



Northeast Energy Efficiency Partnerships

2010 Business Plan

“Facilitating partnerships to advance energy efficiency”

UPDATED APRIL 14, 2010



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I. Executive Summary

NEEP's 2010 Business Plan provides an overview of our 2010 plans to advance energy efficiency as a top priority resource for homes, buildings and industry across the broader Northeast region of the U.S. Our plan is designed to help states and efficiency program administrators effectively use over \$2 billion in funding for efficiency programs collectively committed by Northeast and Mid-Atlantic states for 2010 to offset load growth or acquire all cost-effective efficiency. Core to our 2010 strategy are regional partnership projects that coordinate efforts to build market momentum, share knowledge and learning, and leverage resources to meet common objectives to increase building sector energy efficiency.

To support the historic ramp-up of energy efficiency in the Northeast, NEEP's 2010 plan includes five major components:

- **Regional Deployment Initiatives** that coordinate gas and electric ratepayer-funded energy efficiency programs to leverage resources, aggregate markets, provide consistent messages, engage marketplace interests, facilitate learning and innovation, and work with and inform national efforts.
- **Public Policy Projects** that provide information and encouragement to state policy makers and administrators to set aggressive efficiency goals to capture the tremendous benefits and potential of energy efficiency as a resource, and to adopt and effectively implement policies to achieve those goals.
- **The Evaluation, Measurement and Verification Forum** to develop common protocols and consistent assumptions across the region to estimate, verify, evaluate and report the impacts of energy efficiency and other demand-side resource programs and policies across the region.
- **Workforce Development** to build the capacity of qualified, skilled labor and professionals to develop and provide the energy efficiency solutions needed to meet state and regional energy efficiency goals.
- **Northeast Energy Efficiency Summit** to make the benefits and progress of energy efficiency as a resource real and visible to policy makers and business leaders across the region.

NEEP implements these projects with the active support and participation of its Sponsors. Sponsor funding leverages state, federal and foundation resources to implement NEEP's projects and initiatives.

Major themes for NEEP's 2010 plan include: increasing the leadership role of NEEP Sponsors in NEEP regional initiatives; engaging state agencies administering federally-funded American Recovery and Reinvestment Act energy efficiency programs and projects to align with and build on the ratepayer-funded efficiency programs; increasing the focus on retrofit and whole building strategies; expanding participation in NEEP projects to Mid-Atlantic states; and assisting Northeast states to be national leaders in efficiency procurement to offset growth in gas and electric consumption, building energy codes, and high performance building standards.



II. Introduction

A. About NEEP

Founded in 1996, NEEP facilitates regional partnerships to advance energy efficiency in homes, buildings and industry through regionally coordinated public policies and programs.



Who We Serve: NEEP works with state policy makers and administrators as well as administrators of ratepayer-funded energy efficiency programs in the broader Northeast region - New England, New York and Mid-Atlantic states - to maximize the energy, economic and environmental benefits of energy efficiency as a top-priority resource.

What We Do: NEEP overcomes policy and market barriers to realizing the large potential for cost-effective energy efficiency as a key resource to reduce regional greenhouse gas emissions and provide reliable and affordable energy for residents and businesses.

We do this by convening, facilitating and assisting partnership projects that address common opportunities, needs and issues across the region. In these projects, we engage state government, gas and electric utilities, industry allies, public interest organizations, educational institutions and other stakeholders to address common goals and objectives to advance energy efficiency. We also serve as an information resource for states, program administrators, the media and others concerned with energy efficiency as a priority resource to meet state and regional economic, energy and environmental goals.

Our Vision: NEEP envisions that the Northeast region will continue to be a national leader for energy efficiency by reducing building sector energy consumption while maintaining a strong economy.

Our Approach: In a region rich with efficiency programs and funding - among the highest in the country with over \$2 billion committed for 2010 - NEEP is the primary organization that advances energy efficiency policies, programs and practices through regional cooperation to leverage markets, knowledge, capability, learning and funding to increase the impacts of individual state efforts. We bring three core values to our work internally and with our regional and national partners:

- **Collaboration:** NEEP brings people and organizations together to work effectively and creatively to research, develop, implement and evaluate the best policies, programs and practices to maximize the efficient use of energy in the building sector.
- **Expertise:** NEEP seeks out, develops and applies expert knowledge and skills within our organization, among our partners and throughout the region to keep the Northeast a national leader for the efficient use of energy.



- **Advocacy:** NEEP is committed to overcoming systemic barriers to the efficient use of energy through state-level policies and programs that benefit the region and that build momentum for federal actions that magnify these benefits nationally to achieve lasting energy savings and market transformation.

NEEP brings these core values to each of our initiatives and projects in which we engage participants across the region through a range of topical committee structures that are detailed in the following sections.

Our Value: Through strategic regional coordination, NEEP reduces the cost of and accelerates impacts of energy efficiency policies and programs implemented in the Northeast by assisting government and efficiency program administrators to:

- Leverage financial, intellectual and human capital resources toward common goals
- Adopt consistent messages, terminology and technical requirements among states to ease broad market adoption of the energy efficiency
- Aggregate markets and engage marketplace interests to build and serve the demand for high efficiency products and best practices
- Coordinate research and development to stay on the leading edge of policy, technology and program design
- Align state and regional efficiency initiatives with relevant national efforts
- Collaborate to innovate and employ best practices to maximize the effectiveness of programs and policies implemented in the Northeast
- Adopt leading policy and program opportunities to advance energy efficiency
- Make visible energy efficiency policy and program successes in the Northeast region

Our Leadership: NEEP is led by a Board of Directors of fourteen leaders in energy efficiency from across the region including representation from state agencies and authorities, utilities, environmental and efficiency advocates, and industry (see Appendix B).

The professional staff of twenty-four is lead by an Executive Director and Management Team responsible for developing and implementing NEEP's annual business plan approved by the Board.

Leadership for NEEP's Evaluation, Measurement and Verification Forum (EM&V Forum) is provided by a Steering Committee that includes commissioner-level representation from energy and environmental regulators from twelve jurisdictions.

In 2010, NEEP will implement a structure for Regional Deployment Initiatives (RDI) similar to the EM&V Forum with the convening of a Steering Committee of leadership from efficiency program administrators (utilities and state agencies) from across the region.

Our Sponsors, Partners and Funders: NEEP achieves its mission through the participation and financial support of our initiative and project sponsors and participants across the region.



NEEP Sponsors include the leading administrators of gas and electric ratepayer-funded energy efficiency programs across the region that deliver energy efficiency services and solutions to residents, businesses and institutions. These include gas and electric utilities, state agencies and authorities and non-profit organizations - many of whom are recognized national leaders for energy efficiency. Since 1997, NEEP Sponsors' active participation and support for NEEP initiatives and their recommendations have been the key to realizing the value of NEEP's regional strategies. To increase that value, in 2010 we invite state energy offices implementing efficiency programs funded by the federal 2009 American Recovery and Reinvestment Act (ARRA) to participate in NEEP regional projects to coordinate their programs with relevant state and regional efforts. See Appendix C for a list of 2009 NEEP sponsors and further information about the 2010 Sponsors Program.

NEEP Partners include trade allies that support NEEP's mission to advance energy efficiency through regionally coordinated policies and programs. Introduced in 2009, the Partners Program offers business, industry and other stakeholders an opportunity to demonstrate their leadership by affiliating with and supporting NEEP. Based on initial success, we are continuing the program in a simplified version for 2010 to double participation. See Appendix D for further information.

Other **NEEP Funders** include federal agencies - the U.S. Department of Energy (US DOE) and the U.S. Environmental Protection Agency (US EPA) - which provide grant and contract support for specific NEEP projects. Private foundations supporting NEEP public policy projects in 2010 include The Energy Foundation, the Merck Family Fund, the John Merck Fund, and the Chorus Foundation. See Appendix A for further information about the NEEP 2010 budget and funding.



B. 2010 Goals and Projects

Our 2010 Strategic Goals: As the Northeast region ramps up an aggressive energy efficiency effort to capture all cost-effective energy efficiency with goals to offset energy and load growth through demand-side resources that are cheaper than supply, NEEP’s 2010 work is guided by three high-level goals:

- **Support Northeast states to adopt and effectively implement public policies** to acquire all energy efficiency and related demand-side resources that are less costly than supply.
- **Accelerate the marketplace availability and adoption** of quality products and best practices that maximize energy efficiency in homes, buildings and industry.
- **Build the regional infrastructure** necessary to support a major increase in building energy efficiency as a regional energy and environmental resource.

Our 2010 Projects: To achieve these goals, NEEP’s 2010 Business Plan includes five related project areas:



The specific projects - goals, objectives, activities, NEEP deliverables and funding - for each project area are described in the following sections.



III. Regional Deployment Initiatives

A. Overview

To serve the rapid expansion of energy efficiency funding and programs and help Northeast states achieve aggressive energy efficiency goals, NEEP will revise the structure and consolidate its regional deployment initiatives. Designed to serve existing and potential NEEP initiative sponsors from New England, New York and Mid-Atlantic States (i.e., administrators of ratepayer-funded energy efficiency programs), the plan is intended to broaden participation to include state energy offices implementing programs funded by the federal American Reinvestment and Recovery Act (ARRA) where the program objectives and activities overlap with the regional initiatives. Key elements of the plan include:

- **Strategic regional coordination of ratepayer-funded energy efficiency programs with relevant national, federal and state initiatives** to facilitate learning, leverage resources and build market momentum for high efficiency consumer products.
- **Strategic partnerships with upstream market actors and channels** (e.g., retailers, manufacturers, and distributors) to promote rapid market introduction and adoption of high efficiency products and best practices.
- **Coordinated assessment of and support for federal, state and local public policies** that support long-term initiative goals.
- **Coordinated research of products and markets** to identify new high efficiency product options and assess market impacts, opportunities and consumer satisfaction.
- **Energy efficiency in all major fuel types** to provide customers with comprehensive energy efficiency solutions.
- **New technologies and program strategies** that significantly increase energy savings.

Typically, the 2010 Regional Deployment Initiatives Business plan includes:

1. Overview of Regional Deployment Initiatives Purpose, Structure and Process
2. High Efficiency Retail Products
3. High Efficiency Home Performance
4. High Efficiency Commercial Buildings and Technologies



NEEP's initiative facilitation and management is funded by NEEP Sponsors and federal grants:

2010 Regional Deployment Initiatives	Funding Source	
	Federal	NEEP Sponsors
High Efficiency Retail Products - 15% (of total initiative budget)	15%	85%
High Efficiency Home Performance - 43%	55%	45%
High Efficiency Commercial Buildings and Technologies - 42%	50%	50%
Overall Total	47%	53%

Note: Federal funds are subject to grant application, approval or renewal.



B. Regional Deployment Initiatives¹ Purpose, Structure and Process

Purpose, Goals and Objectives

New York, New England, and the Mid-Atlantic states are committed to aggressively acquiring energy efficiency and demand-side resources as cost-effective alternatives to more expensive energy supplies and as a key strategy to avoid carbon emissions from the burning of fossil fuels. While each state or jurisdiction has its own specific goals and approaches for acquiring cost-effective energy efficiency as a resource, strategic coordination of these efforts will achieve these goals with lasting impacts much faster and at lower cost. Specifically, Regional Deployment Initiatives (RDI) offer states and program administrators across the region the opportunity to:

- **Leverage financial and other resources** towards common goals;
- **Aggregate markets to harness the power of retailers, manufacturers and other market interests** to co-promote energy efficient products and best practices as preferred consumer choices;
- **Avoid duplication and market confusion** through consistent requirements, consumer messaging, and marketplace training;
- **Share the cost of projects** that support program efforts (e.g., market research, assessment of program effects, development of training and technical support materials, outreach and training, etc.);
- **Influence and tap relevant national and regional efforts;**
- **Exchange information, ideas and lessons learned** to maintain cutting-edge programs quick to respond to new opportunities and market developments; and
- **Coordinate related efforts with state energy office and federal agency programs.**

Over the last thirteen years, NEEP's Regional Deployment Initiatives have addressed these and fostered productive working relationships among program administrators. This has helped to establish the Northeast as a national leader in advancing the efficient use of energy in homes, buildings and industry.

