

PROGRAM NAME

1. Program Description

- High-level summary of program objectives, target markets, implementation partners, primary activities and key delivery steps. If program is mature, note any changes being proposed. Note if there have been evaluations of this program in past and cite how to find.
- Maturity level- Is this a Unique or first time program or modification of existing program design?

2. Value Proposition

- For each targeted market segment, a statement of program benefits in terms of:
 - Financial benefits to targeted actors
 - Improved information and decision support
 - Increased confidence/reduced risk
- Include Value Propositions for all participating stakeholders, e.g.,
 - Customers
 - Trade allies
 - Customer associations, nonprofit groups, etc.

3. Customer Targets

- Specific target market segments and number of customers targeted
- Includes Customer Eligibility Requirements, i.e.,
 - Specific market segments, building type/size/vintage, baseline equipment, geographic areas
- Include rationale for why those characteristics are required

4. Trade Ally Targets

- Specific types of trade allies involved with program delivery, e.g., mom and pop hardware, food and drug stores
- Description of trade ally's specific role in program delivery steps

5. Eligible Measures

- Listing of program promoted measures and end use (s) affected
- As specific as possible
- By target market segment if pertinent
- Range of efficiency ratings available in market place

6. Market Barriers

- Listing of key market barriers that prevent targeted customers from installing the energy efficiency measures promoted through the program
- Describe strategies the program will use to address each barrier

7. Financial Incentives

- Incentive strategy and rationale for level, e.g.,
 - Pay down to a 2 year payback threshold
- Provide any specific formulas used
- By specific measure
- By target market segment, if pertinent

8. Process

- Detailed description of key process steps, including
 - Parties responsible (e.g., Accounts Payable)
 - Outcomes (e.g., Application Form)
 - Any system requirements (e.g., Tracking Database)

9. Promotion

- Key components of promotional strategy, e.g., Promotional Materials, Personal Communications
- By target market segment if pertinent
- For each key component, detailed description of promotional strategy
 - Content
 - Target audience
 - Marketing channels used
- This is not meant to be a complete Marketing plan, but have enough detail to support its development

10. Goals and Budgets

- Participation targets by year - # customers, # measures installed. By measure
- Energy Savings by year – kWh, kW and therms
- Program Budgets by Year

11. End Use Targets-

- List end uses targeted by this program and the end use % of Electricity Use for the targeted sector or building type and as a % of all Electricity consumption