

SAG Proposed Program Template
 Final Draft, 7-14-15

Proposed Program Template	
Program Name	<i>Add the program name.</i>
Program Description	<i>Describe the proposed program, including the sector, customer eligibility, purpose of the program, incentive details, etc.</i>
Program Duration	<i>Provide the start and end date (month/year).</i>
Background Research	<i>Provide any background research completed in preparing this program template. Examples may include benchmarking similar programs in other jurisdictions.</i>
Estimated Budget	<i>Include the total estimated budget for each Program Year.</i>
Estimated Participation	<i>Include participation totals for each Program Year (i.e. customer, number of measures installed, etc.). What is the basis for this participation number?</i>
Savings Targets	<i>Include proposed savings targets for each Program Year.</i>
Collaboration	<i>Describe whether this program will collaborate with other utility EE programs.</i>

Proposed Program Template	
Delivery Strategy	<i>Provide program objectives and implementation details, including but not limited to: Customer eligibility and selection, incentive processing, and rebate fulfillment.</i>
Target Market	<i>Describe the customer segment that will be targeted for this program.</i>
Marketing Strategy	<i>How will this program be promoted? Through existing or new channels? Provide details on proposed program launch and specific marketing / outreach strategies to be utilized.</i>
Eligible Measures	<i>Include a list of proposed measures with the following information: incremental measure cost, measure lifetime, savings, NTG and the source for that value.</i>
Program Tracking (if applicable)	<i>In what program will energy savings and costs for this program be tracked?</i>
Appendices	<i>Provide additional information, as needed.</i>