As the region prepares for an unprecedented ramp-up of energy efficiency programs to offset growth in energy usage for all major fuels, continued strategic coordination of program efforts can play an important role to achieve state energy efficiency goals cost-effectively and as soon as possible. NEEP's Regional Deployment Initiatives offer an effective approach for such strategic regional coordination.

¹ NEEP Regional Deployment Initiatives (RDI) heretofore has been referred to as *NEEP Regional Initiatives*. To minimize confusion between this effort to strategically coordinate efficiency and demand-side programs and NEEP's Public Policy Projects, we have added the term "deployment".



Regional Deployment Initiatives Restructuring

To support the historic ramp-up of energy efficiency in the Northeast, NEEP undertook a strategic review of its operations, with a particular focus on Regional Deployment Initiatives. A recent survey of NEEP sponsors resulted in several recommendations to improve the effectiveness of NEEP's RDI including:

- Establish an RDI governance structure led by a Steering Committee, supported by Project Committees co-chaired by sponsors for each regional initiative;
- Harness the committee structure to sharpen the focus of Initiatives on cross-cutting and sponsor-identified issues;
- Identify more clearly the short- and long-term deliverables stemming from each Initiative; and
- Emphasize all fuels and comprehensiveness within each Initiative.

Broadened Participation: In addition, NEEP sponsors recommended using the regional deployment initiatives as a process to engage collaborative discussions with state energy offices (e.g., funded by federal economic stimulus initiatives, revenues from the Greenhouse Gas Initiative, etc.) and federal agencies working towards common goals and objectives. To achieve that, NEEP will work with Regional Initiative Sponsors to identify and invite state and federal agency staff participation in initiative activities.

A Participant-Driven Process: In response, NEEP will establish for 2010 a Regional Deployment Initiatives structure and process as follows:

RDI Steering Committee

1. **Purpose:** A single RDI Steering Committee will serve to establish current year and forward-looking direction for the NEEP RDI business unit and inform its ongoing activities.
2. **Members:** Members of the Steering Committee, invited by NEEP, will include decision makers and leaders from within the NEEP RDI sponsor community as well as select representatives from the states and non-utility regulatory advisor community.
3. **Leadership:** The Steering Committee will be led by two co-chairs, serving for a period of two years. One co-chair will be from among the Steering Committee members who are also members of the NEEP Board of Directors and one shall be an at-large NEEP RDI sponsor.
4. **Role and Responsibilities:** The Steering Committee will be convened and facilitated by NEEP three times per year, and will be served by Initiative Committees and their associated Project Committees. The Steering Committee will:
 - a. Recommend for NEEP Board approval an annual RDI project agenda, and inform annual budget and revenue planning.
 - b. Set priorities and schedules for RDI activities with the input and guidance of the Initiative Committees and implemented by the Project Committees.



- c. Receive and review RDI results and achievements.
- d. Publicly support the NEEP RDI business unit as a regional resource to coordinate regionally the efforts of ratepayer funded (SBC) and related energy efficiency programs to achieve state and regional energy efficiency goals.
- e. Oversee the agenda for strategic regional coordination of program efforts and address various cross-cutting issues for a range of projects.

Initiative Committees

1. **Purpose:** Initiative Committees will replace the previous “Initiative Working Groups” and serve to execute the plans and project agendas adopted by the Steering Committee for:
 - High Efficiency Commercial Buildings and Technology
 - High Efficiency Retail Products
 - High Efficiency Home Performance
2. **Members:** Facilitated and supported by NEEP Staff, the Initiative Committee members include the staff of NEEP initiative sponsors and invited participants (e.g., state energy office and federal agency staff working on common goals).
3. **Leadership:** Each Initiative Committee will be led by two co-chairs confirmed by the Steering Committee. The co-chairs will serve for a year with the intent to rotate co-chair positions annually among the Initiative Committee members according to a nomination and rotation process agreed to by the Committee members. Co-chairs will play a lead role in guiding RDI projects and budgets, and will present to the Steering Committee the Initiative Committees’ recommendations to adopt RDI plans, materials and/or products.
4. **Roles and Responsibilities:** Supported by NEEP Staff, the Initiative Committees will address initiative goals and objectives and:
 - a. Present recommended RDI plans, projects and budgets, and supporting materials and products for Steering Committee consideration and adoption;
 - b. Strategically coordinate ratepayer funded programs, with related state and federal efficiency programs;
 - c. Share information and build knowledge regarding relevant market developments and best practices, program strategies and emerging opportunities to achieve all cost-effective energy savings;
 - d. Provide a regional interface to engage market interests (e.g., retailers, manufacturers, distributors) to participate in and promote efficiency programs (e.g., upstream co-promotions);
 - e. Undertake jointly funded projects using third-party contractors to address common objectives (e.g., market research and assessments, evaluation, technical guidelines, qualified product lists, program materials and training development);
 - f. Provide input on draft plans, reports and outputs prepared by NEEP and the Project Committee members and contractors;



- g. Track and assess the impacts of relevant public policy developments (e.g., codes and standards) relative to initiative goals and activities;
- h. Inform reports and provide recommendations for Steering Committee consideration relative to initiative goals and objectives; and
- i. Guide preparations for public outreach such as Initiative Stakeholder Meetings.

Initiative Committees will participate in regular conference calls and/or in-person meetings. In-person meetings will not usually take place more frequently than quarterly.

NEEP Role and Responsibilities: NEEP will serve Regional Deployment Initiatives by providing professional staff to:

1. Convene and facilitate the Steering and Initiative Committees;
2. Provide technical and administrative support for the regional initiatives including planning and overall project management and communications;
3. Maintain password protected web pages to support RDI projects and activities;
4. Undertake specific activities and deliverables as approved by the Steering Committee;
5. Cultivate strategic alliances with market interests to support RDI goals;
6. Retain the services of contractors and consultants selected with Initiative Committees' guidance to undertake RDI projects;
7. As requested, serve as fiscal manager for jointly funded RDI projects;
8. Secure funding to support RDI management and activities including the preparation and administration of grants and sponsor funding;
9. Participate in and actively coordinate RDI activities with relevant state, regional and national forums;
10. Link RDI projects to relevant public policy developments (e.g., codes, standards); and
11. Disseminate and make accessible to target audiences RDI results, products and recommendations as well as sponsor accomplishments relative to initiative goals.

NEEP's 2010 RDI Business Plan provides the specific projects for each of the three regional initiative areas for 2010.



Regional Deployment Initiatives (RDI) Structure and Role

NEEP Board of Directors

- Provide overall strategic guidance for NEEP projects
- Approve Annual RDI Business Plan, Budget and Revenue Plan
- Oversee NEEP Operations and Fiscal Management

NEEP Sponsors

Demand-Side Program Administrators
(utilities, state agencies and authorities)

RDI Steering Committee

- Co-chairs: NEEP Board + NEEP Sponsors
Facilitator-Manager: NEEP RDI Director
- Recommend to NEEP Board annual RDI project agendas, and inform budget and revenue plan
 - Set priorities and schedules for RDI activities
 - Receive/review RDI results and achievements
 - Publicly support NEEP RDI as a regional resource to coordinate energy efficiency programs

NEEP RDI Staff

- Convene and facilitate RDI committees and communications
- Provide technical and project management support for RDI projects
- Maintain RDI project web pages as common workspace
- Solicit/retain contractors and consultants to undertake RDI projects
- As requested, serve as fiscal manager for jointly funded RDI projects
- Secure grant funding for RDI management and activities
- Cultivate strategic alliances with market interests to support RDI activities
- Participate in/coordinate RDI activities with US DOE and EPA and state, regional and national forums
- Disseminate RDI results and sponsor accomplishments to target audiences
- Link projects to relevant developments in the EM&V Forum, public policy, and workforce development

RDI Initiative Committees

Commercial Buildings & Technologies

Co-Chairs: Sponsors
Facilitator-Manager:
NEEP Staff

- HVAC Systems
- DesignLights
- Data Centers

Retail Products

Co-Chairs: Sponsors
Facilitator-Manager:
NEEP Staff

- Appliances
- Lighting
- Consumer Electronics

Home Energy Performance

Co-Chairs: Sponsors
Facilitator-Manager:
NEEP Staff

- Home Retrofit
- HVAC Systems

RDI Allies

- US EPA - Energy Star
- US DOE Programs
- Consortium for Energy Efficiency
- TopTen USA
- Professional and Trade Associations
- Retailers, Manufacturers, Distributors
- Other Regional EE Partnership Groups
- Etc.



C. High Efficiency Retail Products

Long-Term Goal

By 2020, the minimum energy efficiency of products sold at retail in the New England, New York and Mid-Atlantic region is maximized relative to standard product offerings in 2010.

Recognizing that there are continual changes driven by new technology, policy shifts, and marketplace transformation, continual review and adaptation of goals is to be expected.

High-Level Strategy

The multi-year path to achieve this long-term goal includes five key strategies that raise minimum baselines for product efficiency, promote a continuously improving “pipeline” of high efficiency, quality product options and achieve a high level of consumer satisfaction:

- Strategically coordinate residential, commercial and public sector programs that promote the rapid market introduction and adoption of quality, high efficiency products of all fuel types.
- Introduce leading-edge initiatives that promote product innovation and market introduction and adoption of quality, super-efficient consumer products.
- Promote public policies that raise minimum product efficiency standards and support consumer selection of high efficiency products on a fuel-neutral basis and recognizing that motion toward standards is dependent upon data-driven assessment of the status of the market.
- Gather and utilize all information opportunities to understand and address the marketplace (end-user, technology and distribution) and policy needs, and any related developments.
- Support consumer education and product quality initiatives to maintain high levels of consumer satisfaction with high efficiency products.

The overall approach to implement these strategies includes:

- Strategic regional coordination of ratepayer-funded energy efficiency programs with other relevant national, federal and state initiatives to facilitate learning, leverage resources and build market momentum.
- Strategic partnerships with upstream market actors in related market channels (retailers, manufacturers, distributors and trade allies) to promote rapid market introduction and adoption of high efficiency product options.
- Coordinated assessment of and support for federal, state and local public policies that support the long-term goal.
- Coordinated research of products and markets to identify new high efficiency product options and assess market impacts, opportunities and consumer satisfaction.



2010 Objectives and Outputs

In 2010, NEEP will partner with initiative sponsors to achieve the 2010 objectives through two project sub-committees. With the input and guidance of these committees, NEEP will address these objectives and develop the Outputs listed below.

Lighting Committee

Objective 1: Informed Residential Lighting program design and evaluation planning for 2011 and beyond to increase energy savings by clarifying strategic directions and revealing best practices via facilitated regional coordination and exchange between program administrators, regulators and the upstream lighting market interests.

NEEP Outputs	Schedule
1. Northeast Regional Lighting Summit attended by a diverse mix of over 60 stakeholders.	March 30, 2010
2. A Summit Report highlighting issues identified, conclusions drawn and next steps.	Spring 2010
3. Annotated inventory of sponsor 2011 Residential Lighting Programs.	Fall 2010

Objective 2: Alignment of programs and policy/evaluation to support a new generation of residential lighting technologies and solutions that increase program savings by developing analysis and guidance regarding the EISA federal minimum efficiency standards for lighting; the maturity of the standard CFL market and the related issues regarding net savings and cost-effectiveness; the relative increase in the importance of specialty CFLs and under-served market segments; and the emergence of solid state lighting (LEDs).

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor to conduct research, develop reports, and prepare recommendations.	Spring - Summer 2010
2. Policy and Evaluation Barriers and Solution Report identifying pathways for lighting program design and evaluation to inform program regulatory filings and proceedings beginning in the fall of 2010.	Situation Analysis: Summer 2010 Report: Year-end 2010



Objective 3: Regionally supported best practices, definitions and near-term program strategies to serve “hard-to-reach and underserved” market segments and increase adoption of specialty bulbs.

