



Section 4: Goal Setting and Scaling

Guiding Questions

Please read the following list of program goals. Because most successful programs focus on a manageable set of goals, please rank these goals in order of importance to your organization.

1. Expand access to financing to individuals that do not qualify for products currently in the marketplace
2. Encourage member-consumers to invest in beneficial electrification measures
3. Lower member-customer total energy costs
4. Stimulate the local economy and create jobs
5. Maximize the number of member-customers making upgrades, regardless of the amount of financial savings per project
6. Maximize sales growth
7. Minimize operational costs
8. Reduce carbon emissions
9. Maximize the reduction of all energy use/demand supplied by nonrenewable fuels, including, but not limited to, fuels such as heating oil and propane
10. Improve customer satisfaction
11. Incorporate rental properties
12. Meet a legal mandate
13. To reach a particular under-served type of customer
14. Other: _____

Which statement best represents your thinking about the potential program?

- The program should be most concerned about maximizing total energy savings among all participants.
- The program should be most concerned about maximizing energy savings per participant, requiring that each participant exceed a threshold level of energy savings.
- The program should be most concerned about optimizing total energy savings among all participants while also ensuring that each participant exceed a threshold level of energy savings.