

Council Priorities and Key Actions for 2010

February 5, 2010 (working revised draft for Council consideration)

Priorities and Key Actions	2010 Activities and Council Priorities
<p>Program Development, Integration, Infrastructure, and Implementation</p> <ul style="list-style-type: none"> - Development and implementation of 2010 programs and enhanced program strategies - Integration of electric and gas programs - Contractor infrastructure, jobs development, contractor RFPs, and training - 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) 	<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"> - MassSAVE/RCS - Residential Lighting - C&I New Construction - C&I Large Retrofit - C&I Small Business <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"> - Integrated marketing to customers - Integrated electric and gas response to customers who request services or information - Integrated delivery of services to customers, to minimize customer hassle and to reduce duplication/increase efficiency of program delivery <p>Contractor infrastructure and training:</p> <ul style="list-style-type: none"> - Inform contractors and potential contractors of what is coming - Forecast level and identify nature of contractors needed to deliver expanded programs - Develop and offer training to contractors - Develop RFPs and solicitations for contractors/vendors and subcontractors - Community projects <p>Customer impact:</p> <ul style="list-style-type: none"> -Ensure prompt completion of program design and implementation tasks that improve customer experience -Maintain a focus on customer experience of the programs including process, results, and bill impacts
<p>Marketing/Public Education</p>	<p>Attitudinal and behavioral research, and segmentation of customers</p> <p>Issue marketing RFP, and secure marketing and public education firm</p> <p>Implement enhanced web site</p> <p>Implement targeted marketing to key customer segments (segmentation) using targeted messages (based on attitudinal and behavioral messaging)</p>

Priorities and Key Actions	2010 Activities and Council Priorities
<p>Financing</p> <ul style="list-style-type: none"> - Securing other funding, including capital for financing - On-bill repayment of financing 	<p>Develop convenient and effective financing approaches using outside capital (ongoing)</p> <p>Identify potential sources of other funding and secure outside capital</p> <p>DOER: monitor federal activity and advocate for EE funding (stimulus, climate, TARP)</p> <p>Develop on-bill or other repayment approaches, including through OBR working group</p> <p>Identify and propose approaches for key issues regarding on-bill repayment</p> <p>Document existing financing offerings and lessons learned</p>
<p>Evaluation, Measurement, and Verification</p>	<p>Implement the Council's EM&V resolution, including the statewide research areas</p> <p>Issue RFPs and select contractors for statewide research areas</p> <p>Scope and implement global process evaluation/tracking of early implementation</p> <p>Conduct research area EM&V studies; provide summaries of results to the Council</p> <p>Monitor customer response and impacts on customers</p>
<p>Technical Reference Manual (TRM)</p>	<p>Develop and review Technical Reference Manual (TRM)</p> <p>Implement any revisions for 2011 and 2012 plans based on TRM values</p>
<p>Reporting</p>	<p>2009 preliminary year-end report</p> <p>2010 quarterly reports and quarterly report template</p> <p>Annual report templates, 08-50 working group process (per DPU order)</p> <p>Review 2009 annual reports</p>
<p>Planning & Analysis/Mid-Course Adjustments</p> <ul style="list-style-type: none"> - Tasks from DPU orders on 2010-2012 plans - Mid-course adjustments and review for the 2011/2012 plans (if/as necessary) 	<p>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</p> <p>Complete review and analysis/revisions of gas costs</p> <p>Mid-course adjustments/review for programs and 2011/2012 plans (if/as necessary)</p> <p>Analysis of 2011/2012 savings goals, benefits, costs, and cost-effectiveness</p> <p>Analysis of cost-effectiveness screening models and input factors</p> <p>Analysis of cost and savings differences across PAs for 2011/2012</p> <p>Revisions to goals and performance incentives (if/as necessary)</p> <p>Revisions to programs and program strategies (if/as necessary)</p> <p>Development of scope of work for 2011 Assessment of All Available Cost-Effective Energy Efficiency and CHP</p>
<p>Council Meetings and Interaction</p>	<p>Council meetings</p> <p>Preparation for Council meetings</p> <p>Consultant monthly reporting on activities, expenditures, and key issues</p>