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor to conduct research, develop reports, and prepare recommendations.	Spring - Summer 2010
2. Regional Report on specialty bulbs and the hard to reach/underserved market identifying common definitions and approaches for residential lighting programs.	Summer 2010

Objective 4: Analysis and guidance for program, policy, evaluation and market interests to successfully accelerate the adoption of market-ready LED lighting products through residential energy efficiency programs.

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor to conduct research, develop reports, and prepare recommendations.	Summer 2010
2. Residential SSL Programming Overview report for all interests ranging from industry to regulation and evaluation.	Fall 2010

Objective 5: Continued Northeast leadership to improve the quality of energy efficient lighting products and explore opportunities to do the same with other consumer product categories.

NEEP Outputs	Schedule
1. Coordinated regional input to and regional representation on ENERGY STAR’s Third Party Testing and Verification Program Committee.	Ongoing
2. Analyses and recommendations to assist sponsors to assure high quality and consumer satisfaction with high efficiency lighting products included in their programs.	Ongoing
3. Regional representation on similar federally-led quality assurance programs for other ENERGY STAR products.	TBD

**Plug Load/Consumer Electronics Committee**

Objective 6: **Informed Plug Load/Consumer Electronics program design and evaluation planning for 2011 and beyond to increase energy savings** - with a focus on advanced power strips and home automation - via facilitated regional coordination and exchange to develop productive relationships, share public information, reveal best practices and clarify strategic directions.

NEEP Outputs	Schedule
1. Northeast Plug Load/Consumer Electronics Summit attended by a diverse mix of over 60 stakeholders.	June 2010
2. A Summit Report highlighting issues identified, conclusions drawn and next steps.	July 2010
3. Annotated inventory of sponsor 2011 Plug Load and Consumer Electronics Efficiency Programs.	Fall 2010

With Respect to Appliance Projects

Sponsor activity with respect to appliances is not expected to be a primary focus of the Initiative in 2010. Activities include NEEP-facilitated information exchange among sponsors and participation in regional and national events regarding best practice programming, emerging opportunities to increase energy savings, and industry relations.

Note that HVAC and domestic water heating technologies are addressed in NEEP's High Efficiency Home Performance Initiative.



2010 Retail Products Roles and Responsibilities

Sponsors

To achieve these objectives and deliver the outputs, Initiative sponsors will:

1. Prepare for meetings and teleconferences by reading materials, gathering input and perspective from relevant internal staff (e.g., regulatory, evaluation, program planning and management).
2. Contribute to e-mail exchanges related to accomplishment of specific tasks or activities related to tasks.
3. Actively engage in Initiative planning activities.
4. Contribute to information, data and analyses in support of project tasks or activities related to tasks.
5. Financially contribute to agreed-upon jointly-funded projects and activities.

NEEP

To achieve the overall objectives NEEP will also provide the following:

1. **Quarterly Project Advisory Committee Meetings** and related preparatory communications, logistics, facilitation services and follow-up communications
2. **Written Reports, Summaries and Briefings** integrating program, policy and EM&V information and contextualizing with regional nuances from involvement in:
 - a. Summits and Trade Ally Exchanges
 - b. National and Regional Organizations such as:
 - ENERGY STAR Lighting Program (e.g., DOE and EPA)
 - ENERGY STAR Appliances Program (e.g., DOE and EPA)
 - ENERGY STAR Consumer Electronics Program (e.g., DOE and EPA)
 - ENERGY STAR Third Party Testing Program (consider PNNL or other qualifying testing parties - ensure transparency for all processes)
 - TopTen USA
 - Consortium for Energy Efficiency
 - ACEEE, NRDC and other NGOs
 - EPRI, GTI, ASHRAE, AHRI and other professional/trade associations
3. **Strategic Communications** to Initiative sponsors including:
 - a. **Monthly News Summary** with relevant program and policy developments
 - b. **Timely Networking Reports** with news and recommendations from NEEP's participation in relevant national forums
 - c. **Periodic Best Practice and Technology Updates** with information about important technology and program trends and developments



- d. **Password-Protected Initiative Web-Portal** to provide 24/7 access to project materials, communications and contacts for project participants

Funding

NEEP activities are funded primarily by NEEP sponsors accompanied by a small grant from US EPA for consumer electronics and lighting fixtures. In addition, sponsors directly fund contractors engaged to undertake specific Initiative projects (research, strategy or materials development). Sponsors also fund program implementation in their service areas, and in some cases joint regional implementation contractors at sponsor discretion.

Jointly-funded Initiative projects for 2010, funded outside of NEEP sponsorship, may include the following:

2010 Sponsor-Funded Retail Products Initiative Projects	Estimated Cost Range	Status
1. Consulting services: Hard to Reach Segment	\$25,000 - \$50,000*	Subject to need & discussion
2. Consulting services: Specialty Bulbs	\$25,000 - \$50,000*	Subject to need & discussion
3. Consulting services: Residential SSL	\$30,000 - \$70,000*	Subject to need & discussion
4. Consulting services: Policy and Evaluation Barriers and Solutions	\$50,000 - \$100,000*	Subject to need & discussion
5. Creative design support for development of case studies, position papers, reports	\$5,000 per document*; Does not include printing	Per sponsor direction
6. Upstream cooperative promotions, joint regional program activities (e.g., lighting, plug load testing, appliances)	TBD	Subject to sponsor commitment as opportunities emerge

* Costs subject to result of competitive solicitation process, and they will be allocated among sponsors who choose to participate; low end of ranges reflects provision of significant data and secondary research material to consultant, high end reflects more comprehensive, turnkey consulting project. Participating sponsors participate in RFP development and contractor selection, and they direct contractor activities.



D. High Efficiency Home Performance

Long-Term Goal

By 2020, reduce energy consumption of all fuels in the majority of existing residential dwellings (all types) in the New England, New York and Mid-Atlantic region by at least 30 percent relative to 2008.

High-Level Strategy

The multi-year path to achieve this goal includes four key strategies:

- Speed the market introduction and adoption of high efficiency HVAC, consumer electronics, "white goods" (appliances), water heating systems and lighting.
- Establish and promote best practices in the design and implementation of Home Performance with ENERGY STAR programs.
- Coordinate program with policy and EM&V efforts to enable future programmatic success.
- Build a trained, properly credentialed and well coordinated workforce and vibrant market of firms and individuals that provide quality home energy efficiency improvements.

The overall approach to implementing these strategies includes:

- Strategic regional coordination of energy efficiency programs to facilitate learning, consistency and leveraging of resources.
- Strategic alliances with national, federal, state and local initiatives including low-income weatherization efforts and ENERGY STAR.
- Support for and coordination with federal, state and local public policies, e.g., oil heat efficiency funding, building energy codes, building energy rating, appliance standards, tax incentives, and rate design.
- Strategic partnerships in key market channels, e.g., major retailers, manufacturers, distributors, and trade groups to leverage resources and build market momentum.
- Strategic deployment of information sharing regarding and coordination with NEEP workforce development initiative.



2010 Objectives and Outputs

In 2010, NEEP will partner with initiative sponsors to achieve the 2010 objectives through two project sub-committees. With the input and guidance of these committees, NEEP will address these objectives and develop the Outputs listed below.

Home Performance Project Committee

Objective 1: **Alignment of programs and policy/evaluation to increase participation rates and savings from Home Performance with ENERGY STAR programs** by researching and offering guidance regarding issues such as costs of participation, net savings and cost-effectiveness; coordination with federal programs and other ratepayer-funded whole house efficiency programs (e.g., low income and new construction); and workforce issues (e.g., scaling up, credentialing).

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor to conduct research, develop reports, and prepare recommendations.	Spring - Fall 2010
2. Sponsor-funded Report on Home Performance with ENERGY STAR - Policy and Evaluation Barriers and Solutions identifying key issues and pathways for program design and evaluation to inform regulatory filings and proceedings beginning in the fall of 2010.	Situation Analysis: Summer 2010 Report: Year-end 2010

Objective 2: **Increased participation in Home Performance with ENERGY STAR programs** through development of regional marketing recommendations for sponsor implementation.

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor to conduct secondary research, develop report, and prepare marketing recommendations.	Spring - Summer 2010
2. Sponsor-funded Research Report on Consumer Drivers for Home Energy Improvement including a compendium and analysis of existing research and recommendations for sponsor implementation.	Fall 2010



Objective 3: **Increased cooperation and partnership among building trades to provide comprehensive multi-disciplinary treatments to improve home energy performance.**

NEEP Outputs	Schedule
1. NEEP hiring and management of sponsor-funded contractor(s) to conduct research, develop reports, and prepare recommendations.	Spring - Summer 2010
2. Sponsor-funded Best Practices Report: Aligning Building Trades to Deliver Home Performance with ENERGY STAR on barriers, solutions and recommended strategies to facilitate increased cooperation and partnering of the building trades to provide comprehensive energy efficiency improvements.	Fall 2010

Residential HVAC and Water Heating Project Committee

Objective 4: **Increased availability and market adoption of high efficiency heat pump water heaters and ductless mini-split HVAC systems through regionally coordinated research and sponsor co-promotions with HVAC equipment manufacturers and distributors.**

NEEP Outputs	Schedule
1. NEEP facilitated data compilation and best practices analysis of proof of technology testing and pilots being undertaken by sponsors for heat pump water heaters.	Summer 2010
2. In cooperation with the Northwest Energy Efficiency Alliance and Midwest Energy Efficiency Alliance, NEEP facilitated Trade-Ally Briefings and Solicitation of Proposals to Heat Pump Water Heating Industry Interests to participate in 2011 co-promotions to accelerate market adoption of qualified heat pump water heating systems.	Year-end 2010
3. In cooperation with the Northwest Energy Efficiency Alliance and Midwest Energy Efficiency Alliance, NEEP facilitated Trade Ally Briefings and Solicitation of Proposals to HVAC Industry Interests to participate in sponsor 2011 co-promotions to accelerate market adoption of ductless mini-split HVAC systems.	Year-end 2010
4. NEEP-prepared Annotated Summary of relevant 2010 program activity and results.	Fall 2010
5. NEEP-prepared Annotated Inventory of sponsor 2011 programs to promote heat-pump water heaters and ductless mini-split HVAC Systems including integration with Home Performance with ENERGY STAR.	Year-end 2010



Objective 5: **Coordinated regional input to update ENERGY STAR specifications and federal appliance efficiency standards for water heating products to increase minimum efficiency requirements.**

NEEP Outputs	Schedule
1. NEEP sponsor briefings and draft written comments for relevant US EPA and US DOE proceedings to set efficiency specifications or standards for gas and electric water heaters, furnaces, boilers, and central air conditioning as relevant.	Ongoing
2. NEEP-prepared prospectus on standards/specification-induced program opportunities for consideration for possible joint regional execution.	4th quarter 20

2010 High Efficiency Home Performance Roles and Responsibilities

Sponsors

To achieve these objectives and deliver the outputs, Initiative sponsors will:

1. Prepare for meetings and teleconferences by reading materials, gathering input and perspective from relevant internal staff (e.g., regulatory, evaluation, program planning and management).
2. Contribute to e-mail exchanges related to accomplishment of specific tasks or activities related to tasks.
3. Actively engage in Initiative planning activities.
4. Contribute to information, data and analyses in support of project tasks or activities related to tasks.
5. Financially contribute to agreed-upon jointly-funded projects and activities.

NEEP

To achieve the overall objectives NEEP will also provide the following:

1. **Quarterly Project Advisory Committee Meetings** and related preparatory communications, logistics, facilitation services and follow-up communications
2. **Written Reports, Summaries and Briefings** integrating program, policy and EM&V information and contextualizing with regional nuances from involvement in:
 - a. Summits and Trade Ally Exchanges



- b. National and Regional Organizations such as:
 - i. ENERGY STAR HVAC (air conditioners, furnaces, boilers, heat pumps, water heaters, and quality installation)
 - ii. Home Performance with ENERGY STAR
 - iii. Consortium for Energy Efficiency
 - iv. American Council for an Energy Efficient Economy
 - v. Residential Energy Services Network
 - vi. Affordable Comfort Incorporated
 - vii. Building Performance Institute

- 3. **Strategic Communications** to Initiative sponsors including:
 - a. **Monthly News Summary** with relevant program and policy developments
 - b. **Timely Networking Reports** with news and recommendations from NEEP's participation in relevant national forums
 - c. **Password-Protected Initiative Web-Portal** to provide 24/7 access to project materials, communications and contacts for project participants



Funding

NEEP activities are funded primarily by NEEP sponsors accompanied by a small grant from US EPA for Home Performance activities.

