

**You have an opportunity to influence energy efficiency funding!
Share your thoughts below to measure the success of market support programs.**

1) Where should market support efforts be focused? Rank in order, with 1 being the highest priority.

Rank 1 – 5	Statement
	Customer barriers: Help participant overcome financial and project implementation barriers
	Customer awareness: Increase awareness and understanding of energy efficiency technologies
	Customer satisfaction: Ensure improvements function correctly with minimal complaints
	Workforce: Build contractor capacity, skills, and participation
	Quantity: Increase the number of projects using new technology, or the amount of funding spent on market support programs

**2) What financial benefits matter most for sustaining customer market demand?
Rank 1 – 4.**

Rank 1 – 4	Signals
	Ability to afford an upgrade
	Immediate bill savings
	Long-term energy and bill savings
	Access to financing (availability of loans)

Why did you decide on this ranking?

**3) What satisfaction benefits matter most for sustaining customer market demand?
Rank your options.**

Rank 1 – 3	Signals
	Whether upgrades work as expected
	Number or level of complaints received
	Customer satisfaction

Why did you decide on this ranking?

4) What matters most for building a strong energy efficiency workforce? Rank your options. (3 min)

Rank 1 – 4	Signals
	Train more contractors (increase supply)
	Provide deeper training so that trainees learn more (improve quality)
	Create stable career pathways that increase contractor earnings and job quality
	Support more contractors to recommend new technologies to customers

5) In one word or short phrase, what should guide how market support funds are spent?

6) Any other comments or suggestions?