



Northeast Energy Efficiency Partnerships

**2017 Q4 Report**

## Executive Summary

In 2017, NEEP cast its eye on the lofty goal of assisting the Northeast & Mid-Atlantic region in reducing total carbon emissions 80 percent by 2050. While NEEP's focus may have pivoted in response to the changing industry landscape, one thing remained constant – our work to bring stakeholders together to engage around energy solutions. We're proud that through collaboration, NEEP and our network of state and federal partners, allies, foundations, and other stakeholders from across the region and nation have worked to embrace next generation energy efficiency as a core strategy to meet energy needs in a carbon-constrained world.



# Events & Stakeholder Engagement

- Hosted a [Regional Strategic Energy Management \(SEM\) Collaborative Workshop](#) in partnership with Efficiency Vermont, as well as three meetings of the collaborative throughout the year to foster information exchange between industrial stakeholders.
- As federal priorities shifted in 2017, NEEP began to focus our efforts toward new state standards, working with stakeholders including the Appliance Standards Awareness Project.
- Hosted the [2017 New Hampshire High Performance Schools Summit](#) on October 20 in collaboration with the N.H. Department of Education to educate stakeholders about the importance of including high performance attributes in the school environment.
- Engaged several leading SEM implementation firms to discuss strategies for making a strong case for SEM incorporation into ratepayer-funded energy efficiency programs.
- Attended US DOE's Better Buildings Summit, participating in a number of sessions related to the effective implementation of SEM in commercial and industrial facilities, as well as an introductory workshop on the details of US DOE's new SEM resource, [50001 Ready](#).
- Attended the [American Council for an Energy-Efficient Economy \(ACEEE\) Industrial Summer Study](#), which provided an opportunity to learn from leading programs and practitioners of industrial energy efficiency and the opportunities that SEM offers our region.
- Organized a "Smart Homes" track at the [2017 Home Performance Coalition National Conference](#) to support advancement of home energy management systems (HEMS) in home performance.
- Hosted six webinar meetings of the HEMS Working Group, which included representatives from states across the region as well as the US EPA, US DOE, the National Renewable Energy Laboratory (NREL), and the Pacific Northwest National Laboratory (PNNL).
- Hosted NEEP's first [Smart Energy Homes Virtual Workshop](#) focused on equipping the smart home of today to be ready for the strategically electrified world of tomorrow.
- Invited to share smart energy home information and resources at several conferences and venues, including an [ENERGY STAR webinar](#), the [2017 Smart Energy Summit](#), the [EM&V Forum Spring Meeting](#), a [Better Buildings Residential Network webinar](#), a presentation to the [Connecticut Energy Efficiency Board at their annual retreat](#), the 2017 [NEEP Air-Source Heat Pump Workshop](#), and the [ENERGY STAR Partner Meeting](#).
- Engaged with stakeholders to advance emerging commercial-sector business models for efficiency. In addition to conducting a survey on the topic, NEEP hosted a stakeholder teleconference in October to review key components of the commercial efficiency report in development, and collect

# Events & Stakeholder Engagement

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feedback on additional content for inclusion in the report.

- Engaged with stakeholders involved in commercial energy efficiency, including at the ACEEE Energy Efficiency Finance Forum and the Consortium for Energy Efficiency Summer Meeting.
- Tracked trends and needs in the commercial lighting sector, for example, by participating in the National Utility Lighting Exchange (NULX).
- Hosted a public meeting on [The Many Flavors of Advanced M&V](#) and webinars on [Rapid Fire on Advanced M&V Resources](#), [Non-intrusive Load-Monitoring](#), Case Studies in Making Program Evaluation Work for You, and the LBNL software tool being used in the Connecticut M&V 2.0 project funded by a US DOE State Energy Program (SEP) grant.
- Presented on [Strategic Energy Management](#) evaluation best practices and Northeast regional program activity at the October Behavior, Energy & Climate Change Conference.
- Hosted the EM&V Forum Spring Meeting, which focused on [The Future of Evaluation, Measurement & Verification \(EM&V\): Where Technology and Policy Meet](#).
- Shared EM&V resources at national conferences, including moderating a panel on State EM&V Practices at the October E2e academic/evaluation collaborative workshop, and panels at the August 2017 [International Energy Program Evaluation Conference \(IEPEC\)](#) on M&V 2.0 and Evaluation of Renewables, Storage and Zero Net Energy.
- Convened the Northeast – Mid-Atlantic Appliance Standards Working Group for quarterly meetings to discuss potential actions on federal standards efforts as well as updates on progress made in states throughout the region.
- Convened a discussion to plan for action on multi-state standards opportunities with stakeholders actively involved in advancing appliance standards in their states. We also convened stakeholders to develop action plans for their specific appliance standards needs.
- Participated in ASAP Steering Committee meetings, which have become a landing place for national discussions of standards strategy and to further collective efforts and build deeper partnerships with other organizations to advance appliance standards.
- Presented at numerous events to advance zero energy buildings, including the Northern New England Facilities Masters Conference, NESEA's Zero Energy Schools Workshop at BuildingEnergy Boston, at the Energize Connecticut Center, the National Grid Municipal Energy Summit, the

