MA ENERGY EFFICIENCY ADVISORY COUNCIL

→ CONSULTANT TEAM

2028-2030 PLANNING

TRADEOFFS FRAMEWORK DESIGNATED EQUITY COMMUNITIES

- Equity Working Group
- July 13, 2026

CONTEXT FOR TRADEOFFS FRAMEWORK

- The following four tradeoffs are presented as either/or, but they are intended to spur dialog about where the Council lands on a continuum between the poles.
- Tradeoffs are interrelated
- Tradeoffs will be explored in greater depth during Workshop 1—Crosscutting on July 24, supported by briefing document prepared by Consultants

1. BREADTH VS. DEPTH

For the 2028-2030 Term, should the priority be to serve as many customers as possible (breadth) or to serve fewer customers but with more comprehensive services (depth)?

2. EFFICIENCY VS ELECTRIFICATION VS DEMAND MANAGEMENT

Given a fixed budget, what should be the relative priority of efficiency (customer bill savings), electrification (GHG savings), and demand management (grid benefits) in the 2028-2030 term?

3. CUSTOMER INCENTIVES VS CUSTOMER SUPPORTS VS ADMIN

Is it more important to provide direct customer incentives such as rebates or to invest in services that make it easier for customers to participate, such as decarbonization consults, turnkey services, language access services, etc.?

4. SIMPLICITY VS SPECIFICITY OF OUTCOMES

Is it more important to provide simplicity in experience for customers, contractors, and PAs or to achieve targeted objectives and priorities (e.g., quality, targeted customer demographics/segments, program criteria) that require more complexity to accomplish?

I.e., does the added specificity still get us there without losing customers along the way?

STRAW PROPOSAL FOR DESIGNATED EQUITY COMMUNITIES

DECs IN 2028-2030 TERM

- Continue to prioritize services and incentives to rental properties and low and moderate income (LMI) customers using the same offers as current term
- Continue to target same list of 21 communities as in present term
- Continue to support Community First Partners in their work to secure participation of underserved populations in the DECs
- Incorporate a focus on small businesses in some form into DECs approach
- Develop outcome-based metrics of success for the DEC offers to increase participation among the target populations, including renters and Low- and Moderate-Income households

DISCUSSION QUESTIONS ON DECs

- **Does the EWG support the straw proposal?**
  - Should there be a small business focus?
  - Do we need outcome-based metrics?
- **Are there any programmatic refinements the EWG thinks are necessary in the new term?**
  - Eligibility
  - Incentives
  - Delivery