

# Hard-to-Reach/Serve Customers

Mass Save<sup>®</sup> 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)