# Events & Stakeholder Engagement

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Metropolitan Area Planning Council (MAPC) Clean Energy Forum, and the Massachusetts Facilities Administrators Association (MFAA) Conference.

- Hosted a school tour on National Healthy Schools Day at the [Francis T. Bresnahan Elementary School](#), a high performance school in Newburyport, Mass. that achieved CHPS Verified Leader status and serves as a great model for a healthy, energy efficient building.
- Convened our High Performance Public Buildings Leadership Group for four webinars and one in-person meeting. The webinars covered [streamlining access to utility data](#), [benchmarking and operations and maintenance](#), a [community exemplar](#), and [LED street lighting](#).
- Served in leadership roles on national boards and working groups to advance energy efficiency, including the [Collaborative for High Performance Schools'](#) Board of Directors and the [SEE Action Existing Commercial Buildings Working Group](#), a joint initiative of US DOE and US EPA, which resulted in the [2020 Leadership Agenda](#) to define the baseline actions states and communities can take to demonstrate national energy efficiency leadership.
- Hosted NEEP's annual in-person Regional Building Codes Meeting. Topics included stretch codes, [state updates](#), studies and resources from US DOE and PNNL, and an introduction to NEEP's new [zero energy codes market transformation report](#).
- Conducted a quarterly Building Energy Codes Leadership Group webinar, which covered an update of [current state energy code](#) adoptions, regional stretch codes, code adoptions, and an overview of the [2018 International Energy Conservation Code \(IECC\)](#).
- Presented at the Regional Planning Commission Zero Energy Forum hosted by the Western Mass. [Pioneer Valley Planning Commission](#). The event brought together mayors, city council members, and other stakeholders to explore the possibility of the region achieving zero energy.
- Presented at the [Keystone Energy Efficiency Alliance \(KEEA\) Annual Conference](#), joining other building code experts and environmental advocates on a panel focused on Pennsylvania's inactive code adoption process and deficiencies in state code compliance.
- Presented to the [New Hampshire Home Builders Southwest Association](#) on building codes and the role builders can play to ensure efficiency and comfort for home buyers.
- Presented at the [USGBC Greenbuild Codes Summit](#), where we introduced NEEP's building codes initiatives and invited attendees to partner with NEEP to advance energy efficiency.
- Presented to attorneys on the legal implications of zero energy buildings and codes at the annual conference of [Defense Resources Inc. \(DRI\)](#).