Sponsors directly fund contractors engaged to undertake specific Initiative projects (research, strategy or materials development). Sponsors also fund program implementation in their service areas, and in some cases joint regional implementation contractors at sponsor discretion.

Jointly-funded Initiative projects for 2010, funded outside of NEEP sponsorship, may include the following:

2010 Sponsor-Funded Home Performance Initiative Projects	Estimated Cost Range	Status
1. Consulting services: Research on Consumer Drivers for Home Energy Improvement; Regional Marketing Strategy for Home Performance with ENERGY STAR	\$25,000 - \$50,000*	Subject to need & discussion
2. Consulting services: Best Practices Report: Aligning Building Trades to Deliver Home Performance with ENERGY STAR	\$30,000 - \$60,000*	Subject to need & discussion
3. Consulting services: Report on Home Performance with ENERGY STAR - Policy and Evaluation Barriers and Solutions	\$50,000 - \$100,000*	Subject to need & discussion
4. Upstream cooperative promotions, joint regional program activities (e.g., HVAC, trades cooperation/partnering, consumer outreach, emerging technologies testing and/or pilots)	TBD	Subject to sponsor commitment as opportunities emerge

* Costs subject to result of competitive solicitation process, and they will be allocated among sponsors who choose to participate; low end of ranges reflects provision of significant data and secondary research material to consultant, high end reflects more comprehensive, turnkey consulting project. Participating sponsors participate in RFP development and contractor selection, and they direct contractor activities.



E. High Efficiency Commercial Buildings and Technologies

Long-Term Goals

1. By 2020 reduce energy consumption of all major fuels, e.g., electric, gas, oil and propane, by at least 30 percent in the majority of existing commercial-sector buildings in the New England, New York and Mid-Atlantic region relative to 2010.
2. By 2020 establish net zero energy buildings as the primary standard for new construction and renovation.

High-Level Strategy

The multi-year path to achieve these goals includes four key strategies:

- Speed the market introduction and adoption of high efficiency lighting, HVAC, office electronics and other products.
- Establish high efficiency integrated building systems design, operation and maintenance as standard practice in the commercial buildings sector for the majority of new construction, renovation and remodeling projects.
- Establish high efficiency data management systems and processes as the standard for the majority of businesses.
- Establish building energy rating, building commissioning and retro-commissioning as standard practices in facility management and operation.

The overall approach to implementing these strategies includes:

- Strategic regional coordination of ratepayer-funded energy efficiency programs with relevant federal, state and local initiatives and public policies in the commercial sector.
- Partnering with key market actors that serve commercial buildings and operations.
- Strategic coordination with relevant public policy developments, e.g., building codes and appliance standards. Strategic coordination is intended to build market momentum more quickly with increased impact and reduced costs, e.g., through joint funding of common materials.



2010 Objectives and Outputs

In 2010, NEEP will partner with initiative sponsors to achieve the 2010 objectives through multiple project sub-committees. With the input and guidance of these committees, NEEP will address these objectives and develop the Outputs listed below.

DesignLights Consortium (DLC)

Objective 1: Support the inclusion of market-ready solid state lighting products in commercial sector programs by managing a sponsor-led process with expert resources to maintain a DesignLights Consortium Qualified Product List of SSL products tested to meet criteria developed by US DOE to assure product quality.

NEEP Outputs	Schedule
1. Regularly updated Qualified Products List (QPL) posted on the private portal of the DesignLights Consortium web site.	Ongoing
2. Steering Committee of NEEP Sponsors to oversee maintenance and updating of the Qualified Product List.	Ongoing
3. Procure expert resource (via re-bid) to test and recommend QPL listing of SSL products and manage contract.	New contract 3rd quarter 2010, management ongoing
4. Management of out-of-region support for and use of the Qualified Products List.	Ongoing

Objective 2: Dissemination and effective use of US DOE Commercial Lighting Solutions (CLS) design tools achieved through development and sponsor use of Design Lights Consortium-branded training and marketing tools and materials for lighting design professionals.

NEEP Outputs	Schedule
1. Procure expert resource to develop DesignLights Consortium-branded training and marketing tools, materials that support market adoption of CLS design tools.	4th quarter 2010
2. Management of contract with expert resource to develop DesignLights Consortium-branded training and marketing tools and materials, and provide "train-the-trainer" sessions.	4th quarter 2010
3. Maintenance of a regional DesignLights Consortium training calendar for CLS design tool.	Year-end 2010



Whole Buildings Committee (subject to full sponsor endorsement)

Objective 3: **Regional adoption of NSTAR’s Consultative Sales Skill training program** focused on the sales process (e.g., exploring needs, generating interest, handling objections, closing the sale) and how to progress through the stages of the sales process from a financial and value-added perspective.

NEEP Outputs	Schedule
1. Regional sponsor support to license, fund and participate in NSTAR’s Consultative Sales Skills program.	Summer 2010

Objective 4: **Secure significant energy and demand savings by increasing the participation of chains and franchises in sponsor efficiency programs** through the development and use of a regional program model.

NEEP Outputs	Schedule
1. Regionally-vetted prospectus to clarify the need for and recommend an approach to develop a regional efficiency program model to increase the energy performance chains and franchises.	Fall 2010

Objective 5: **Secure significant energy and demand savings by increasing the participation of data centers in sponsor efficiency programs** through the development and use of a regional program model.

NEEP Outputs	Schedule
1. Regionally-vetted prospectus to clarify the need for and recommend an approach to develop a regional efficiency program model to increase the energy performance in data centers.	Fall 2010

HVAC Committee (subject to full sponsor endorsement)

Objective 6: **Secure significant energy and demand savings from the installed base of commercial HVAC equipment** through development and use of a regional program model.

NEEP Outputs	Schedule
1. Regionally-vetted prospectus to clarify the need for and recommend an approach to develop a commercial HVAC tune-up and maintenance program model.	Fall 2010



2010 Commercial Building and Technologies Roles and Responsibilities

Sponsors

To achieve these objectives and deliver the outputs, Initiative Sponsors will:

1. Prepare for meetings and teleconferences by reading materials, gathering input and perspective from relevant internal staff (e.g., regulatory, evaluation, program planning and management).
2. Contribute to e-mail exchanges related to accomplishment of specific tasks or activities related to tasks.
3. Actively engage in Initiative planning activities.
4. Contribute to information, data and analyses in support of project tasks or activities related to tasks.
5. Financially contribute to agreed-upon jointly-funded projects and activities.

NEEP

To achieve the overall objectives NEEP will also provide the following:

1. **Quarterly Project Advisory Committee Meetings** and related preparatory communications, logistics, facilitation services and follow-up communications
2. **Written Reports, Summaries and Briefings** integrating program, policy and EM&V information and contextualizing with regional nuances from involvement in:
 - a. Summits and Trade Ally Exchanges
 - b. National and Regional Organizations such as:
 - National Council on the Qualifications for Lighting Professions
 - US DOE Commercial Lighting Solutions Advisory Group
 - US DOE High Performance Green Buildings Consortium
 - US DOE Solid State Lighting Program
 - US EPA ENERGY STAR Buildings Program
 - Consortium for Energy Efficiency Meetings and Committees
 - ACEEE (Summer Study)
 - New Buildings Institute Forums
3. **Contractor Solicitations, Management and Financial Reports** related to projects and program activities jointly undertaken by a majority of regional sponsors
4. **Strategic Communications** to Initiative sponsors including:
 - a. **Monthly News Summary** with relevant program and policy developments
 - b. **Timely Networking Reports** with news and recommendations from NEEP's participation in relevant national forums



- c. **Periodic Best Practice and Technology Updates** with information about important technology and program trends and developments
- d. **Password-Protected Initiative Web-Portal** to provide 24/7 access to project materials, communications and contacts for project participants



Funding

NEEP activities are funded primarily by NEEP sponsors accompanied by small grants from US DOE for Commercial Lighting Solutions activities and from US EPA for Commercial HVAC activities. In addition, sponsors directly fund contractors engaged to undertake specific Initiative projects (research, strategy or materials development). Sponsors also fund program implementation in their service areas, and in some cases joint regional implementation contractors at sponsor discretion.

Jointly-funded Initiative projects for 2010 may, subject to sponsor endorsement and funding, include any or all of the following:

2010 Sponsor-Funded Commercial Buildings Initiative Projects	Estimated Cost Range	Status
1. Consulting services: Multi-year regional high efficiency commercial lighting strategy	\$30,000 - \$50,000*	To Be Proposed
2. Contractor services: DesignLights Consortium marketing strategy and related training materials, including a regional "train the trainer" effort, for retail and office applications based on DOE CLS materials	\$130,000 - \$150,000*	In discussion. Partially funded through DLC fees
3. Contractor services: Marketing services for the DesignLights Consortium qualified SSL product list; re-bid or add to existing services contract	\$100,000 - \$150,000*	In discussion. Early interest expressed
4. Consulting services: Best Practice Guide to maximize energy and demand savings in rooftop HVAC standard maintenance and servicing	\$25,000 - \$50,000*	To Be Proposed
5. Consulting services: Market characterization and best practice program offerings and protocols to estimate and verify energy and demand savings from data centers	\$30,000 - \$50,000*	To Be Proposed
6. Contractor services: Consultative Sales Skills Training Curriculum development and training delivery	\$130,000 - \$150,000*	Budget in development by Project Champion
Total Estimated Joint Project Funding. Estimate assuming all projects are pursued in 2010.		\$445,000 - \$600,000



* Costs subject to result of competitive solicitation process, and they will be allocated among sponsors who choose to participate; for consulting services low end of ranges reflects provision of significant data and secondary research material to consultant, high end reflects more comprehensive, turnkey consulting project. Participating sponsors participate in RFP development and contractor selection, and they direct contractor activities.



IV. Public Policy

A. Overview

NEEP facilitates partnerships and serves as an information resource for policymakers, advocates, efficiency program administrators and other stakeholders to support the adoption and implementation of public policies that advance the efficient use of energy. We accomplish this through policy research, outreach, and specific projects.

Public Policy activities are guided by the Public Policy Committee of the NEEP Board of Directors, which defines the overall direction for the organization's efforts. In addition, specific projects are reviewed by Advisory Committees that inform project priorities, provide strategic information and referrals, review materials, and help coordinate NEEP projects with related efforts. *A list of Public Policy Advisory Committees is provided at the end of this section.*

Purpose: Develop and maintain a positive environment for public policies and programs that promote energy efficiency in Northeast states.

NEEP's Public Policy Framework and 2010 Objectives

NEEP's Public Policy work in 2010 is organized into four project areas:

- Policy Outreach and Analysis
- Building Energy Codes
- High Performance Schools and Public Buildings
- Appliance Efficiency Standards

All of NEEP's activities will be undertaken within a consistent framework of guiding principles and related positions. Across all of the Northeast states and in all venues, NEEP will, in partnership with its sponsors, funders and allies, seek to achieve the following objectives for each of the project areas.



B. Policy Outreach and Analysis

Long-Term Goals

1. Advance state-level policies that support all cost-effective energy efficiency being procured on behalf of ratepayers.
2. Increase recognition by regional transmission organizations (RTOs) of energy efficiency as a resource.

High-Level Strategy

To achieve these long-term goals, NEEP's strategy will be to:

- Encourage regulatory practices that support new energy efficiency programs and strategies including whole-house and whole-building strategies; upstream market engagement; research, analysis and promotion of new technologies and practices; and others.
- Advocate for a regulatory system that provides utility program administrators with appropriate incentives and opportunities for rate recovery and that limits the disincentives to the delivery of ever increasing volumes of energy efficiency.
- Support the development of and compliance with building energy codes and appliance efficiency standards.

