
Strongly disagree	0



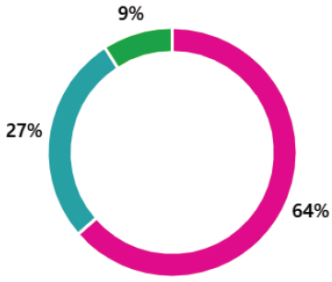
8. The format of the narrative reports meets my needs

Strongly agree	0
Agree	6
Neutral	4
Disagree	1
Strongly disagree	1



9. The level of detail and is appropriate and sufficient

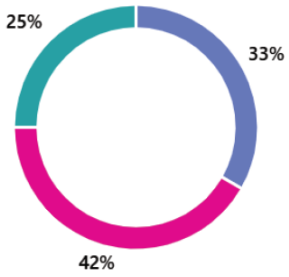
Strongly agree	0
Agree	7
Neutral	3
Disagree	0
Strongly disagree	1



10. What reporting in the quarterly report narrative would be of greatest interest and use to you? **Takeaways:** “Better summaries”, “Data hard to get through”, “When I am looking for something I ask the consultants”

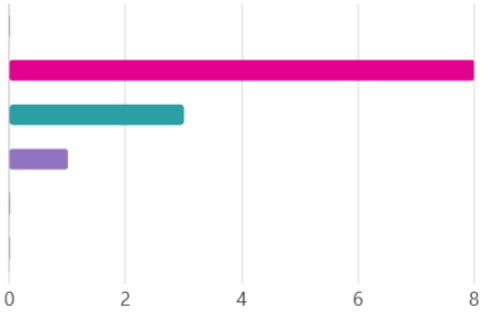
11. Quarterly Energy Efficiency Metrics Workbook (KPIs) 12-14 - Please rate your agreement with the following statements related to the workbook (https://ma-eeac.org/wp-content/uploads/2025-Q3-EE-Metrics-Workbook.xlsx): The new data workbook is user-friendly

Strongly agree	4
Agree	5
Neutral	3
Disagree	0
Strongly disagree	0



12. The workbook provides the information I need

Strongly agree	0
Agree	8
Neutral	3
Disagree	1
Strongly disagree	0
I have not reviewed the workbook	0



13. Please provide feedback on the new data workbook and any improvements you would suggest? **Takeaways:** "a guide on how to use workbook", "more useful to analysts" generally seen as helpful and accessible for non-data oriented councilors.

14. What other improvements would you like to see in EEAC or Mass Save data reporting? **Takeaways:** Generally happy with level of data, suggested improvements to EEAC website organization, timely data reporting with accompanying summary/analysis for ease of understanding, continues to echo theme of understandability.

15. Are you satisfied with the data presented by the Consultants and the PAs? If not, please explain how it could be improved. **Takeaways:** The responses again continue the theme of understandability. Balance between providing all necessary data vs digestible, better explanations; often the data is complex and the "why does this matter" or the "key takeaway" is not provided to the council.

Suggested next steps:

1) When presenting data, consider alternative ways to allow for better understanding of material by the council and the public. Include summaries or key takeaways.
2) Review quarterly narrative report to improve ease of use and "digestibility." Consider including summaries of previous quarter's EEAC presentations, e.g., Key Take Aways from November's PA Commercial & Industrial Updates and include link to slide deck.
3) Consider different approaches to maximize consultant team's assistance to Council.
4) Add a "how to use this workbook" tab to the quarterly workbook.
5) Improve EEAC website organization.