# Events & Stakeholder Engagement

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- Presented on a panel titled “Energy Codes and Zero Energy Buildings: Strategies for Today, Tomorrow, and Beyond” at the [2017 NESEA Conference](#).
- NEEP and the other regional energy efficiency organizations (REEOs) – along with US DOE, PNNL, and BCAP – assisted in the agenda setting for the [2017 US DOE Energy Codes Conference](#). Specifically, NEEP coordinated and spoke on a panel titled “Scaling up Codes Toward Multifamily Energy Efficiency,” drawing from a [joint REEO multifamily report](#) published last year.
- Provided demonstrations of the [Home Energy Labeling Information Exchange \(HELIX\)](#) to engage state energy offices, utilities, and other key stakeholders on the functionality of HELIX.
- Attended the 2017 NASEO Annual Meeting to present on the HELIX project and provide context about the importance of home energy labeling information in the real estate market.
- Held quarterly HELIX Advisory Committee meetings to engage stakeholders on the progress of the project. This enabled us to determine which states have data available to import into HELIX and which states to engage first. We also held a [HELIX virtual summit](#), which allowed engagement of stakeholders in other regions that may not have been able to join in person.
- Hosted a webinar on streamlining access to utility data in collaboration with US DOE and US EPA to share best practices and resources that make it easier for customers to access their utility data. The webinar highlighted NEEP’s new report, [Public Sector Building Energy Benchmarking - Utility Data Access Options and Opportunities](#).
- Formed a Strategic Electrification Leadership Committee, comprised of approximately 30 stakeholders, to inform the development of both the [Strategic Electrification Regional Assessment Report](#) as well as a regional Strategic Electrification Action Plan in development.
- Facilitated four meetings of the Strategic Electrification Leadership Committee, which provided valuable guidance related to the project and key deliverables, and will be an important vehicle to move forward the forthcoming Strategic Electrification Action Plan.
- Hosted the [Regional Strategic Electrification Summit](#) on June 29 which included a presentation on the findings of the regional assessment.
- Served as facilitator for a [session on strategic electrification](#) at DOE’s Better Buildings Summit.
- Presented an overview of NEEP’s strategic electrification project to the [Renewable Thermal Alliance \(RTA\)](#), which focused on developing stronger markets for renewable thermal technologies including air-source and ground-source heat pumps, solar thermal, and biomass.
- Presented an overview of NEEP’s Strategic Electrification project to NEEP’s High Performance



# Events & Stakeholder Engagement

(cont'd)

Buildings and Communities Working Group, focused on opportunities for municipalities and communities to advance strategic electrification.

- Convened three meetings of the regional Air-Source Heat Pump (ASHP) Working Group, whose objective is to effectively implement the strategies outlined in [NEEP's 2016 ASHP Market Strategies Report](#).
- Hosted the [Regional ASHP Market Transformation Workshop](#) to gather stakeholders from across the market to coordinate effective implementation of market transformation strategies.
- Provided thought leadership on ASHPs at regional events, implementing one of the recommended strategies from NEEP's [ASHP report](#) to educate a wide range of industry stakeholders on ASHPs and on our cold climate specification.
- Convened a call to discuss collection of data for the [Regional Energy Efficiency Database \(REED\)](#) with ISO New England (ISO-NE), who will be contributing New England electric utility program data for inclusion in the next update to REED.
- Presented on regional policy advancements at two conferences with other REEOs – the Market Transformation Symposium and the Energy Efficiency as a Resource Conference.
- Participated in Northeast Clean Energy Council (NECEC) working groups on the topics of energy storage, grid modernization, policy, and energy efficiency, which provided opportunities for NECEC and NEEP to collaborate to advance public policy in New England.
- Attended a technical hearing on Connecticut's Comprehensive Energy Strategy, where we were able to interact with local stakeholders and gauge their response to the proposed strategy and inform our [written comments](#) to the state of Connecticut on their strategy.
- Attended technical sessions in R.I. for the Power Sector Transformation Initiative focused on the utility business model, distributed system planning, and beneficial electrification. We provided comment on [electrification](#), the [utility business model and AMI](#), and [distribution system planning](#), which were taken into consideration during development of a report for the Governor.
- Attended the 2017 NASEO Annual Meeting to engage with regional state energy offices on state-level activities to gain a greater understanding of how the NEEP region compares to the rest of the nation, and develop an understanding of what other regions are tackling and challenges they face.

