Councilors:

DOER is looking forward to an engaged and productive 2028-2030 planning cycle. As we embark, we need to remember that the program is supported by ratepayers with real impacts on affordability by providing significant energy savings to all. Similarly, Mass Save's suite of programs is nation leading and continually provides to the Commonwealth. A good workshop outcome may mean we advance nothing new and simply look for opportunities to refine, simplify, and save.

As the Commonwealth develops the 2028–2030 Three Year Plan, program budgets are expected to be flat or potentially lower than those approved for 2025–2027, requiring more intentional prioritization of limited resources. At the same time, energy affordability remains a critical issue, with households and businesses continuing to face rising energy costs and searching for means to reduce monthly bills. Within a limited budget environment, DOER and the EEAC have developed the following guiding principles to shape the development of the next Three Year- Plan.

There are inherent tensions and therefore we will need to balance these priorities and tradeoffs as we work to develop the 2028-2030 Plan. It will also be important to keep some flexibility to accommodate potential legislative and regulatory action, as well as direction in the EEA Secretary's goals letter.

For the April EEAC meeting, councilors will have an opportunity to provide feedback on the guiding principles below. Following this meeting, DOER will finalize the principles in preparation for the May 5th pre-workshop, at which the councilors will work together to develop "ideas" to effectuate each of the guiding principles (see schedule below).

Prior to the workshops, the Council Consultants, working with the Program Administrators, will develop briefing documents that will provide information and data relevant to each of the "ideas" developed at the pre-workshop. At each workshop, a facilitator will work with the Council to prioritize the list of ideas, as informed by the briefing document, to identify those that should be eliminated and those that should inform the Council's development of plan recommendations.

For example:

Guiding Principle: Align budgets and incentives to meet energy goals and customer needs (financial, technical, and access-related barriers) while maximizing customer support.

Idea: educate customers about energy efficiency and clean energy technologies

If the Council prioritizes this idea during the workshop then:

Resulting Council Recommendation: Continuing existing customer support, including decarbonization consultations (including quote comparisons), heating comparison calculator and forthcoming heat pump pricing guide.

2028-2030 EEAC Guiding Principles

1. **Align budgets and incentives to meet customer needs (financial, technical, and access-related barriers) while maintaining necessary customer supports.**

Questions answered: What level of incentive and program support is needed for different customers and project types? How can we minimize costs to ensure that we are providing only the level of program support needed to move projects forward?

2. **Streamline program delivery to improve cost efficiency and make participation easier and simpler for customers.**

Question answered: How can we streamline PA operations to control non-incentive costs and reduce administrative burden? How do we make it easier for customers to understand, apply for, and complete projects? Understanding there may be tension between the two questions, prioritize ideas and opportunities that are able to address both.

3. **Continue support for equitable distribution of investment and outcomes for customers and communities.**

Question answered: How do we address disparities and increase participation for historically underserved populations?

4. **Enhance program services to prioritize measures that reduce customer energy burden while continuing to pursue decarbonization**

Question Answered: What interventions should we emphasize to deliver emissions reductions and bill relief?

Planning and Workshop Timeline:

April 15	**Council input on draft guiding principles; DOER to finalize principles following Council discussion**
May 5	**Pre-Workshop:** The goal of the pre-workshop on **May 5, 2026 (In Person (100 Cambridge Street) and hybrid option available)** is to brainstorm ideas on ways to effectuate the guiding principles. You will see an example idea(s) pre-populated beneath each of the guiding principles. These ideas were from DOER staff and the Council Consultant

	team. Time permitting, we will begin to prioritize the list of ideas in preparation for the future workshops**. Please come prepared to share your ideas.**
May 14	**Publish guiding principles and "question to answer" ONLY for public feedback**
June 9	**Public Virtual Listening Session on principles (6-7pm)**
July 16	**Workshop 1: Principles 1&3**
August 10	**Workshop 2: Principle 2**
September 17	**Workshop 3: Principle 4 and clean-up**
October 8	**Workshop 4: Develop final workshop takeaways**
October 21	**EEAC Meeting: Facilitator to Present**
October 22	**Publish final workshop outcomes for public feedback**
Nov 10 & 12	**Public Listening Session on Final Workshop Outcomes (Nov. 10, (10-11am) and 12 (6-7pm))**
January 20, 27	**EEAC Vote on Final 2028-2030 Plan Recommendations**