

PROBLEMS/BARRIERS:

1. **Energy Pricing issues** (artificially low; variable; externalities not included)
2. **High first cost** (efficiency, RE, often cost more to install, less to operate)
3. **Access to capital** (unacceptable increment; competing priorities; lack of access; cash flow issues)
4. **Split Incentives** (rental property owner/renter)
5. **Institutional disincentives** (Purchase rules, lack of authority; regulatory barriers)
6. **Customer Confidence** (quality information, quality/reliability of products/risks of change)
7. **Customer Complexity** (uncoordinated delivery mechanisms; trade ally confusion)

TOOLS/STRATEGIES UNDERUTILIZED;

1. **State Policy** (Utility regulatory guidance; GHG; Coordination and consistency; State buildings; tax policy, codes and standards, etc.)
2. **Regulatory Process:** (Guide utility efforts, programs, utility incentives/disincentives, RE Pricing; Permitting issues; Health and safety rules)
3. **Codes and Standards:** (Both state and Federal; sometimes municipal)
4. **Workforce Development/Infrastructure:** (Many players, govt., utility, private sector)
5. **Education and Awareness:** (Many players, advocacy groups, public entities, trade associations, utility programs)
6. **Effective Advocacy:** (Many players, private and public...influence policy, demonstration projects, etc.)
7. **Research, Development, Deployment (RD&D):** (Many players, public and private)