# Research, Analysis, Reports & Case Studies

- Began to identify emerging business models to advance efficiency in the commercial sector, identifying barriers preventing deep commercial efficiency as well as many new solutions. NEEP drafted a report to address these barriers, focused on providing updates and information about innovative financing, business models, new technologies, and other relevant considerations for commercial-sector efficiency, as well as strategies to build demand for commercial projects.
- NEEP's [Evaluation, Measurement and Verification \(EM&V\) Forum](#) used research, reports, and webinars to share information relevant to current regional energy industry transitions. The greatest achievement lies in the diversity of topics addressed, including: whole-facility EM&V issues and resources; EM&V and market transformation; cost-effectiveness and non-energy Impacts of energy efficiency; and EM&V issues associated with program and technology trends.
- Published [Building Energy Codes for a Carbon Constrained Era: A Toolkit of Strategies and Examples](#), which outlines strategies that can better position the region to achieve two critical objectives: 1) advance building energy code development and adoption to enact zero energy buildings codes within the next 15 to 25 years; and 2) improve the administration of building energy codes to ensure that desired performance levels are realized.
- Developed a functioning version of the [Home Energy Labeling Information Exchange \(HELIX\)](#), which was developed on top of the US DOE Standard Energy Efficiency Data (SEED) Platform. HELIX is now in the beta testing phase of the project.
- Published the [Northeastern Regional Assessment of Strategic Electrification](#), which includes a technology and market assessment, a regional scan of policy/program activity related to strategic electrification, an electrification impact modeling analysis, as well as potential near-term actions and key issues to resolve.
- NEEP's [Cold-Climate Air-Source Heat Pump \(ccASHP\) specification and products list](#) established itself in the Northeast as a mechanism for the market to differentiate ASHP systems that can operate efficiently in cold climates. By the end of 2017, the list included over 500 products and was downloaded over 5,040 times, and seven leading programs had adopted the specification and products list as part of their qualification for incentives.
- Began a project to collect new data for [REED](#) and add new features to the database. We also plan to investigate processes and methods to add measure-level cost-effectiveness metrics as well as incentive values for measure-level data for as many NEEP states as feasible.
- Published the report SEM Evaluation, Measurement and Verification Best Practices to identify best practices for measuring savings from SEM programs, evaluating those measured savings, and screening for cost effectiveness.

# Research, Analysis, Reports & Case Studies

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- Developed a draft report on current uses of SEM in water and wastewater facilities, as well as opportunities to expand the adoption of SEM into these energy intensive facilities.
- Published four briefs on topics related to smart homes: [Claiming Savings from Smart Thermostats: Guidance Document](#); [The Smart Energy Home and Cross-Promotional Opportunities in Energy Efficiency](#); [The Smart Home Interface: A Tool for Comprehensive Residential Energy Efficiency](#); and [The Contractors Guide to the Smart Home](#).
- Released several EM&V-focused briefs and reports, including: [State Leadership Driving Non-Wires Alternatives \(NWA\) Projects and Policies](#); [Advanced Metering Infrastructure \(AMI\): Utility Trends and Cost-Benefit Analyses in the NEEP Region](#); [Advanced M&V: An Evolving Industry](#); and [Non-Energy Impacts: Approaches and Values](#).
- Supported strong standards for general service lighting (GSL). The Energy Independence and Security Act (EISA) 2020 GSL standard has the potential to be an immensely impactful energy efficiency standard, but faces several challenges to implementation. We worked with ASAP and others to raise understanding of the standards and ensure that they take effect as intended in the legislation.
- Created informational resources on state standards opportunities such as a sample fact sheet with key information about the appliance standards package. Additionally, we developed a [regional guidance document](#) to provide clarity on the process of setting state standards.
- Researched and developed content for a new resource – the Community Action Planning for Energy Efficiency (CAPEE) platform. CAPEE is an interactive online platform designed to help municipalities reach their energy and carbon reduction goals. This tool will provide users with an understanding of actions that can be taken at the local level to improve energy performance.
- In partnership with the Delaware Valley Regional Planning Commission (DVRPC), NEEP published an [exemplar on LED street lighting](#), which provides lessons learned from this program and details about how this program was set up, to serve as a model for others going forward.
- Collaborated with the Town of Wayland, Mass. to produce an [exemplar](#) highlighting the various energy improvement projects the town has undertaken. Wayland's success is attributable to the formation of a dedicated energy committee and their ability to seek out key partners.
- Utilizing collection methodology from the US DOE and PNNL, NEEP and [Tunxis Community College](#) kicked off the Connecticut Construction Best Practices study to identify the impact of code implementation on energy savings and carbon emissions reductions.