2010 Objectives

In 2010 NEEP will partner with its sponsors and other efficiency advocates to:

- Promote regional and/or statewide coordination of energy efficiency programs and policies.
- Monitor and inform Federal energy efficiency policy development in the interest of Northeast states, where appropriate.
- Protect funds that are dedicated to energy efficiency from diversion for other state or Federal purposes.
- Promote the expansion or creation of energy efficiency programs for all fuels.
- Create, maintain or strengthen state-level stakeholder advisory bodies to guide development of effective energy efficiency programs.
- Ensure the implementation of efficiency procurement policies that fulfill the intent of legislative initiatives to capture all cost-effective energy efficiency.
- Increase awareness of the link between energy efficiency programs and policies and regional or national climate change action goals and strategies.

NEEP 2010 Deliverables

To achieve these goals and objectives in 2010 NEEP will:

1. Facilitate strategic alliances to develop and disseminate information to:
 - a. Inform policymakers on specific issues and opportunities to increase energy efficiency to meet policy goals and objectives.
 - b. Increase policymaker knowledge of and support for energy efficiency as a policy instrument to help achieve economic, environmental and energy system goals and objectives.



2. **Work with stakeholders to:**
 - a. Identify and respond to opportunities for public comment or input in relevant state, regional or federal policy proceedings
 - b. Research and develop informational materials for policymakers regarding the benefits of energy efficiency and regional partnerships to address leading policy issues and concerns
 - c. Promote energy efficiency policies and programs in relevant forums and venues
 - d. Provide information in proceedings or other opportunities that involve lobbying or litigation towards regional policy objectives
3. **Use an updated meta-analysis of the potential for economically achievable energy efficiency in the region to (carryover project from 2009):**
 - a. Make the case to state regulators for maximizing the reach and impact of new energy efficiency savings goals and objectives that have been adopted across the region
 - b. Inform additional policies and opportunities for savings
4. **Inform regulators, ratepayer advocates, other policymakers and the general public of rate and bill impacts of newly enacted energy efficiency policies.**
5. **Monitor the disbursement in the states of funding through the American Recovery and Reinvestment Act to inform the best uses of funds to complement, and not overlap or contradict, existing energy efficiency programs.**
6. **Monitor, and where appropriate, seek to inform federal policy development such as climate change legislation.**
7. **Use NEEP's newly redesigned website to track and report on energy efficiency related policies across the 10-state region.**

Funding

Funding for NEEP's 2010 Policy Outreach and Analysis activities comes from NEEP Sponsors (i.e., ratepayer-funded energy efficiency program administrators), the U.S. Environmental Protection Agency, the Energy Foundation, the John Merck Fund and the Merck Family Fund.



C. Building Energy Codes

Long-Term Goals

1. Maximize savings from energy efficiency by advocating, with Northeast states' support and participation, for code changes within national model code-setting bodies such as the International Code Council and ASHRAE.
2. Promote regular and timely updates - at least every three years - to state building energy codes that reflect the latest national model energy codes.

High-Level Strategy

Now in its twelfth year, the Northeast States Building Energy Codes Project advances building energy efficiency through:

- Advocating for strong building energy codes and code-related public policies; and
- Supporting states with training and technical support to enhance compliance with building energy codes.

2010 Objectives

In 2010 NEEP will partner with its sponsors to achieve the following objectives:

- Adoption by states of an "informative appendix" to the state minimum building energy code that provides for a "stretch code" that is at least 20 percent more energy efficient than the base state code.
- Maintenance, creation or support of Technical Advisory Committees in states to inform updates to the energy code.
- States' adoption of policies requiring the measurement and disclosure of residential and commercial building energy performance.
- Expansion of states training and certification to reach all energy code inspectors.
- Supporting adequate funding for state energy code offices.
- Creating for states the option of adopting a system of third-party independent energy code inspectors to enhance compliance.

NEEP 2010 Deliverables

To achieve these goals and objectives in 2010 NEEP will:

1. **Work closely with stakeholders to develop and provide supporting information and analysis**, including: the Department of Energy and its technical research arm the Pacific Northwest National Laboratory, state agencies, energy efficiency program administrators, and national code advocacy organizations such as the Building Codes Assistance Project (BCAP) and the Responsible Energy Codes Alliance (RECA), to:
 - a. Advocate for state adoption of the various elements of NEEP's *Model Progressive Building Energy Codes Policy*, which NEEP released in 2009 and which provides guidance to states in setting both new building energy codes, improving upon code compliance, and informing the development of new high performance "beyond code" building standards
 - b. Provide technical support to states, including state code technical review boards and local code officials, to support code updates and high levels of code compliance



2. **Conduct outreach to states on Building Energy Rating and Performance requirements** and advocate for building commissioning requirements as part of the energy code. To do so, NEEP will:
 - a. Continue to facilitate a regional advisory group to review research results, and explore and advise an outreach and advocacy strategy for the application of a building energy ratings and energy performance requirements policy in Northeast states
 - b. Utilize legal research and model legislation developed by NEEP's contracted consultants to implement an outreach plan, including preparing supporting materials, to disseminate the results of the report on "Valuing Building Energy Efficiency through Disclosure and Upgrade Policies: A Roadmap for Northeast States," to key audiences in the region, including program administrators, advocacy partners and policymakers, as well as to present the results of the report at conferences and events
3. **Serve as a regional representative to the national model codes bodies** to influence the energy requirements of model codes which states then adopt or reference as their own state-based codes, including the:
 - a. International Code Council, which promulgates the International Energy Conservation Code (IECC)
 - b. Association of Heating, Refrigeration and Air-Conditioning Engineers (ASHRAE), which develops the ASHRAE 90.1 and 90.2 standards for energy use in commercial and residential buildings
4. **Deliver direct code training, as well as "train the trainer" instruction** for regulators (building officials) and regulated communities (architects, engineers, builders) on topics such as *RESCheck* and *COMCheck* compliance software; the differences in the most recent national model codes from previous iterations; and state specific code provisions.
5. **Provide an online Training Resource Guide** to inform states and building practitioners of opportunities available to them in the areas of training and education.
6. **Partner with professional associations to deliver or develop training or code adoption processes**, including:
 - a. The Boston Society of Architects
 - b. The Connecticut chapter of the American Institute of Architects
7. **Integrate building energy code policies with other policies to advance energy efficiency**, including state and regional climate change action strategies, state energy plans and efficiency resource planning.
8. **Facilitate a stakeholder advisory committee** to guide code development and training efforts.

Funding

Funding for NEEP's Building Energy Codes activities comes from NEEP Sponsors, the U.S. Department of Energy, the John Merck Fund, the Merck Family Fund, the Chorus Foundation and the Energy Foundation.



D. High Performance Schools and Public Buildings

Long-Term Goals

1. Increase energy efficiency in the built environment and integrate with renewable energy technologies and strategies to provide a practical path toward Zero Net Energy Buildings.
2. Integrate whole building, high performance practices with the latest developments in technologies and building systems to promote consistency with energy efficiency programs.

High-Level Strategy

The High Performance Schools and Public Buildings project takes a broad approach to energy efficiency in buildings by:

- Developing guidance for and providing access to best practices in overall design, construction, maintenance and operation of high performance buildings across the public sector, i.e., energy efficient *and* sustainable.
- Laying the groundwork for the eventual broad adoption of zero net energy building practices for all building types.

2010 Objectives

In 2010 NEEP will partner with its sponsors to achieve the following objectives:

- Adoption by states of Version 2.0 of the Collaborative for High Performance Schools (CHPS) protocol to guide new school design and construction.
- Promotion to states of the benefits of adopting the NEEP Operations and Maintenance Guide for High Performance Schools and Public Buildings and to inform the adoption of high performance buildings standards for existing buildings.
- Link high performance public buildings guidelines to American Recovery and Reinvestment Act funded public building projects to build market acceptance and use of the guidelines.
- Strategic coordination with relevant federal programs through funding from the U. S. Department of Energy.

NEEP 2010 Deliverables

To achieve these goals and objectives in 2010 NEEP will:

1. **Represent the Northeast on the executive board of the National Collaborative for High Performance Schools (CHPS) to:**
 - a. Support updates to the regional CHPS protocol as well as state-specific versions for New York and Massachusetts
 - b. Advocate for a modified version of these protocols that addresses best practices for existing buildings in both retrofit and operations and maintenance processes
2. **Facilitate a regional working group to share information on and advance adoption of high performance schools standards and practices.**
3. **Serve on technical review committees and task forces focused on high performance or green building design to contribute to policy development, including:**



- a. The Massachusetts Governor's Zero Net Energy Buildings Task Force, from which several policies for advancing broader adoption of energy neutral buildings have been developed and which will form part of NEEP's education and outreach strategy to states
4. **Integrate high performance building standards and practices** with other energy efficiency programs, renewable energy practices and technologies, building rating models and systems and building energy code initiatives.
5. **Be an information resource** to policymakers, building professionals, energy efficiency stakeholders and others on best practices and standards in high performance buildings design and construction.
6. **Inform the professional community of the benefits of adopting high performance building standards** such as the CHPS, the New Buildings Institute Core Performance Guide and ENERGY STAR Homes, to maximize energy efficiency in new construction and renovation, including architects, engineers, developers, policymakers and other stakeholders.
7. **Link states and stakeholders to training and technical resources** to support use of the Regional High Performance Building Guidelines.

Funding

Funding for NEEP's High Performance Schools and Public Buildings activities comes from NEEP Sponsors, the John Merck Fund, the Merck Family Fund and the Energy Foundation.



E. Appliance Efficiency Standards (*Northeast States Minimum Efficiency Standards Project*)

Long-Term Goals

1. Increased energy efficiency of all appliances; and
2. Adoption of new state-based appliance efficiency standards.

High-Level Strategy

NEEP will serve as a regional strategist and facilitator to:

- Link Northeast state interests to federal appliance standards policy development.
- Coordinate state-level standards adoption and implementation in the region.

2010 Objectives

In 2010 NEEP will partner with its sponsors to achieve the following objectives:

- Federal appliance standards that represent the interests of Northeast states' energy efficiency programs and consumers.
- A consistent and coordinated approach to the adoption of new state-based appliance efficiency standards.
- Integration of appliance efficiency standards strategies with market transformation strategies of ratepayer-funded energy efficiency programs, "super efficient" product labeling efforts or other product certification efforts.

NEEP 2010 Deliverables

To achieve these goals and objectives in 2010 NEEP will:

1. **Support Massachusetts' request for a waiver from federal preemption for residential furnaces** as it is reviewed and ruled upon by the Department of Energy (DOE). Inform other Northeast states on how this process will impact them.
2. **Monitor the significantly ramped-up rulemaking activity in the U. S. Department of Energy**, which will feature proceedings for some 10 product categories throughout 2010.² NEEP will coordinate regional stakeholder input into these proceedings that reflects Northeast states' interests and report back to sponsors on developments in this area.
3. **Coordinate a multi-state effort to advance the adoption of a state-based package of appliance standards**, including televisions; portable light fixtures; bottle type water dispensers; commercial hot food holding cabinets; portable electric spas; compact audio equipment; and DVD players and recorders.³

² Includes clothes dryers; room air-conditioners; central air-conditioners; microwave ovens; commercial refrigerators and freezers; residential clothes washers; and residential refrigerators and freezers, among others.

³ NEEP will coordinate the effort to adopt new state standards in at least two Northeast states, with more potentially added to the mix depending upon interest and prospects. The highlight of this effort remains a television standard, which, if adopted, would reduce energy use in a state like Massachusetts by an estimated 800 gigawatt-hours per year, or a roughly four percent reduction in overall residential energy use.



4. **Partner to coordinate federal standards input and support states in adopting and implementing new standards** with organizations including the Appliance Standards Awareness Project (ASAP), the American Council for an Energy Efficient Economy (ACEEE) and others.
5. **Provide technical and strategic support to states** in implementing new appliance standards, gaining access to federal proceedings, or securing federal approvals.
6. **Research and provide recommendations for new opportunities for appliance efficiency standards.**

Funding

Funding for NEEP's Appliance Standards activities comes from NEEP Sponsors, the Energy Foundation, the John Merck Fund and the Merck Family Fund.



