

The following Aspiration Statements were developed by Summit participants—  
creating a vision for the future.

**MASSACHUSETTS PROGRAM ADMINISTRATORS' APPRECIATIVE INQUIRY (AI)**  
**SUMMIT TEAM ASPIRATION STATEMENTS**

**HEALTH CARE TEAM**

Massachusetts has continued its best in the world healthcare programs lowering sector energy consumption by an average of 25 percent statewide while improving patient outcomes and increasing staff satisfaction and safety. Key elements of this accomplishment include a focus on data availability, quality and management, targeting the right technologies at the right time and providing a broad sector wide focus on education and sharing knowledge. The Massachusetts healthcare industry looks forward to sharing their experience nationwide to both improve the national landscape of healthcare and leverage the connection between energy efficiency and health in all sectors to improve overall health outcomes.

**MULTI-FAMILY TEAM**

Massachusetts has implemented the "yes we can" multifamily program. One hundred percent of multifamily new construction in the commonwealth is enrolled. Multifamily building owners and tenants are engaged and participate in a single point of contact, fuel blind, flexible, comprehensive program. The needs of renters and owners are being exceeded. Renters can now see their Mass Save energy rating on the Mass Save website. And they can use those ratings to select their property. Other states in the U.S. are looking to us for guidance.

**RESIDENTIAL – EXISTING HOMES TEAM**

Participating homes will be saving an average of 40 percent. Of said participants five percent will be participating in deep energy retrofit. In addition, we will have a 500 percent increase in the number of customers that are implementing deeper savings measures across all fuel categories. We will also be optimizing the incentive structure for maximum participation from all of our customer segments including hard to reach and hard to serve. We will be emphasizing whole building savings and projects. Moreover, the feedback from our customers will be that our program is simple and easy to navigate and worthy of investing their time and money. The next time we have this meeting there will be no feedback that nobody has heard of our program. Finally, we will remove all barriers and disincentives to saving oil.

**RESIDENTIAL – NEW CONSTRUCTION TEAM**

Massachusetts new homes and properties are built to be energy efficient, built to passive [ph?] house. These are the most desirable homes in the state and nation. They have fresh air in homes and inhabitants are healthy. Materials inside and out in new homes are durable, and sustainable and affordable. Inefficient modes are not accepted industry standards. And these homes are smart and inexpensive.

**MARKETING AND OUTREACH (COMMUNITY ENGAGEMENT) TEAM**

Massachusetts will transform how its citizens, businesses and organizations and government talk about and use energy. The value in opportunities available through MassSave are universally understood where every customer will interact with MassSave by 2015. Energy efficiency is what we do, how we think, act and share. It is an integral part of our lives, our schools our communities and our work places. Customers learn about MassSave services and incentives through their networks, where they live and where they work and play from the people they trust. Massachusetts residents are part of the clean energy revolution regardless of income race or neighborhood. Massachusetts continues to lead the way delivering programs, jobs and environmental value that is the envy of the world.

## **EDUCATION TEAM**

Energy efficiency education in Massachusetts is universal and effects all ages and segments. Through innovative curriculum implementation Massachusetts has developed an energy literate society. Energy education is forever. And everyone needs to know.

## **COMMERCIAL AND INDUSTRIAL SMALL (C&I) TEAM**

We have empowered our small C&I customers to be technically savvy energy users who understand the value of continuously improving conservation and take responsibility for proactively continuing controlling energy use in their business by staying engaged in energy efficiency education opportunities offered by their Program Administrators' in conjunction with local business organizations and making use of their easily accessible real time data. Overall, this class of customers has reduced its energy usage significantly. Massachusetts small businesses now get recognized for their participation with large "I did my share" stickers which can be predominantly placed in their windows.

## **COMMERCIAL AND INDUSTRIAL LARGE (C&I) TEAM**

Large C&I energy efficiency programs have created a customer driven culture of energy awareness that is driving sustained energy savings. Large C&I program success consistently occurs by taking all continuous improvement actions to achieve complete implementation and demonstrate proven, sustainable results. A streamlined approach continuously creates awareness and engagement that transform the paradigm from a utility driven program to a customer driven program. A 50 percent market penetration of customers is realizing a 20 percent reduction in energy intensity.

## **FINANCING TEAM**

Massachusetts is back on the front cover of Time, again, it's getting boring, for the 5-5-15-50 plan. And we didn't mention financing because financing is no longer seen as a barrier to energy efficiency investments. But to explain the 5-5-15-50 plan, that's 5 billion a year going into funding 5 percent of the building stock, achieving on average of 50 percent energy savings in 2015. That change is driven by a whole building performance based loans. And also record heat loan investments that have made it a national model. Pre weatherization is also not really mentioned because it's either covered by upfront incentives or rolled into the heat loan. And energy labels are standard for any building participating in any of the programs. But various companies, Google, Facebook and others are competing for market share on who has your energy tracking data for your home energy use.

## **LOW INCOME TEAM**

Comprehensive - all fuels energy efficiency measures are installed in all low income housing units and agencies serving low income customers including health and safety, pre-weatherization measures at no cost to participants. Additionally, there are demonstration projects in low income settings throughout the commonwealth of innovative energy technologies.

## **CULTURE OF SUSTAINABILITY TEAM**

Sustainability is essential to the health of our earth, the economy, our communities, our businesses, our households, our wallets and each of us. We are stewards for future generations. Massachusetts is a leader in energy efficiency and exports its ideas around the world and invests in energy efficiency leaders. Massachusetts is implementing a broad reaching educational curriculum that is being adopted throughout the U.S. and abroad. Massachusetts is engaged in ongoing efforts to foster sustainability utilizing partnerships of diverse parties such as vendors, academics, business leaders, community groups, government and local representatives. We have created jobs, opportunities, increased participation, reduced energy costs, and successfully engaged the communities to make Massachusetts the most efficient state in the nation and a worldwide model of sustainability.