# Research, Analysis, Reports & Case Studies

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- NEEP and five other REEOs completed [energy rater](#) variability field studies and reports for the US DOE. Utilizing a consistent study methodology, the same residential single family home was tested in Connecticut and New York by five independent raters to determine if there is variability from rater to rater.
- To better understand the home energy rating market and clearly define a rating, NEEP commenced a regional home energy rating cost study. There is a wide spectrum of costs for home energy ratings, and the study will assist regional and national rating organizations to offer more consistency for energy rating services.
- Conducted research on building energy codes topics including: 2015 IECC versus [2018 IECC](#); ASHRAE 90.1 2013 versus [ASHRAE 90.1 2016](#); [Passive House Standards](#); 2018 IECC [Energy Rating Index \(ERI\)](#); and zero energy buildings.
- Developed the governance and operations policy/structure for HELIX for the remainder of the US DOE-funded grant period, as well as an initial structure for the period following DOE funding. This helps determine the database access structure and who the owners may be within the structure, and provides a long-term goal to work toward for the ultimate HELIX structure.
- Updated our brief, [Building Energy Benchmarking and Disclosure Policies in the Northeast and Mid-Atlantic](#), which provides an overview of benchmarking ordinances throughout the region.
- Conducted research and analysis for development of a benchmarking dashboard to measure the impact that benchmarking ordinances are having in the region. It will provide details on the benefits that cities and states are realizing by enacting these ordinances, including reduced carbon emissions and energy consumption.
- Created an [exemplar](#) on Connecticut's Home Energy Score (HES) program to highlight the success of the state's HES program in achieving over 25,000 scores and best practices for other states to learn from and support implementation of HES in their residential energy efficiency program portfolios.
- Published the spring 2017 [Energy Efficiency Snapshot](#), which provides an overview of energy efficiency by the numbers for the NEEP region, using the most recently published REED data, as well as drawing from other sources to examine policies and targets.
- Completed data collection of 2016 program year data and documents for the REED update. REED currently includes data for ten states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New York, Rhode Island, and Vermont.

# Research, Analysis, Reports & Case Studies

(cont'd)

- Started the quality control/quality assurance process on submitted 2016 program data for REED to ensure that the data submitted aligns with annual reports submitted by each utility. Any discrepancies are discussed with the host state.
- Researched metrics for energy efficiency in buildings and for carbon reduction to expand REED. This will further REED's purpose and scope and enable NEEP to incorporate new data points into the database.
- Published the 2017 [Regional Roundup](#), an annual publication that provides insights into the latest policy developments, as well as updated REED data. The report includes links to external resources such as Public Utility Commission orders, policy documents, listserv information, as well as utility plans and programs.
- Began work on the Advanced Efficiency Leadership progress report, which will replace NEEP's annual Regional Roundup and provides a high-level view of state progress in implementing strategies in advanced energy efficiency to achieve carbon emissions reductions.
- Published a bi-monthly policy tracker and maintained the [online policy tracking tool](#) to highlight the latest trends in legislative and regulatory proceedings. This effort puts a regional pulse on policy; for instance, the [July policy tracker](#) provided a spotlight on energy storage and discussed the movement in this sector throughout the region. Trackers can be found at the following links for [February](#), [March](#), [May](#), [July](#), [September](#), and [November](#).

# Technical Assistance & Resource Centers

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- Provided technical assistance to the city of South Portland, Maine, which formally adopted a building energy benchmarking ordinance in January 2017. We offered support on next steps the city should take, including hosting a training workshop for covered building owners. Additionally, we developed an [exemplar](#) that highlights the unique characteristics of their policy and information on the process of passing the ordinance.
- Maintained our status as a regional policy expert by providing insights and analysis on state energy efficiency policy. By keeping a pulse on state policy, we were able to direct this information to our [Allies](#) and internally to help advance NEEP initiatives.
- Provided EM&V technical assistance to the region, hosting the [Cost Effectiveness Testing for the Next Generation Energy Efficiency Workshop](#) on June 15.
- Provided technical assistance to a variety of stakeholders related to SEM and facilitated discussions with US DOE, program administrators, and other stakeholders across the region. One example of this is a discussion we hosted on the [opportunities associated with SEM](#) with the Delaware Division of Energy and Climate.
- Attended an introductory workshop on US DOE's new SEM resource, [50001 Ready](#). NEEP will work with regional partners to utilize the resources available through this program, making promotion and adoption of SEM more accessible to potential stakeholders.
- Maintained and updated NEEP's [web-based HEMS resource center](#) including the [smart energy home products list](#), which now includes 545 products and is generating increased interest from regional stakeholders as a reference for smart home products and devices.
- Presented to the Connecticut Energy Efficiency Board on the [topic of smart energy homes](#). This presentation was catered to help Connecticut stakeholders understand the short- and longer-term opportunities in the smart energy home.
- Completed the Mid-Atlantic Technical Reference Manual (TRM) [Version 7.5](#). The major change to this newest version is the inclusion of updated tables for LED lighting.
- Assisted Rhode Island in advancing state appliance standards, where the legislature introduced a bill based on ASAP's 2017 model standards package. NEEP provided technical assistance to aide in their understanding of the standards, but ultimately the bill was not passed, with the focus then shifting to planning for successful passage of a bill in 2018.



# Technical Assistance & Resource Centers

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- Provided technical assistance to a number of cities and towns in the region including: Hanover, N.H. on the town's energy reduction plans; Belmont, Mass. on the construction of a new school targeting zero energy performance; and Amherst, Mass. on the costs and operation of zero energy buildings as they look to build several new municipal buildings.
- Provided technical assistance to the state of Rhode Island to advance the state's zero energy goals. NEEP assisted by helping to prioritize next steps to create a path forward, supporting the residential, commercial, and public buildings subgroups of this effort throughout the year.
- Provided technical assistance to Rhode Island by contributing to development of both the residential and commercial state [stretch codes](#). Upon NEEP's recommendation, the state utilized the [US DOE's Zero Energy Ready Homes Program \(ZERH\)](#) as the basis of the residential code. The commercial code is based on the [2015 International Green Construction Code \(IGCC\)](#). Both stretch codes are expected to be publicly available in the spring of 2018.
- Provided sought-after building energy codes technical assistance to states, municipalities, collaboratives, and other energy advocate organizations within the region on codes and code-related topics such as zero energy buildings, the Energy Rating Index, Zero Energy Potential Index (zEPI), and code attribution.
- Maintained our national network of building energy codes partners, continuing to play an active role in the [National Code Collaborative](#), as well as provide monthly updates to groups assembled by the Responsible Energy Codes Alliance (RECA) and the National Association of State Energy Officials (NASEO) in order to coordinate energy code support activities across the country.
- Created tangible HELIX resources including a one-page resource for real estate professionals to highlight how HELIX will make it easier to incorporate energy information into a listing by automating the process.
- Developed a course curriculum for real estate professionals to support a HELIX project objective to educate the real estate community to help professionals better understand the relevance of HELIX and the importance of energy information in the real estate market.
- Submitted written comment letters to the New York Public Service Commission (NY PSC) on the Distribution System Implementation Plans ([first](#), [second](#)) and to the Connecticut Department of Energy and Environmental Protection (CT DEEP, [third](#)), educating stakeholders about whole

# Technical Assistance & Resource Centers

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building data aggregation thresholds.

- Provided technical guidance on Rhode Island's efforts to implement building energy rating across their entire building stock. For residential buildings, NEEP provided updates on synergistic efforts such as HELIX, and provided technical assistance as the state prepares to pilot US DOE's Home Energy Score via National Grid's home performance program.
- Provided technical assistance to cities including Providence, R.I. to support the development of the city's benchmarking ordinance, and in New York City to catalyze energy savings in the underserved small multifamily market to pair with the city's transparency ordinance for large commercial buildings.
- Provided technical assistance for ASHPs to regional program administrators in Massachusetts, Rhode Island, Connecticut, and New York.
- Published a quarterly REED Rendering: This is a series of blogs where NEEP brings stakeholder attention to interesting trends that can be found in REED data and the stories behind those trends. Blogs can be found at the following links for: [Q1](#), [Q2](#), [Q3](#), and [Q4](#).
- Responded to requests for background information regarding the contents of and sources for REED, meeting with staff of Greentech Media, Optimal Energy, the Energy Information Administration (EIA), and NYSERDA.
- Provided technical assistance to the N.H. Public Utilities Commission (PUC) by providing information on [non-energy impacts](#) and how they are valued in cost-effectiveness testing throughout the country. In addition, NEEP [presented](#) this research to the Energy Efficiency Resource Standard (EERS) Committee of the PUC Energy Efficiency & Sustainable Energy (EESE) Board.
- Provided technical assistance to the R.I. Office of Energy Resources (RI OER), producing a report advising the state on how to improve their ACEEE State Scorecard ranking in 2018.



# Regional Market Transformation Strategies

- Worked toward the strategies and goals set forward in NEEP's [2016 Smart Energy Homes report](#). Specifically, progress was made toward including smart considerations into water heating, advancing smart thermostat program success, and engaging with the home performance industry to ensure that smart homes are efficient homes.
- Advanced the conversation on smart water heaters, hosting two calls with stakeholders focused on the existing activity for smart retrofit and new water heaters, as well as the range of energy benefits from efficiency, demand response, and integration with distributed energy resources.
- Delivered contractor trainings to connect home performance and the smart home, including a [webinar](#) to a group of N.Y. home performance contractors and an [in-person training](#) for Conn. home performance, HVAC, and solar contractors in coordination with EnergizeCT, the Conn. Utilities, and the CT Green Bank.
- Conducted a survey to identify stakeholders' key barriers to and opportunities for market transformation in commercial efficiency.
- Participated in development of national EM&V guidance and protocol development by providing guidance on the ENERGY STAR Retail Products Platform, the Uniform Methods Protocols, National Standards Practice Manual, National Energy Efficiency Registry, Lawrence Berkley National Laboratory (LBNL) National Stakeholder Collaborative, and the Future Grid Coalition.
- Weighed in on the value of federal appliance standards, submitting comment letters on several technology-specific procedures, including [information collection extension](#), [room AC test procedure](#), [refrigerator and freezer test procedure](#), [the direct final rule for central ACs and heat pumps](#) (with NEEP's independent letter [here](#)), and the [general service lighting request for information](#).
- Contributed to the ENERGY STAR specification process for products of interest for appliance standards, submitting comments on [uninterruptable power supplies \(UPS\)](#), [televisions](#), [Most Efficient program](#), [clothes washers](#), [clothes dryers](#), and joint comments for [servers](#).
- Supported market transformation through the Retail Products Platform (RPP) and co-convened the Products Tasks Force, which focused on selecting appropriate products for this program into the future and appropriately pushing specifications to grow the markets across several appliance and electronics technologies.
- Engaged stakeholders to update [NE-CHPS](#) and transform the schools market to ensure that all communities are providing healthy, energy efficient learning environments for students. Updates have been made to the zEPI scale, with additional updates slated for early 2018, including to the energy documentation and acoustics sections.
- Began beta testing a functioning version of HELIX with the state of Vermont to test the functionality of importing and exporting data to and from HELIX. This will ensure that HELIX functions for the different types of building energy labels it is intended to receive.
- Updated the regional [Building Energy Benchmarking Policy Inventory](#), which catalogues all of the benchmarking policies that have been enacted throughout the region.

# Regional Market Transformation Strategies

- Published two new guides for ASHP installers: [A Guide to Sizing & Selecting ASHPs in Cold Climates](#) and [A Guide to Installing ASHPs in Cold Climates](#). We then hosted a [public webinar](#) to present the guides with 140 stakeholders in attendance.
- Participated on a panel as part of Rhode Island's Power Sector Transformation Initiative to provide comment on the initiative's framework document. We encouraged the state to prioritize the thermal-sector aspects of electrification through the enhanced promotion of ASHPs, including cases where customers would be switching heating fuels in the process.

# Q4 Web Metrics

## Q4 2016 Unique Visitors

13,132

## Q4 2017 Unique Visitors

15,557 ↑ (18.47%)

## Q4 2016 Page Views

35,410

## Q4 2017 Page Views

47,084 ↑ (32.97%)

## Inbound Traffic

### Organic Search

Traffic sourced without the use of paid advertisements.

### Direct

Typing a URL directly into the browser, using a bookmark, or non-tracked links in emails, PDFs, etc.

### Referral

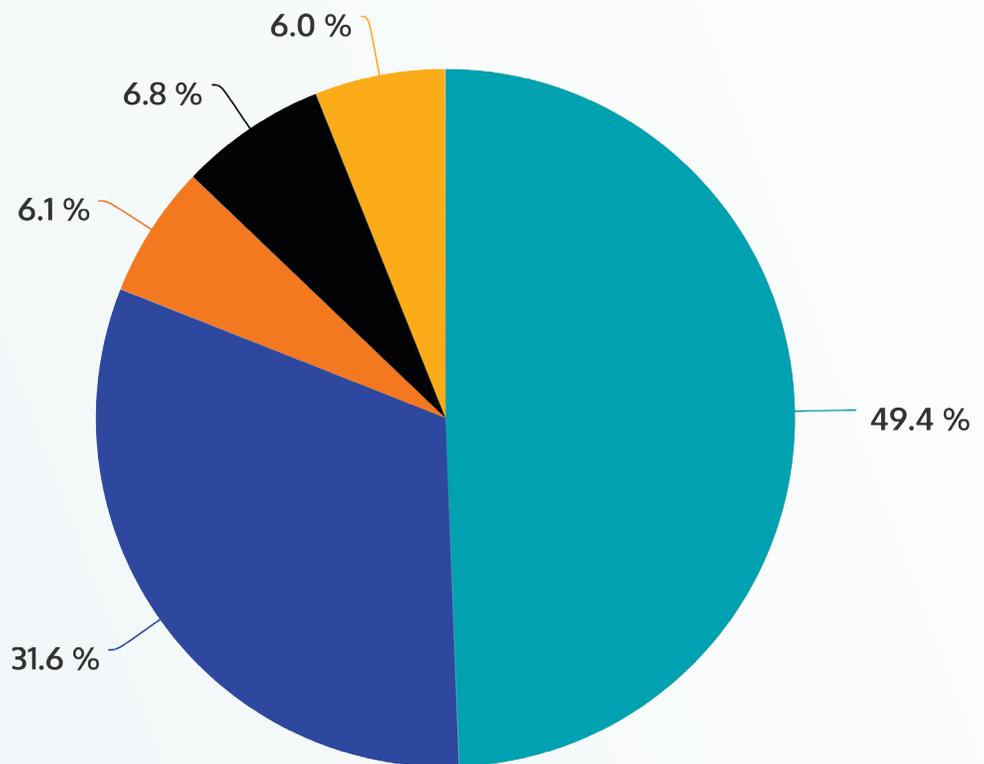
Traffic originating from another website.

### E-Blasts

Impressions directed from tracked links in our email communications

### Social

Traffic originating from social media outlets e.g. Twitter, Facebook, LinkedIn, Pinterest, etc.



Organic Search Direct Referral Social E-Blasts



# Q4 Web Metrics

Q4 2016 Total Downloads

3,264

Q4 2017 Total Downloads

8,809  (169.88%)



5,145

PDF DOWNLOADS



3,522

EXCEL DOWNLOADS



118

DOC DOWNLOADS

## Top Blogs

1. Hot Strategies for ccASHPs
2. What Is ASHRAE Standard 90.2?
3. Strategic Electrification: An Energy Transformation
4. Dissecting ACEEE'S 2017 State Scorecard
5. Looking For Winter-Proof Heat Pumps?

## Top Downloads

1. ccASHP Specification Listing 10/26/17
2. ccASHP Spec Manufacturer Application
3. ccASHP Installers Guide
4. ccASHP Sizing & Selecting Guide
5. ccASHP Specification Listing 12/11/17

## Top Media Hits

[Rate It Green](#) (October 1, 2017) – Home Energy Labeling Information eXchange

[NESEA](#) (October 26, 2017) – Extreme Energy Makeover: Strategic Electrification

[MassLive](#) (November 11, 2017) – Can The Pioneer Valley Shrink



# Q4 Web Metrics



**21**

**NEW USERS  
PER DAY**



**85%**

**NEW  
SESSIONS**



**36%**

**OUTSIDE REGION  
TRAFFIC**

### Leaders By State

- 1. Massachusetts
- 2. New York
- 3. Virginia
- 4. California
- 5. New Jersey

### Leaders By City

- 1. New York
- 2. Boston
- 3. Ashburn
- 4. Washington
- 5. Chicago

### Top Cities in Massachusetts

- 1. Boston
- 2. Cambridge
- 3. Waltham
- 4. Lexington
- 5. Concord