F. How NEEP Engages Sponsors and Other Stakeholders (Project Participants)

Through both advisory committees and through partnerships of varying types and levels, NEEP works in a collaborative way to engage stakeholders in a manner that seeks to leverage knowledge and resources, eliminates duplication of effort or confusion, and maximizes the impact on energy efficiency policies in the Northeast.

Ways in which NEEP may engage stakeholders include:

- Sponsor communications to provide regular updates on NEEP-staff efforts and results.
- Input into formal proceedings, whether legislative, administrative or regulatory.
- Participation in collaborative processes that exist on a number of levels and with many varied participants throughout the Northeast.
- Service on any of NEEP’s Policy Advisory Committees to both inform and be informed by developments in building energy codes, high performance buildings, appliance efficiency standards or general public policy related to energy efficiency. These advisory committee opportunities include:

2010 Public Policy Advisory Committees
Board of Directors Policy Committee
Northeast States Minimum Efficiency Standards Project Advisory Committee
High Performance Schools and Public Buildings Advisory Committees and Working Groups
Building Energy Codes Advisory Committee
Building Energy Ratings Advisory Committee

The Public Policy Staff also *strongly encourages* two-way communication with our sponsors so that we may both provide information and be informed by activities and developments within our sponsors states and/or service territories.

Funding

NEEP’s Public Policy activities are funded by grants from the U.S. EPA, U.S. DOE, private foundations, and supplemented by project sponsor funding.



2010 Public Policy Projects	Funding Source		
	Foundations	State/ Federal	NEEP Sponsors
Activity Level by Percent of 2010 Public Policy Budget			
Northeast States Building Energy Codes - 44%	20%	57%	23%
High Performance Schools/Public Buildings - 18%	61%	0%	39%
Policy Outreach and Analysis - 30%	50%	11%	39%
Appliance Efficiency Standards - 8%	59%	0%	41%
Total: 100%	40%	28%	32%



V. Regional EM&V Forum

Overview

The **Regional Evaluation, Measurement and Verification Forum (EM&V Forum)** was launched in July 2008 to support the role and credibility of energy efficiency and other demand-side resources in current and emerging energy and environmental policies and markets by:

1. Developing and supporting the use of common and/or consistent protocols to measure, verify, track and report the costs and impacts of energy efficiency and other demand-side resources in the New England, New York and Mid-Atlantic region; and
2. Making EM&V Forum products and related information and resources understood and readily accessible to the public.

Long-Term Goals

The Forum's long-term goals are to:

1. Increase the reliability and credibility of demand-side resources through transparent and consistent EM&V methods and assumptions across the region.
2. Reduce costs of demand-side resource evaluation and research by sharing costs across a range of stakeholders.
3. Increase demand resource participation in regional markets by removing EM&V barriers to entry for DSM providers.
4. Improve state and regional demand-side resource and energy planning, implementation and evaluation through up-to-date and consistent data and information.
5. Inform the development of national/international EM&V standards and protocols.

High-Level Strategy

To achieve these long term goals, NEEP's strategy is to:

- Operate the EM&V Forum through a participant-driven process with both geographic and stakeholder representation from the New England, New York and Mid-Atlantic states;
- Undertake and complete a range of EM&V protocol development and energy efficiency research and evaluation projects supported by Forum participants;
- Facilitate Project Committees' support for, and Steering Committee adoption of, recommended Forum products; and
- Conduct state regional and national outreach to encourage state adoption and use of EM&V Forum protocols, data and information.

These activities are undertaken through a strategic collaboration of state policymakers and demand-side resource program administrators and service providers facilitated by NEEP.



2010 Objectives

NEEP's objectives for the EM&V Forum in 2010 include:

1. Broad and active representation by the New England, New York and Mid-Atlantic states in EM&V Forum projects;
2. Forum Steering Committee adoption of completed project results as recommended best practices;
3. Completion of all EM&V Forum 2010 Projects recommended by the Forum Steering Committee including projects carried over from 2009;
4. State, regional and national adoption or referencing of EM&V Forum best practices and materials;
5. Public access to the EM&V Forum's products and on-line library of EM&V resources, including a regional database of EM&V reports and studies;
6. Education and information sharing among EM&V Forum participants on relevant and emerging EM&V issues; and
7. Forum Steering Committee recommendation of a 2011 Forum agenda and budget to the NEEP Board of Directors based on priority projects identified by the Project Committees.

NEEP 2010 Deliverables

To achieve the EM&V Forum goals and objectives in 2010, NEEP will:

1. **Convene and Facilitate the EM&V Forum Steering and Project Committees.** This includes convening and facilitating:
 - Multiple (as many as ten) project subcommittees throughout the year to develop scopes of work, RFPs, and review/comment on draft EM&V Forum project materials;
 - Four quarterly Project Committee meetings, which will involve EM&V Forum participant review and consideration of draft materials recommended by the project subcommittees, as well as informing 2011 projects and budget planning; and
 - Four quarterly Steering Committee meetings, which will involve consideration and adoption of Forum products recommended by the Project Committees, and review/adoption of proposed 2011 EM&V Forum projects and budget.
2. **Complete Protocol Development and Joint Research & Evaluation Projects.** NEEP will undertake the tasks necessary to facilitate, manage and complete 2010 EM&V Forum projects including, but not limited to:
 - Information gathering, development of detailed project scopes and other information needed by project funders
 - Drafting and issuing to third-party contractor Requests for Proposal (RFPs) developed with the guidance and input of project funders
 - Reviewing and circulating draft work products for comment
 - Engaging substantive discussions of project participants to address critical issues
 - Coordinating with similar projects in other jurisdictions
 - Presenting project materials at relevant venues.



2010 EM&V FORUM PROJECTS
PROTOCOL DEVELOPMENT PROJECTS
<p>#PD1: Net Savings Research/Guidelines. Project goal is to develop greater consistency in how states in the region address and assess net savings, focusing on free-ridership, spillover, and net-to-gross ratios. The project will build from findings and recommendations from 2009 projects. Project scope TBD with further input from states given different interests in developing net savings assumptions versus developing methods/approaches to addressing and/or calculating net savings for various types of measures, and develop supporting materials (e.g., survey instruments, models, timetables, algorithms).</p>
<p>#PD2: Develop Common EM&V Approaches/Methods for Emerging Technologies/Programs. Project goal is to create greater consistency in and application of the types of methods used to calculate energy and demand savings to meet differing policy and/or market goals. Project will focus on calculating electric and gas energy efficiency savings for emerging technologies and program designs (where "emerging" is defined as technologies that are in the early stages of being included in energy efficiency programs for which there is limited experience and research available to inform planning and impact reporting e.g., LEDs, ductless mini-splits, consumer electronics, on-demand water heating, super-insulation, etc.).</p>
<p>#PD3: Develop Guidelines for Incorporating EE into System Planning. Project purpose is to develop guidelines for incorporating energy efficiency impacts into system planning in order to build greater consistency in how electric utilities or distribution companies and system planners forecast efficiency as part of their load forecasting efforts. This will assist regional ISO/RTO comparisons and will support power pool interchange planning.</p>
<p>#PD4: NAESB M&V Standards Development for Energy Efficiency. Project purpose is to inform national protocol development. With development of M&V standards for wholesale and retail demand response, the North American Energy Standards Board (NAESB) is now developing wholesale EE M&V standards and retail EE M&V model business practices (MBPs). This project will help to ensure that the Northeast and mid-Atlantic regions views are presented to NAESB, and that the Forum guides NAESB's recommended standards/MBPs based on M&V guidelines and materials developed through the Forum.</p>
RESEARCH & EVALUATION PROJECTS
<p>#RE1: Develop Common Incremental Cost Assumptions. Project will develop common, up-to-date, documented electric and gas efficiency measures incremental cost assumptions for priority sectors/measures identified by project subcommittee. Project will conduct primary research and recommend future research to fill gaps as necessary.</p>
<p>#RE2: Loadshape Study Project Phase 2 (Continued/Expanded from 2009). The goal of the Forum's loadshape studies is to make loadshape data - impact of electric energy efficiency programs during identified periods of time (e.g. hourly, seasonal and annual consumption data used to analyze coincidence factors and other usage patterns) - available to Forum participants for use in implementing energy efficiency programs, participation in capacity markets (ISO New England FCM), and meeting air/environmental regulatory needs. This project is intended to extend 2009 loadshape research.</p>
<p>#RE3: Estimate EE Impact on Advancing Energy Building Codes. Project purpose is to develop common strategies and approaches for evaluating savings associated with improved codes and standards and, still more challenging, approaches to estimating savings from efficiency program administrators' activities to advance codes and standards, building from the California experience and recent Massachusetts study.</p>
<p>#RE4: Measure Persistence Study - Phase 2. Project purpose is to expand or conduct additional lighting measure persistence research to support claimed savings for a measure category that represents the majority of savings in state efficiency program portfolios. This data will help to develop statistically significant results to support savings estimates reported to state regulators and to support M&V plans submitted in wholesale capacity markets.</p>
<p>#RE5: Natural Gas EE Research & Evaluation. Project purpose is to conduct residential and/or C&I gas program research to calculate energy and demand savings impacts from gas efficiency programs. Project will cover one or more priority end-uses TBD and studied across the region (e.g., on-demand water heating impact estimation, early retirement of furnaces, gas/solar thermal DHW, building envelope impacts).</p>



3. **Conduct Outreach, Provide Education and Ensure Public Access to Forum Products and Other EM&V Resources.** NEEP will undertake various activities to keep stakeholders informed of EM&V Forum and other activities and developments, and to make the Forum's products and associated EM&V materials accessible to the public and visible to stakeholders. Specifically, NEEP will:
 - Conduct outreach to states and key stakeholders to encourage state adoption and use of Forum products;
 - Maintain a dedicated EM&V Forum website to support Forum products and communications;
 - Maintain a library database of EM&V studies/documents to make EM&V materials accessible;
 - Hold an Annual EM&V Forum meeting for all interested stakeholders; and
 - Monitor/participate and coordinate with national and regional EM&V protocol development efforts to encourage use or referencing of Forum products, recommend resources for Forum use, keep Forum participants informed of relevant developments, and represent the Forum perspective in regional and national venues.

4. **Plan for the Future:** NEEP will work with the Project Committees to develop a proposed 2011 EM&V Forum project agenda and budget for Steering Committee consideration and adoption in the third quarter of 2010.

Funding

EM&V Forum operational, administrative and project management costs (Base Costs for NEEP services) are funded by grants from U.S. DOE (hosted by the Maine Public Utility Commission), Forum subscribers, and the Forum states (or their agents, e.g., energy efficiency program administrators). EM&V Forum third-party contracted projects managed by NEEP are jointly funded by the participating States or their agents, and on occasion by grants (e.g., U.S. EPA). This funding model, used in 2009, is expected to continue for 2010.



VI. Workforce Development

Long-Term Goal

Develop an educational infrastructure that provides the trained and qualified workforce needed to acquire all cost-effective energy efficiency in New England, New York and the Mid-Atlantic region.

High-Level Strategy

The multi-year path to achieve this goal includes three key strategies:

- Strategically coordinate workforce development efforts across states to leverage resources, address common needs and issues, encourage consistency, and exchange best practices to build a robust and qualified workforce for the range of disciplines needed to achieve aggressive energy efficiency goals.
- Make information regarding clean energy workforce development policies, training and employment resources readily available across the region to serve policy makers, program administrators, educators, market interests and job seekers.
- Identify and seek solutions to specific workforce development needs and issues.

NEEP's overall approach to implement these strategies includes:

- **Northeast Workforce Development Database:** In a joint project with the New England Clean Energy Council - funded largely by state and federal sources - develop and maintain a public database with state-specific portals to clean energy workforce development policies and resources across the region to serve policy makers, program administrators, educators, market interests and job seekers.
- **Northeast Workforce Development Forum:** Facilitate and support a Northeast Workforce Development Forum as a cooperative effort of state and federal agencies, NEEP Sponsors, educational institutions, and other stakeholders (labor, non-profit organizations, trade associations, etc.) using web-based media and semi-annual workshops to address issues, needs and opportunities of regional interest; exchange best practices; and leverage resources to build and maintain the workforce capacities to meet policy goals for clean energy.
- **NEEP Sponsor Workforce Development Network:** Maintain a private, regional best practices network of NEEP sponsors and related interests to overcome barriers impeding the development of a qualified workforce to meet policy and program goals for building energy efficiency.

