

# **Hard-to-Reach / Hard-to-Serve**

## Market for the

# Mass Save<sup>®</sup> Home Energy Services Program

6/14/11

# Organizations Represented at Charette

- Alliance to Develop Power
- Boston Climate Action Network
- Coalition Against Poverty/  
Coalition for Social Justice
- Chelsea Collaborative
- Chinese Progressive Association
- City of Boston
- CSG, RISE & Next Step Living
- City of New Bedford
- EEAC Members & Consultant
- Green Justice Coalition
- Mass Energy
- Massachusetts Rental Housing  
Authority
- Neighborhood of Affordable  
Housing
- P.O.W.E.R. Group

Opportunities for education across stakeholder groups proved valuable



# Objective

To generate conceptual program ideas to address Hard-to-Reach / Hard-to-Serve customers and identify what in the existing paradigm (i.e. regulatory arena) would need to change and who would need to be involved in permitting these changes to happen.

# Research Questions

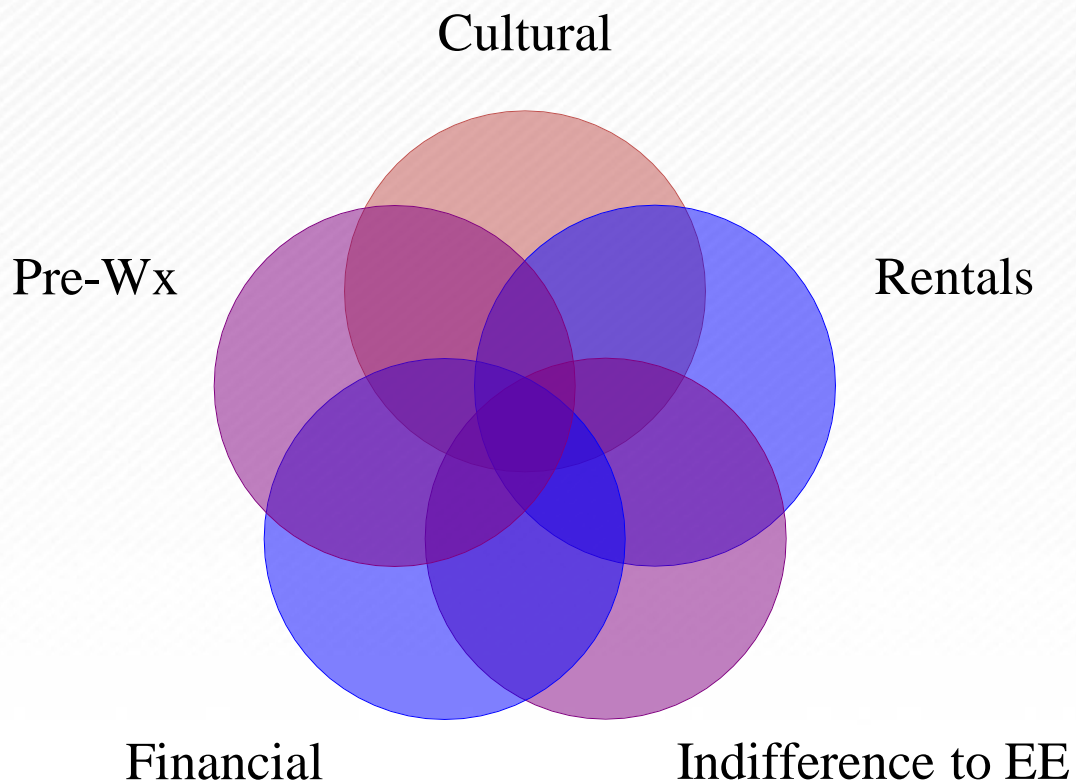
1. What defines HTR /HTS segments?
2. What barriers prevent or limit participation in the program?
3. What strategies could be used to resolve these issues?
4. What are the opportunities and challenges associated with the potential solutions?

## HTR / HTS Segments

- Condo Owners
- Ethnic/cultural minorities
- Generational (unplugged or overly plugged in)
- Government /Program adverse
- Indifferent to EE
- Landlords/Property Managers
- Low to moderate income
- Multiple families/generations in household
- Poorly educated
- Renters
  - Students
- Rural/sparsely populated areas
- Seasonal tenants
- Senior Citizens



# Multiple Barriers Often Occur Simultaneously



## Potential Solutions Offered

- Local (Trusted) Contractors
- Segmented approach to outreach
- Tiered incentive study (60%-120%)
- Expand HEAT Loan for Pre-Wx issues
- Rental property coordination
- Document process for customers
- Align PA incentives with HTR/HTS efforts
- Hiring effort for multi-lingual energy assessors
- Improve communications between parties involved in outreach programs

**Additional analysis is required to address cost concerns**

# Discussion on Balancing Costs and Benefits



**Cost of potential solutions must be weighed against projected benefits**



## Draft PA Recommendations – Pre-Wx

- Compile existing data on Pre-Wx issues
- Complete draft proposal to expand use of HEAT Loan funds for pre-weatherization issues
- Encourage community groups and government officials to apply for block grant funding, foundation grants and other funding available
- Explore other existing funding sources (i.e. New Bedford OHCD)

## **Additional Draft PA Recommendations**

- Create document that clearly outlines full process for customer
- PA representative to “shadow” newly appointed Landlord Coordinator from Renew Boston Program to assess strategies for potential future use
- NSTAR and National Grid assessing viability of a “Pay for Performance” outreach initiative based on savings generated from customers brought through the program

## Next Steps

- Charette report to be distributed next week
- Identify community representatives to work with PAs on document to describe process to customers
- PA representative to meet with Renew Boston Landlord Coordinator
- PAs looking for additional opportunities for HTR/HTS segments