2010 Objectives

In 2010, NEEP will partner with initiative sponsors to achieve the following objectives:

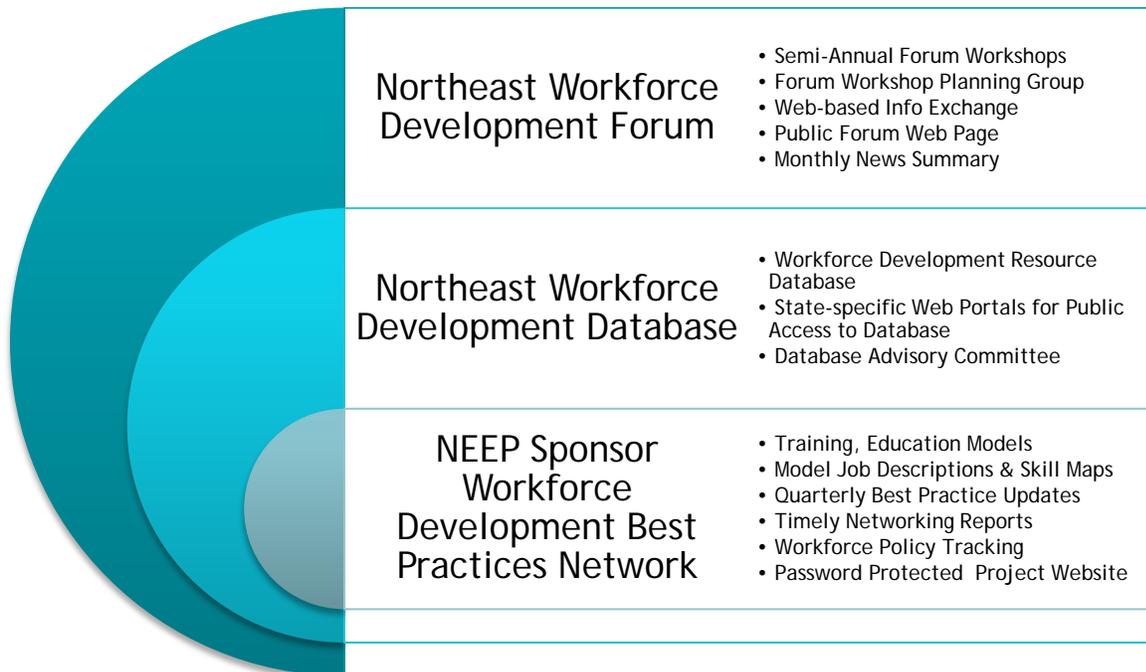
- Through the Northeast Workforce Development Database Project:
 - Secure regional guidance regarding the scope, content and web-based front-end via the Workforce Database Advisory Committee.
 - Research and develop accurate, current and consistently arranged snapshots of academic offerings, professional development opportunities and workforce policy activity.
 - Establish recognition of NEEP as a resource and provider of web-based information for workforce development efforts.



- Through the Northeast Workforce Development Forum:
 - Establish a directory of participants across the program, program vendor, academic, professional development and policy communities.
 - Enable robust information exchange among stakeholders via web-based media and semi-annual in-person meetings (forums) guided by a Workforce Development Forum Committee of NEEP sponsors and other key stakeholders.
 - Deepen participants’ knowledge and potential application of various workforce-related conferences and organizations.

- Through the NEEP Sponsor Workforce Development Network:
 - Establish best practices in education and training and develop migration models to enable them to be deployed throughout the region.
 - Develop typical job descriptions and associated “skill maps” describing required skills and attributes for various energy efficiency-related positions.
 - Deepen sponsors’ knowledge and understanding of various workforce policy activities and their implications/related opportunities.

NEEP 2010 Workforce Development Project





NEEP 2010 Deliverables

To achieve these goals and objectives in 2010 NEEP will:

1. **Establish, facilitate and support Northeast Workforce Development Database Advisory Committees** chaired by NEEP Sponsors.
2. **Engage and manage contractors** to develop a web-based search tool database and front-end web portal for participating states.
3. **Conduct research and populate the database** of academic, professional development and policy activity related to workforce development.
4. **Deliver strategic communications** to Workforce Development sponsors and project participants:
 - a. Monthly news summary with relevant workforce program and policy developments
 - b. Timely networking reports with news and recommendations from NEEP's participation in relevant regional and national forums
 - c. Quarterly best practice updates with information about workforce development trends and developments
5. Guided by input from NEEP Workforce Development Sponsors, **develop regionally applicable energy efficiency job descriptions and skill maps.**
6. **Develop a compendium of best practices in education and training and related models for replication in the region.**
7. **Maintain a password-protected project web-portal** for Workforce Development sponsors and Forum participants to provide 24/7 access to project materials, communications and contacts including:
 - a. An up-to-date directory of relevant workforce development activities and contacts
 - b. Strategic communications as referenced above
 - c. Meeting coordinates, agendas, notes and work materials such as those related to the job description, skill mapping and database projects
8. **Organize and conduct two semi-annual public Northeast Workforce Development Forums**, one associated with the NEEP Summit and one toward year-end, open to all Workforce Development Forum participants and the universe of regional workforce development stakeholders to network, present and discuss workforce development activities, opportunities and challenges/solutions.

Funding

NEEP Workforce Development activities are funded in part by NEEP sponsors, however, they are wholly dependent upon successfully securing significant additional funding from U.S. EPA, U.S. DOE, states and/or private foundations.



VII. 2010 Northeast Energy Efficiency Summit

2010 Northeast Energy Efficiency Summit: *Delivering on the Promise*

NEEP's 2010 Northeast Energy Efficiency Summit in Boston on March 30 and 31 will highlight energy efficiency as a solution for regional economic and energy needs. Lead by Summit Co-Chairs - Tim Stout, Vice President of Energy Efficiency at National Grid and Phil Giudice, Commissioner of the Massachusetts Department of Energy Resources and Chairman of the National Association of State Energy Offices - the 2010 summit will feature the aggressive ramp-up of energy efficiency across the Northeast region with a focus on:

- How energy efficiency program administrators across the region are meeting the challenge to double and triple energy savings;
- How states are leveraging ratepayer-funded efficiency programs and federally funded efforts at the state and community levels to build market capacities to achieve lasting energy savings;
- How business leaders are succeeding through energy efficiency investments; and
- The role of energy efficiency to fuel economic growth and recovery in the Northeast and address energy and environmental goals.

The Summit program brings the energy efficiency community together with business and government leaders to build visibility for energy efficiency as a resource. This day and a half event features:

- **High-Profile Speakers:** High-profile government and business leaders to address best practices in policy, business, workforce and government for *Delivering on the Promise*.
- **Efficiency Exhibits:** The summit will include over sixty exhibits that showcase building energy efficient technologies, services and solutions.
- **Business Leaders Recognition:** The fifth year of a regional program to recognize Northeast business leaders investing in energy efficiency with multi-media visibility for participants throughout the day and at a special recognition luncheon.
- **Workforce Development Workshops:** The afternoon of March 30 is devoted to workshops focused on expanding workforce capacities in the region - providing training and connecting workforce development efforts and resources to support the massive scale-up of energy efficiency programs.
- **Commercial Buildings and Technologies Initiative Stakeholder Meeting:** This will be held on March 30 to review leading-edge efforts among NEEP sponsors to maximize efficiency in the commercial sector and address key issues and opportunities such as solid state lighting, data center efficiency, and building energy rating.
- **Student Scholarship and Mentoring Program:** NEEP will continue for the fifth year a special program to draw and engage graduate and undergraduate students to learn about the growing field of energy efficiency as a potential career path.
- **Media Visibility:** Summit preparation will engage the regional media to focus on energy efficiency as an energy, economic and environmental solution working across the region.



Event sponsorships provide the primary funding support for NEEP's Northeast Energy Efficiency Summit which help keep participant registration fees as low as possible, including a special rate for non-profits and government agencies. For more information see the Summit website: www.neep.org/Summit.

NEEP sincerely thanks 2010 Summit Platinum sponsors:



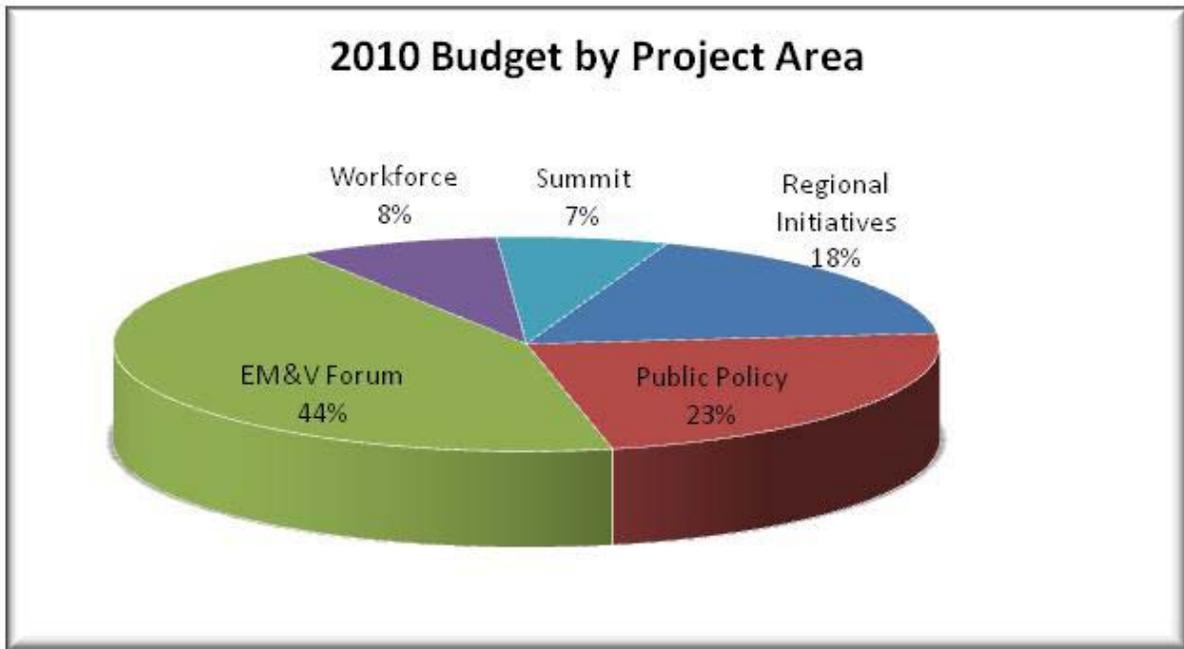


VIII. Appendices

A. 2010 NEEP Budget and Funding

To undertake the activities described herein, the NEEP Board of Directors approved a budget of \$5,906,800 for 2010 with specific budgets for each project area:

- Regional Deployment Initiatives - \$1,055,600
- Public Policy - \$1,372,100
- Regional Evaluation, Measurement & Verification Forum - \$2,613,400
- Workforce Development - \$469,300
- Regional Summit - \$396,400



NEEP Funding

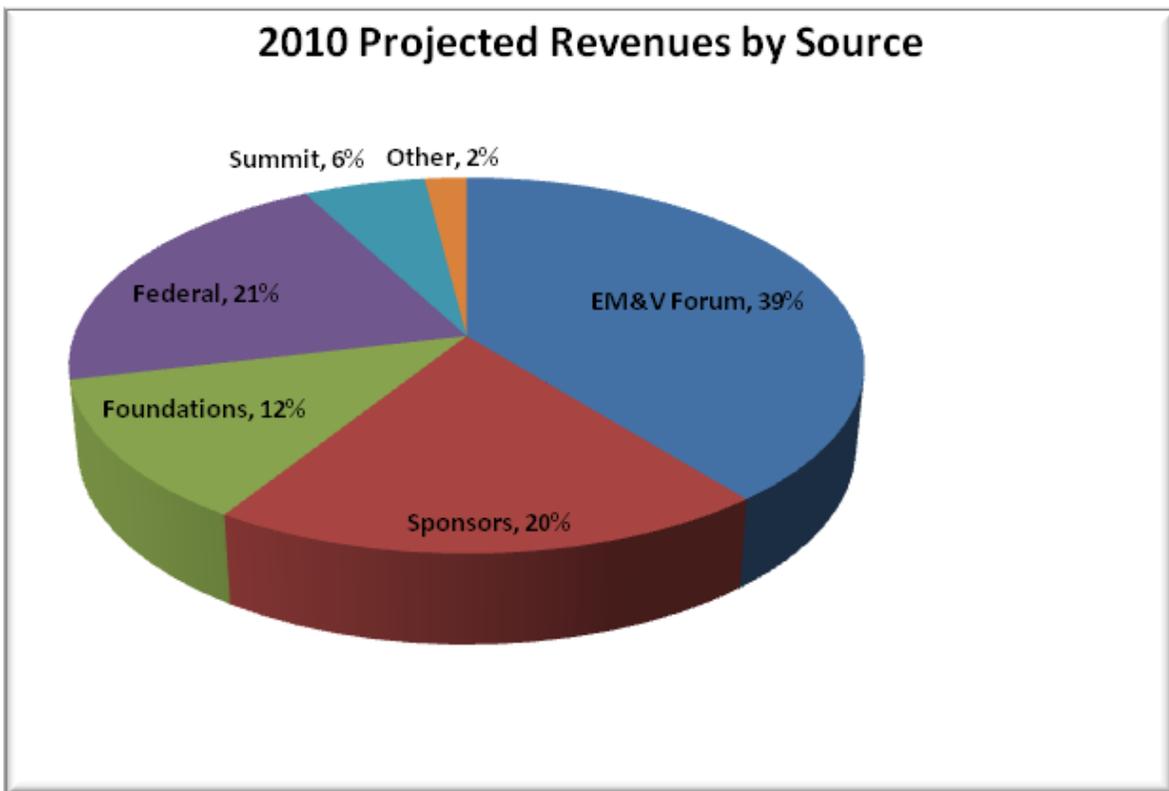
NEEP's activities are co-funded in a manner that leverages federal, state, ratepayer, and foundation funding, as well as project revenues (e.g., NEEP Summit) to meet common objectives through regional coordination. Projected revenues for 2010 are \$6,017,000.

- **Federal Assistance:** Grants and contracts from the U.S. DOE and U.S. EPA provide partial funding for Regional Initiatives, Policy Outreach, and the Building Energy Codes Project. Federal assistance also includes activities related to the Evaluation, Measurement and Verification (EM&V) Forum and Solid State Lighting projects. Current and expected federal funds to NEEP total approximately \$1,260,000 for 2010.



- **Initiative and Policy Sponsorship plus the NEEP Partners Program:** Through sponsorship of Regional Initiatives and Public Policy projects, gas and electric efficiency program administrators provide partial funding for NEEP’s services. Additionally, other organizations can help support NEEP through the NEEP Partners Program. These funds are estimated at \$1,186,200 for 2010.
- **Foundation Grants:** Charitable foundations help underwrite the cost of NEEP’s public policy activities including funding from the Energy Foundation, the John Merck Fund, Merck Family Fund, and the Chorus Foundation. Funding is estimated at \$742,500 for 2010.
- **Regional EM&V Forum:** States participating in EM&V Forum projects will jointly fund contracted research and contribute to NEEP costs to operate the Forum - providing 90 percent of the total EM&V Forum costs or \$2,362,250. In many cases that funding may be provided by energy efficiency program administrators including NEEP sponsors.
- **NEEP Summit:** NEEP’s 2010 regional Northeast Energy Efficiency Summit is funded largely by event sponsors (88 percent) to make participant fees affordable. In 2010, \$351,000 is planned for this area.

Not included in the budget for 2010 are potential costs and revenues associated with jointly-funded projects associated with specific projects as described herein.





B. 2009 - 2010 NEEP Board of Directors

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C. 2010 NEEP Sponsors Program

NEEP Sponsors are critical to NEEP's success to advance energy efficiency. They provide twenty percent of our annual revenues and are the primary engine to realize the full potential of energy efficiency in homes, buildings and industry. Representing the leading energy efficiency program administrators in New England, New York and the Mid-Atlantic, NEEP Sponsors support and participate in NEEP's regional projects to strategically coordinate and leverage their program efforts and support public policies to overcome market and institutional barriers to cost-effective energy efficiency.

Who: NEEP Sponsors include the leading administrators of gas and electric ratepayer-funded energy efficiency programs across the region that deliver energy efficiency services and solutions to residents, businesses and institutions. These include gas and electric utilities, state agencies and authorities and non-profit organizations - many of whom have been recognized for their national leadership in realizing the benefits of energy efficiency (see below the list of 2009 NEEP Sponsors by project). NEEP Sponsor participation and support for NEEP initiatives and their recommendations is the key to realizing the value of NEEP's regional partnerships.

Funding: NEEP Sponsors provide annual funding for selected NEEP program initiatives and policy projects based on a fee schedule scaled to service territory size.

Leadership: NEEP Sponsors participate in and provide leadership for regional initiative committees facilitated and supported by NEEP staff. They also serve on Public Policy Advisory Committees to inform and support NEEP regional policy projects.

Implementation: NEEP Sponsors connect the learning, ideas, strategies, tools, resources and relationships developed through NEEP initiatives and projects to the market through their program implementation.

Joint Projects: NEEP Sponsors reduce costs and increase market reach by leveraging resources to plan and implement their programs. Where this strategy offers such value, our Sponsors work through NEEP to undertake jointly funded projects to:

- Conduct market or technology research
- Develop program strategies and materials (e.g., qualified product lists, marketing and training materials, web-based resources)
- Collectively engage market actors (e.g., manufacturers, retailers, distributors, trade associations) to co-promote high efficiency energy solutions

Joint activities planned for 2010 are described in the specific Regional Deployment Initiative Plans.

Coordinated Strategies and Messages: NEEP Sponsors overcome market barriers by providing consistent messages to markets and policymakers. In addition to coordinating program messages and technical guidance (e.g., for commercial lighting, see www.designlights.org), our Sponsors work through NEEP to engage and provide feedback to regional and national programs (e.g., Energy Star, U.S. DOE Solid State Lighting and Commercial Building Solutions) and participate in cooperative efforts with other leading regional initiatives (e.g., the Northwest Energy Efficiency Alliance, California utilities). Likewise, NEEP provides public policy project sponsors informed opportunities to support state and federal public policies and strategically coordinate program efforts with public policy developments (e.g., building energy codes, appliance efficiency standards, building energy rating, advanced building design guidelines).



Becoming a Sponsor: Each year NEEP invites ratepayer-funded gas and electric program administrators across the region to join or renew their support for and participation in NEEP Regional Deployment Initiatives, Public Policy Projects and Workforce Development. NEEP Sponsors select the initiatives and projects to sponsor and fund. To inform those selections, this 2010 Business Plan provides an overview of the 2010 plans and objectives.

NEEP Welcomes New Sponsors: With the ramp-up and expansion of efficiency programs across the region in 2010, NEEP is offering new Sponsors a special first-time offer to learn about NEEP and get a taste of the action by joining as a base sponsor. Base sponsorship for new sponsors includes opportunities to attend NEEP regional initiative meetings and teleconferences, to receive selected Sponsor communications (e.g., **Monthly News Summary** with relevant program and policy developments, **Timely Networking Reports** with news and recommendations from NEEP's participation in relevant national forums, and **Quarterly Best Practice and Technology Updates** with information about important technology and program trends and developments) and to be informed of public policy developments including receipt of special newsletters and updates. We also offer new base sponsors the opportunity to nominate a customer to be featured in our annual Business Leaders for Energy Efficiency Recognition Program at the March 30-31 Northeast Energy Efficiency Summit.

For more information about NEEP's 2010 Sponsorship program see <http://neep.org/partners-sponsors/become-a-neep-sponsors> or contact NEEP's Development Manager Laura De Angelo at ldangelo@neep.org.



2009 NEEP Sponsors and Underwriters

2009 Sponsors/ Underwriters of NEEP Initiatives and Projects		Regional Initiatives					Public Policy			
		Retail Products	High Efficiency Home Performance	Commercial Buildings & Technologies	Solid State Lighting	Workforce Development	Policy Outreach	NE States Appliance Standards	Building Energy Codes	High Performance Buildings
Cape Light Compact	MA	☆	☆	☆	☆	☆	☆	☆	☆	☆
National Grid	MA	☆	☆	☆	☆	☆	☆	☆	☆	☆
NSTAR Gas & Electric	MA	☆	☆	☆	☆		☆	☆	☆	☆
Unitil	MA	☆	☆	☆	☆	☆	☆	☆	☆	☆
Western Mass Electric	MA	☆	☆	☆	☆	☆	☆	☆	☆	
National Grid	RI	☆	☆	☆	☆	☆	☆	☆	☆	☆
Efficiency Maine	ME	☆	☆	☆	☆	☆	☆		☆	
Connecticut Light & Power (CEEF)	CT	☆	☆	☆	☆		☆	☆	☆	
CT Municipal Electric Coop (BASE ONLY)	CT									
United Illuminating (CEEF)	CT	☆	☆	☆	☆	☆	☆	☆	☆	☆
Yankee Gas	CT			☆						
Efficiency Vermont	VT	☆	☆	☆	☆	☆	☆	☆	☆	☆
National Grid	NH	☆	☆	☆	☆	☆	☆	☆	☆	☆
NH Electric Co-Op	NH	☆		☆						
Public Service of New Hampshire	NH	☆		☆						
Unitil	NH	☆	☆	☆	☆	☆	☆	☆	☆	☆
New Jersey BPU	NJ	☆	☆	☆	☆	☆	☆	☆	☆	☆
NYSERDA	NY	☆	☆	☆	☆	☆	☆	☆	☆	☆
Long Island Power Authority	NY	☆	☆	☆	☆	☆	☆		☆	☆
National Grid (Gas)	NY			☆			☆			☆



D. 2010 NEEP Partners Program

NEEP Partners are businesses and institutions, trade and professional organizations, state agencies and individuals that demonstrate their leadership in energy efficiency by supporting NEEP's mission and affiliating with NEEP through annual funding and participation in NEEP's Partners Program. Begun in 2009, Partners join NEEP's network to:

- Support NEEP's work to advance energy efficiency as a top priority resource to reduce greenhouse gas emissions and provide affordable, reliable and sustainable energy supplies
- Be visible as an energy efficiency leader by affiliating with NEEP - a nationally recognized resource working to make the Northeast a national leader in building energy efficiency
- Keep abreast of the latest developments in energy efficiency policies and programs across eleven jurisdictions
- Connect to information about efficiency programs, policies, products and services that impact the industry

NEEP's Partners are listed on NEEP's website and in our [quarterly newsletter](#) in the Partners section, and have the opportunity to showcase their organization in a promotional area of these communications.

NEEP Partners are invited to participate in quarterly teleconference updates with NEEP staff regarding topical regional initiative program, policy and evaluation issues.

NEEP Partners generate goodwill. As a nonprofit organization, NEEP is dependent upon funding from allies to successfully achieve our mission of advancing the efficient use of energy in the Northeast.

Annual Subscription: The 2010 NEEP Partners Program subscription costs \$5,000. To join, contact NEEP's Development Manager Laura De Angelo at ldangelo@neep.org.

Early Bird Discount and Summit Participation: To encourage early participation, NEEP offers a 10% "early bird discount" to 2010 Partners that: 1) sign up before February 1, 2010; **AND** 2) choose to participate in NEEP's 2010 Summit as an Exhibitor or Sponsor. This discount applies only to the Partners Program subscription (not to any fees associated with participating in the Summit).

NEEP's Founding 2009 Partners:

