



NEEP 2011 QUARTERLY REPORT THIRD QUARTER

EXECUTIVE SUMMARY

NEEP is pleased to share with you our achievements for the third quarter of 2011. In response to our [Business Plan](#), our quarterly report provides a summary of our progress toward the work we've committed to in each of our four overall strategic areas:

- Make Efficiency More Visible
- Reduce Energy Use in Buildings
- Speed Adoption of High Efficiency Products
- Advance Knowledge and Best Practices

REFLECTING ON 2011 ACCOMPLISHMENTS & LOOKING FORWARD TO A NEW YEAR

As we pull into the last quarter of the year, it's a good time to reflect on the accomplishments NEEP has made thus far toward achieving our mission to accelerate energy efficiency in homes, buildings, and industry in the Northeast and Mid-Atlantic region.

We are proud of the successes that we have achieved along with our sponsors, partners, and stakeholders. This would not be possible without your continued support and commitment to our common goal to keep the Northeast region a national leader in accelerating energy efficiency.

We hope that you enjoy reading about these achievements in the following report. While much work remains to be done in 2011, we are in the process of developing our 2012 business plan, and ask you to stay tuned for NEEP's exciting plans for the coming year!

NEEP MISSION





Accelerate energy efficiency in homes, buildings & industry in the Northeast - Mid-Atlantic region.

2011 GOAL

Keep the Northeast region a national leader in accelerating energy efficiency.



NEEP 2011 STRATEGIES AND PROJECTS

STRATEGIES	OUTCOMES	PROJECTS
VISIBILITY 	<ul style="list-style-type: none"> ➤ Increased media & public understanding - “Northeast as national efficiency leader” ➤ Visible business leadership for energy efficiency ➤ NEEP as regional hub connecting media to efficiency leadership across the region. 	<ol style="list-style-type: none"> 1. Northeast Efficiency Summit & Business Leaders 2. NEEP Sponsorship and Partners Programs 3. Strategic Marketing & Communications
BUILDINGS 	<ul style="list-style-type: none"> ➤ Northeast leads energy code adoption, and compliance ➤ Regional commitment to high efficiency public facilities ➤ Markets value high efficiency homes, buildings 	<ol style="list-style-type: none"> 1. High Performance Public Buildings & Schools 2. Building Energy Codes and Rating 3. Comprehensive Multifamily Retrofit (<i>pending federal grant award</i>)
PRODUCTS 	<ul style="list-style-type: none"> ➤ Northeast leads in high efficiency products ➤ Higher baselines lock in market gains ➤ Regulatory policy support - new technologies 	<ol style="list-style-type: none"> 1. High Efficiency Residential Lighting 2. DesignLights™ SSL Qualified Products List 3. High Efficiency Emerging Technologies 4. High Efficiency Consumer Electronics 5. Appliance Efficiency Standards
KNOWLEDGE 	<ul style="list-style-type: none"> ➤ States and local government commit to efficiency - top energy priority ➤ States use consistent protocols to evaluate, measure and report efficiency impacts ➤ Qualified clean energy workforce expands 	<ol style="list-style-type: none"> 1. Regional Evaluation, Measurement & Evaluation Forum 2. Public Policy Outreach and Analysis 3. US DOE ARRA Grantee Technical Assistance Network 4. Clean Energy Workforce Training & Education



MAKE EFFICIENCY MORE VISIBLE

Position and define efficiency as a critical and tangible energy resource, with the potential for significant and immediate impact on the economy, the region, and the planet.

SUMMARY

All NEEP staff contributes to our *Visibility* strategies, but the projects and objectives listed within this strategy relate specifically to our corporate marketing, communications, and development efforts. The Strategic Marketing & Communications Team's (SMC) work supports the strategies outlined in NEEP's [2011 Business Plan](#) and helps maximize NEEP's capacities for gaining visibility for efficiency and for promoting the Northeast as a national efficiency leader.

Strategic Marketing & Communications

NEEP's Strategic Marketing & Communications team spent a significant amount of time building up our social media and web presence as well as refining our strategies for targeting traditional media outlets in the third quarter. The team worked with staff across the organization to gain a better understanding of NEEP's audiences and worked to hone our media lists and build relationships with reporters across the region who have shown interest in issues related to efficiency. A key component of our web presence is NEEP's blog, [Energy Efficiency Matters](#). NEEP's SMC team has been working with staff as well as NEEP Sponsors and Partners to develop content that highlights the great strides that the Northeast is taking to maintain its position as a leader in innovative energy efficiency programs and policies. Readership of NEEP's blog, topical newsletters, and other social media activity continues to grow.

Northeast Energy Efficiency Summit & Business Leaders

Following the wrap-up of a successful [2011 Northeast Energy Efficiency Summit](#), NEEP went straight to work developing plans for the 2012 Summit. We are excited to announce that the 2012 Summit will be held at the Hilton Stamford Hotel, in Stamford, CT, June 13 - 14, recognizing the great strides that Connecticut has taken toward developing and implementing programs and policies in support of energy efficiency. Stamford is also a great location as it is also centrally located between New England and the tri-state area, making it accessible to many NEEP project stakeholders. We look forward to seeing these plans develop in the coming months.

NEEP Sponsorship and Partners Program

NEEP [Sponsors](#) continued to be actively engaged in the many projects and activities outlined in this report in support of our common goal to keep the Northeast and Mid-Atlantic region a leader in efficiency. Likewise, NEEP's [Partners](#) remained committed to NEEP's mission and their own efforts in support of efficiency. We are grateful for the continued support and commitment from our Sponsors and Partners, and as NEEP plans for 2012, we look forward to continuing and strengthening these relationships and supporting the region to achieve its ambitious energy efficiency goals.

STRATEGIES & HIGHLIGHTS

In cooperation with NEEP sponsors and allies, demonstrate the benefits of energy efficiency to influential audiences and market interests through NEEP's annual Northeast Energy Efficiency Summit, regional business leaders recognition program and other topical summits, events, briefings, webinars, speaking engagements, conference presentations, publications and enhanced media relationships.

- ✓ Following the successful 2011 Northeast Energy Efficiency Summit in Warwick, Rhode Island, NEEP posted a positive financial result for the period ending July 31, 2011.
- ✓ Planning for the 2012 Northeast Energy Efficiency Summit began. The event will take place on June 13 & 14, 2012 at the Hilton Stamford Hotel in Stamford, CT. 2012's Summit theme will be "The Business Case for Efficiency" and NEEP's Strategic Marketing & Communications team will be building out the program in the coming months.

Expand the use of traditional and social media to link current events to energy efficiency, create an active, regional dialogue, and reach out to non-traditional audiences to build visibility for efficiency successes across the region.

- ✓ On July 24, the *Boston Globe* ran NEEP's response to Jeff Jacoby's op-ed on the coming federal lighting standards. The *Globe* also ran a guest blog in "[The Podium](#)" on how the new regulations are actually helping to spur innovation while maintaining consumer choice.
- ✓ NEEP launched a monthly media round-up distributed to NEEP Sponsors, Partners and other stakeholders. The round-up includes highlights from NEEP's blog as well as articles, external blog posts, letters to the editor, and television clips to which NEEP has contributed.
- ✓ NEEP reached out to our Sponsors and Partners to develop guest posts for our blog [Energy Efficiency Matters](#). Posts are meant to both highlight the work of NEEP's funders and stakeholders, as well as illustrate the innovative programs, policies, and products that are being deployed across the region to keep the Northeast a leader in accelerating energy efficiency. A sample of these blog contributions:
 - Appliance Recycling Centers of America - [Innovative Recycling Technology. Paramount Results.](#)
 - Institute for Electric Efficiency - [Engineering Change - Market Transformation in the Northeast](#)
 - ThinkEco - [New Approaches to Residential Demand Response](#)
- ✓ NEEP revised its media strategy to target mainstream media and consumers with messages about the value of efficiency as a mechanism of economic stimulus and job creation. To complement this effort, the Strategic Marketing & Communications team refined NEEP's media lists to more effectively place press releases, op-eds, letters to the editor, and other media pitches.
- ✓ NEEP's [website](#) and social media sites saw record visits in the third quarter. Our website received over 20,000 visits, primarily focusing on our Public Policy, Market Strategies, and EM&V Forum pages. To date, NEEP has 150 'likes' on [Facebook](#), over 550 'followers' on [Twitter](#), and nearly 300 members of our [LinkedIn Group](#). Our followers include major media outlets, state policy makers, and industry stakeholders from across the region and the nation.

Build rapport with leaders and influencers inside and outside of the efficiency industry through media placement, speaking engagements, and selected participation in events and projects that build the credibility of NEEP and energy efficiency as a climate change and economic solution.

- ✓ NEEP's Strategic Marketing & Communications team supported NEEP staff as they participated in conferences across the country. Among others, NEEP staff had speaking roles at the [ACEEE Energy Efficiency as a Resource](#) conference in Denver, the [DOE's Energy Codes 2011](#) conference



in Utah, and the [International Energy Program Evaluation Conference](#) in Boston. NEEP also submitted a number of abstract proposals for 2012 conferences.

Work with NEEP sponsors and stakeholders to increase the visibility of energy efficiency as a regional success for the economy, the environment and energy independence.

- ✓ NEEP Sponsors continued active engagement and leadership in our 2011 NEEP projects under our strategies for *Buildings, Products, and Knowledge & Best Practices*.
- ✓ NEEP Partners were active contributors to NEEP's blog, [EnergyEfficiencyMatters.org](#).
- ✓ NEEP developed and refined plans for our 2012 projects. We will be reaching out in the fourth quarter to invite Sponsors and Partners to support and engage in these projects and activities for the coming year.

NEEP "Visibility" Project Staff

Susan Coakley - Executive Director
scoakley@neep.org

Strategic Marketing & Communications / Business Leaders

- **Carrie Nash** - Strategic Marketing Manager
cnash@neep.org

Northeast Energy Efficiency Summit

- **Alicia Dunn** - Marketing Communications Manager
adunn@neep.org

NEEP Sponsorship and Partners Program

- **Laura De Angelo** - Development & Partner Alliance Manager
ldeangelo@neep.org



REDUCE ENERGY USE IN BUILDINGS

Reduce wasteful energy use in commercial, residential, and multifamily properties through public policies, incentive programs, and building energy codes and rating.

SUMMARY

NEEP's *Buildings* strategies support the reduction of wasteful energy use in commercial, residential, and multifamily properties through support for public policies, incentive programs, advanced building energy codes and rating, and expansion of high performance schools and public buildings. The built environment is one of the largest users of energy, and improving home and building energy efficiency provides benefits to the economy, environment, and society.

Building Energy Codes and Rating

NEEP continued to support states throughout the Northeast and Mid-Atlantic in their efforts to adopt and comply with the latest building energy codes, and to raise awareness of the benefits of advanced energy codes and building energy rating and disclosure policies. As part of this effort, NEEP provided training and technical support for building energy codes throughout the region. Support to Maine, New Hampshire, and Pennsylvania to prevent code roll-backs and statewide repeals continued throughout the quarter. NEEP also played an active role in Connecticut, Maryland, and Massachusetts throughout their scheduled and upcoming code adoption cycles. NEEP was asked to present a briefing on policies to reduce energy use in buildings to U.S. Senate energy and environment staff in July. Policy Director Jim O'Reilly gave a presentation on building energy codes and building energy rating, followed by an interview by senior counsel to the Senate Committee on the Environment and Public Works for an in-depth discussion on how these policies relate to pending legislation.

High Performance Public Buildings & Schools

NEEP brought together stakeholders from across the region and nation to share best practices, coordinate resources, and identify solutions to the latest barriers related to the design, construction, and operation of high performance schools and public buildings. NEEP continued to drive high performance building policy in the Northeast by collaborating with its regional network to develop innovative guidance and recommendations for future action. NEEP also kicked off efforts to develop a multi-year roadmap to achieve net zero energy buildings as a baseline construction and renovation practice for public schools, buildings, and institutions in the region, and began developing a High Performance Buildings Policy Assessment to identify existing policies in states that mandate high performance construction in state and school facilities and to provide recommendations to advance high performance public buildings standards. Additionally, NEEP continued to work with regional stakeholders to respond to issues affecting national high performance building policy, including the US Department of Education/US EPA Green Ribbon School Awards Program and the National Institute of Building Sciences' call for comments on data needs to achieve high performance buildings.

Comprehensive Multifamily Retrofit

NEEP supported the efforts of the Efficiency Maine Trust (EMT) to complete the documentation needed to finalize a three-year grant award announced by the U.S. Department of Energy (DOE) last fall. The award will support a project to leverage private-sector financing to comprehensively retrofit large multifamily buildings to significantly improve building energy performance and reduce energy use in all fuels - with an initial focus on implementation in Maine. In the third quarter, EMT received the anticipated grant award, and NEEP's role in the project will begin in 2012.

STRATEGIES & HIGHLIGHTS

Strengthen building energy code impacts as a core energy efficiency policy through state adoption of the latest national model codes or better, state action to achieve a high level of code compliance, and major improvements to national model energy codes.

- ✓ NEEP submitted its final report to PNNL on the [Massachusetts' Energy Code Compliance Pilot Study](#) in July. The report was prepared by NMR Group, Inc., the Department of Energy Resources contractor responsible for performing the pilot study. NEEP participated in a meeting in September to provide an overview of the report to utilities and efficiency program administrators and discuss key findings and how it relates to their work.
- ✓ NEEP had [an active presence](#) at this year's [Energy Codes Conference](#) in Salt Lake City, presenting in several sessions.
- ✓ NEEP hosted its second Regional Building Energy Codes Working Group teleconference on July 19. All 12 Northeast and Mid-Atlantic states were represented with over 40 participants on the call. Eleven states provided [mini-presentations](#) on their building energy codes activity.
- ✓ Based on feedback from the Regional Building Energy Codes Working Group, NEEP launched a [private web-based "clearing house"](#) for presentations, trainings, and resource sharing available to select members (sponsors, project underwriters, and state agencies) of the Working Group.
- ✓ Policy Director Jim O'Reilly was invited in July to make a presentation to U.S. Senate energy and environment staff regarding policies to reduce energy use in buildings. The presentation to approximately 50 staff members focused on building energy codes and building energy rating, and how these policies could be advanced through the pending Shaheen-Portman bill before Congress. Read more about the presentation on NEEP's blog, [EnergyEfficiencyMatters.org](#).
- ✓ NEEP participated in a technical advisory group meeting in conjunction with Maine's Technical Building and Energy Code Board meeting on September 29. NEEP is closely monitoring activities at the State Planning Office as it continues to undergo significant changes, to ensure the structure for future statewide code adoption remains intact.
- ✓ The 2011 Vermont Residential Building Energy Standard was adopted on July 1 and took effect October 1. NEEP provided technical support throughout the process.
- ✓ NEEP continued to partner with National Grid and the Rhode Island Code Commissioner's Office to monitor the state's baseline code compliance study. The residential study is moving forward as planned, and is expected to be completed by December 2011. NEEP developed a [white paper](#) for RI on enhancing code compliance with third-party enforcement.
- ✓ NEEP scheduled a Train-the-Trainer event to take place October 17-18 for Rhode Island Building Code Commissioner's staff and members of the state's Green Building Advisory team. Assessment of these efforts will guide development of Train-the-Trainer events in other states.
- ✓ NEEP continued to work with Connecticut and the Institute for Sustainable Energy (ISE) to develop training on the latest version of COMcheck for local code enforcement, and changes to the soon-to-be-adopted building energy codes. In July, NEEP updated approximately 40 building officials on the status of state and national codes development at a Ground Source Heat Pump Seminar held in Willimantic, CT, sponsored by ISE.
- ✓ Maryland is on track to adopt the 2012 IECC by January 1, 2012 through their automatic adoption process. NEEP participated in a stakeholder meeting to strategize on ways to support the state during this fast-paced code adoption cycle.
- ✓ NEEP worked with the Connecticut State Codes and Standards Committee to advance adoption of an Informative Appendix to meet legislative criteria for additional requirements on commercial buildings that will result in advanced energy savings above the 2009 IECC code.
- ✓ Officials of the New York Department of State (DOS) expressed interest in adopting a stretch energy code, and NEEP provided technical support to DOS and NYSERDA to include an emphasis

on codes in the state energy efficiency portfolio standard proposal, as well as NYSERDA's next system benefits charge market and technology development plans.

- ✓ Although the Maine Uniform Building and Energy Code (MUBEC) is now a local option code for communities with [populations under 4,000](#), NEEP continued to work with advocates for the next round of legislative actions set for 2012. NEEP is also supporting efforts to target key communities for local adoption and raise awareness of the benefits of building energy codes in conjunction with the [Consumers Union's Energy Codes campaign](#).
- ✓ NEEP's assisted New Hampshire and its contractor, GDS Associates, Inc., to develop training materials as part of the [New Hampshire Energy Code Challenge](#), including development of curriculum for an on-site training with live code demonstrations to take place in October.

Encourage utility commission regulatory reform to remove barriers to increased energy efficiency in homes and buildings through changes to cost-effectiveness and evaluation requirements, and an increased focus on program performance and results.

- ✓ NEEP encouraged increased participation in the EM&V Forum's projects that move the region towards consistent and transparent energy efficiency data and EM&V methods.
- ✓ NEEP encouraged implementation of Forum products, which include guidelines on EM&V methods and assumptions and templates for consistent reporting of energy efficiency results.

Encourage state adoption and efficiency program incentives for home and building energy rating systems and tools that meet national standards.

- ✓ NEEP developed new [resources geared towards the real estate community](#) to provide guidance on understanding and marketing the value of energy efficient homes. The resource includes a [checklist](#) to help real estate professionals identify home energy efficiency attributes and the expected savings/benefits to share with prospective home buyers and sellers.
- ✓ In September, NEEP submitted [comments](#) in response to DOE's request for information (RFI) on its proposed National Asset Rating Program for commercial buildings.
- ✓ NEEP continued to assist national partners at the Institute for Market Transformation (IMT) to facilitate a national building energy rating stakeholder forum. NEEP [blogged](#) about building energy rating and disclosure policies and circulated IMT's [Building Energy Transparency](#) report.
- ✓ NEEP's [Building Energy Rating](#) report was featured during a [presentation](#) to the Vermont Building Energy Disclosure Working Group, and in the DOE's [RFI](#) for a National Asset Rating Program for Commercial Buildings.

Maintain and encourage state and local adoption and use of high performance building guidelines for schools and public buildings.

- ✓ In September, NEEP attended a joint meeting of the American Institute of Architects Massachusetts Government Affairs Committee and [Boston Society of Architects'](#) Committee on the Environment to discuss goals and concerns with Massachusetts State Representative Frank Smizik, Chairman of the House Committee.
- ✓ NEEP kicked off its efforts to develop a multi-year roadmap to set forth actionable steps the Northeast can take to achieve net zero energy buildings. NEEP hired a consultant to assist with developing the report, convened a leadership group with key stakeholders, interviewed experts, and drafted and vetted recommendations reflecting the needs of the Northeast.
- ✓ NEEP began development of a High Performance Buildings Policy Assessment to identify existing policies in each state that mandate high performance construction in state and school facilities, and to provide a set of recommendations for the Northeast to consider over the next three years as a means of advance high performance building standards in the public sector.
- ✓ NEEP convened its High Performance Schools Working Group for an in-person meeting in July. The group of 18 policymakers, practitioners, and others discussed best practices in



benchmarking schools using Portfolio Manager and exchanged lessons learned about energy service contracting in their states.

- ✓ NEEP participated in a summit on Deep Energy Savings in Existing Buildings hosted by [New Buildings Institute](#) and the [National Trust for Historic Preservation](#) in September to discuss efficiency implementation, design, ownership, research, policy, utility programs, and finance.
- ✓ NEEP continued to collaborate with the Green Schools Committee of the [USGBC Massachusetts Chapter](#), participating in monthly meetings and working to develop a pilot program to reduce plug loads in schools through classroom learning.
- ✓ NEEP discussed the benefits of utilizing the [NE-CHPS Operations and Maintenance Guide](#) at a forum for information exchange and collaboration attended by environmental organizations working in Massachusetts schools, such as [Youth Build](#) and the [Green Education Foundation](#).
- ✓ NEEP's Carolyn Sarno, vice chair of the [National CHPS](#) Board of Directors, participated via teleconference in the September CHPS board meeting, representing the Northeast.
- ✓ NEEP collaborated with National CHPS to develop comments on the preliminary criteria for the [Green Ribbon Schools Program](#). The comments focused on aligning the award with the high standards of the CHPS protocol, including an emphasis on indoor environmental quality.
- ✓ NEEP continued to collaborate with national stakeholders as part of the DOE/ORNL Technical Assistance Program, working with the National Renewable Energy Laboratory to develop [guidance](#) for municipalities on buildings operations and maintenance.
- ✓ NEEP coordinated a meeting between CHPS, EPA Region 1, and EPA's ENERGY STAR Commercial Building Design program to discuss opportunities for collaboration, and potential for integration of the Designed to Earn the ENERGY STAR program into an updated version of Northeast CHPS.

NEEP "Buildings" Project Staff

Susan Coakley - Executive Director

scoakley@neep.org

Building Energy Codes and Rating

- **Jim O'Reilly** - Director of Public Policy

joreilly@neep.org

- **Carolyn Sarno** - Senior Program Manager, High Performance Buildings

csarno@neep.org

- **Don Vigneau** - Project Manager, Building Energy Codes

dvigneau@neep.org

- **Allison Webster** - Building Energy Policy Associate

awebster@neep.org

High Performance Public Buildings & Schools

- **Jim O'Reilly** - Director of Public Policy

joreilly@neep.org

- **Carolyn Sarno** - Senior Program Manager, High Performance Buildings

csarno@neep.org

- **Susy Jones** - Manager, High Performance Buildings

sjones@neep.org



SPEED ADOPTION OF HIGH EFFICIENCY PRODUCTS

Accelerate the adoption of high-efficiency residential and commercial lighting and consumer products through education, incentive programs and public policies.

SUMMARY

NEEP's *Products* strategies promote adoption of high efficiency lighting, consumer electronics, and myriad other appliances. Many of the products currently on the market are inefficient, and their use is a major driver of electricity consumption and resulting greenhouse gas emissions. NEEP's regional efforts are essential to engage and leverage the marketplace and keep the region a national leader in the sale of high efficiency, market-ready products.

High Efficiency Residential Lighting

NEEP continued its work on the Residential Lighting Strategy Project based on feedback from NEEP's Residential Lighting Workshop in June along with input from the Regional Leadership Advisory Group. NEEP is currently integrating data from individual states into the analysis to provide an accurate picture of the Northeast region, and a strategy to achieve greater penetration of high efficiency lighting for 2012-2020. NEEP also held a regional stakeholder peer exchange meeting of NEEP Sponsors, and participated in webinars and teleconferences to discuss residential lighting issues such as updates to FTC lighting labels; rare earth availability affecting cost increases on future manufacturing of CFLs; CFL testing results and impacts; educational and marketing updates from LUMEN Coalition members; opportunities for the region to obtain better data and research needs through a national aggregation platform; and plans for NEEP outreach to regulators and policymakers to advocate for deeper engagement in opportunities outlined in the Residential Lighting Strategy.

DesignLights™ Consortium Solid State Lighting Qualified Products List

The DesignLights Consortium conducted major outreach efforts in the third quarter to utility and energy efficiency program managers, LED manufacturers, federal agencies (DOE, EPA, and Natural Resources Canada), and other stakeholders through workshops, webinars, interviews, and meetings. These events were convened to solicit input into technical and procedural issues, communicate news and updates, and recruit new members and manufacturers. As a result of these efforts, NEEP achieved several milestones, including release of updated specifications and drafting of new specifications for eight additional product application categories; the completion of the DLC Business Strategy Study, which marked the beginning of the 2012 DLC Planning process; and a refined "DLC Member" definition to refer to individual utilities or energy efficiency programs, which increased the number of current members to 50. At the end of the third quarter, the DLC SSL Qualified Products List had reached 4,579 products represented by 88 manufacturers.

High Efficiency Emerging Technologies

NEEP continued to engage in regional and national efforts to more effectively differentiate quality heat pump water heater (HPWH) products, focusing on revision of two separate product qualification programs - the ENERGY STAR Criteria for Water Heaters, and the Northern Climate Specification (NCS) for HPWH. Both programs offer Northeast efficiency programs a means of identifying HPWH products that perform as advertised and meet consumer expectations about operation and comfort. With the Northwest Energy Efficiency Alliance (NEEA) completing the update of the NCS for HPWH, as well as development of ENERGY STAR's revision to the water heater criteria, the third quarter represented an important moment to bring a strong Northeast presence back to these processes.

High Efficiency Consumer Electronics

Continuation of NEEP's Advanced Power Strips Project was the primary focus of NEEP's third quarter consumer electronics activities. The project received national recognition at the ACEEE Energy Efficiency as a Resource conference, and NEEP's EM&V Forum began vetting data produced by the project through its new project to deliver regional savings assumptions through emerging technologies. Findings indicated that the deemed savings data produced for both home entertainment and home office equipment were accurate. NEEP approached ENERGY STAR to ascertain next steps in providing a label for these products, an ongoing process. The project's testing and marketing subcommittees continued their efforts to produce deliverables necessary to achieve final outputs.

Appliance Efficiency Standards

The Northeast Appliance Efficiency Standards Project continued to make important progress. At the federal level, project stakeholders strongly supported the US DOE's determination that set-top boxes/network equipment should be considered a covered product under the Appliance Standards Program. These products represent a large and growing source of energy savings. Another focus was federal lighting standards scheduled to take effect in January 2012. Unfortunately, some groups have spent significant energies attacking these standards with largely inaccurate claims. In an attempt to defend the new standards and enhance consumer awareness, NEEP continued to take a leadership role in the LUMEN Coalition. In the third quarter, NEEP offered extensive input into the launch of the new www.LUMENNow.org website. In addition, In coordination with NEEP's EM&V Forum, the project worked to advance a research project regarding roles and attribution methods to allow ratepayer-funded efficiency program administrators (utilities and others) to take a more active role in the development and adoption of appliance standards. While seeking funding to carry out this project, NEEP has continued to work with key stakeholders to formulate ideas for standards-related activities.

STRATEGIES & HIGHLIGHTS

Provide a vision and strategy to keep the region a leader in high efficiency lighting and appliances by leveraging resources in a manner that increases the momentum and impact of individual program and policy initiatives - including partnership with national brands and labels.

- ✓ NEEP continued to engage a broad stakeholder advisory committee tasked to provide leadership in delivering a Regional Lighting Strategy (RLS) for the Northeast. Through a series of meetings and communications, many milestones were reached, including final feedback and agreement on elements for inclusion in the strategy document, as well as draft outlines of several sections of the strategy.
- ✓ On August 2, NEEP announced findings and recommendations from the DLC Strategy Study at a DLC Members Meeting. The study indicated strong support from stakeholders to continue the project at an increased level of effort and scope, and recommended conversion of the Microsoft Excel Qualified Products List to a web-based searchable and sortable database. The study also recommended inclusion of LED manufacturers in the specification setting process.
- ✓ NEEP created a media strategy to combat erroneous information disseminated nationwide on the impact of lighting changes due to the upcoming EISA standards taking effect, including letters to the editor to correct misleading information, and coordination with newspapers to provide ongoing representation in various media outlets.
- ✓ To maintain regional coordination on market transformation efforts regarding heat pump water heaters (HPWH), NEEP continued to engage in NEEA's effort to finalize revision to the Northern Climate Specification for HPWHs, to differentiate products that can perform in harsher northern climates. NEEP alerted our stakeholder network of webinar opportunities to discuss the revision process, and shared comments with NEEA on draft revisions.
- ✓ NEEP presented with Ecos Consulting on the results from NEEP's Advanced Power Strips Working Group project at the *ACEEE National Conference on Energy Efficiency as a Resource* conference, providing updates from the Data, Testing, and Marketing Subcommittees.

- ✓ NEEP contacted ENERGY STAR to determine the process to develop a label for APS products.

Provide regional leadership to facilitate knowledge transfers and relationships among programs administrators, market actors, policy makers and consumer interests to accelerate market adoption of high efficiency products.

- ✓ NEEP held a quarterly stakeholder meeting to discuss the Residential Lighting Strategy. Topics included development of the Strategy; the upcoming ENERGY STAR Partners meeting, including which industry to meet with, meeting topics, and program summary updates; CFL nominations for Q/A testing; lighting goals for 2011 and beyond; and trade ally coordination.
- ✓ NEEP held a quarterly stakeholder meeting to discuss the Advanced Power Strips project with Sponsors and contractors. Topics included the ACEEE APS presentation, which included results to date and deemed savings numbers; a Business and Consumer Electronics Roadmap for 2012; and the ENERGY STAR Partners meeting.
- ✓ NEEP hosted two Appliance Standards Working Group teleconferences to discuss current regional activities, 2012 program planning, as well as how the Northeast can most effectively drive savings through the promotion of HPWHs.
- ✓ The Advanced Power Strips project subcommittees (data, testing, and marketing) met regularly to discuss progress toward deliverables. The three groups also came together for monthly teleconferences to integrate findings.
 - The Data group reviewed and vetted power usage and daily hour usage of household consumer electronics with the aid of an Experian study's robust data set of 26,000 homes in the US. Deemed savings numbers were vetted by a consultant to ensure accuracy of the methodology and results, providing confirmation of the final numbers: home entertainment at 86 kWh; and home office at 33.6 kWh.
 - The Testing group has produced the majority of the criteria for the baseline technologies chosen (Tier 1). They added other testing criteria, and began creating tiered scoring approaches for technologies that would exceed baseline standards (Tier 2). Field testing of this technology is currently underway in Australia and NEEP is seeking similar testing opportunities to provide more robust savings numbers.
 - The Marketing group completed a questionnaire to gauge consumer understanding of phantom load, usability needs, and other pertinent info for use in both testing for consumer interface modeling. The group confirmed the need for further research to be able to produce adequate marketing materials to educate the general public on energy wastage. The group will focus on producing position papers to advocate for APS support to manage growing plug load.
- ✓ NEEP coordinated webinars and teleconferences for efficiency program administrators to obtain data and research through a national aggregation platform operated by D&R called Better Data/Better Design.
- ✓ As a follow-up to a June DLC Workshop held in conjunction with the 2011 NEEP Summit, NEEP collaborated with the Northwest Energy Efficiency Alliance (NEEA) to hold a full-day DLC workshop on July 11 in Seattle, WA, for NEEA members, manufacturers, and trade allies. The workshop was a great opportunity to meet and engage DLC's Northwest Members, update them on recent DLC activities, and gain a better understanding of their needs. As a result, DLC participation among Northwest Members has significantly increased.
- ✓ NEEP collaborated with the Midwest Energy Efficiency Alliance (MEEA) to host a similar webinar on September 7 for MEEA members, which focused on describing the services of the DLC and meeting potential new members from the Midwest region.
- ✓ NEEP had a strong presence at the DOE Solid State Lighting Market Introduction Workshop, held in Seattle, WA, on July 12-14. Jon Linn, NEEP's Commercial Programs Manager, appeared on the DOE Partner Forum Panel, discussing the assistance and support NEEP has received

from the DOE for the DesignLights Consortium. DLC also presented a poster at the Workshop reception.

- ✓ NEEP was invited by a committee of the National Academy of Sciences to make a presentation and answer committee questions in September. The committee is under a congressional mandate to evaluate the DOE SSL development programs, and NEEP was among few technical experts and entrepreneurs invited to provide input. The committee expressed appreciation for our contribution to their efforts.
- ✓ NEEP's [website](#) continued to serve as informational resource on appliance standards to the region, as we provide up-to-date, relevant content for regional stakeholders. The site includes the Appliance Standards Tracker for [residential retail products](#) and [residential HVAC products](#).

Encourage regulatory reform to overcome barriers to emerging technologies and innovative program strategies through recommended methods, guidelines and information to support such program evaluation and approval.

- ✓ The Emerging Technologies project provided input into the scope of the EM&V Forum's project to "Develop Savings Assumptions for Emerging Technologies and EM&V Methods for New Program Approaches" to establish assumptions for program planning and acceptance. NEEP encouraged the Project to include HPWHs as one of the measures to be evaluated, with the aim to develop regionally consistent deemed savings figures.
- ✓ The Appliance Efficiency Standards Project sought support and funding for a new research project to provide guidance to efficiency programs and program advisors and regulators on protocols for allowing programs to participate in activities that advance appliance standards. NEEP gained support from a broad range of stakeholders, and continues to seek funding to move the project forward.
- ✓ NEEP developed a guidance [Memorandum](#) that presents potential activities that program administrators can undertake to impact the development, revision, adoption, and implementation of appliance standards.

Assure product quality and consumer satisfaction through participation in regional and national product testing programs that inform product labeling and promotions.

- ✓ Following the July 22 release of DLC Technical Requirements Table v1.6, a specifications update of the 11 existing categories and specifications for eight new categories, NEEP held a public webinar to communicate the new specifications and applications procedures to over 150 members of the manufacturing community. These specification updates involved the efforts of DLC Members, DLC Technical Advisors, PNNL, numerous manufacturers, and project consultant D&R International, all coordinated and facilitated by NEEP.
- ✓ NEEP was invited to participate in the DOE/TINSSL/MEEA Missouri Advanced Lighting Workshop, held in St. Louis, MO, on July 27, where MEEA member utilities as well as LED manufacturers came together to discuss recent advances in solid state lighting.
- ✓ NEEP continued its participation in national processes to ensure product quality and consumer satisfaction with high-efficiency products by providing feedback in [LUMEN Coalition](#) retailer stakeholder calls; providing input on new FTC labeling of lighting products; working with industry to stay informed of rare earth challenges affecting CFL costs; and serving on the working group of the CFL quality assurance and [testing process](#) organized through DOE.
- ✓ NEEP facilitated Northeast stakeholder engagement in ENERGY STAR's criteria revision process for water heaters. With input from the regional HPWH working group, NEEP developed comments to the EPA in response to their first draft of the revision. In addition to suggesting changes to the technical specifications, our comments stressed the need for a complimentary suite of guidance/requirements for northern installations to ensure that HPWH technologies are being sited, sized, and installed appropriately.



- ✓ NEEP continued to serve as a bridge between regional stakeholders and federal rulemakings affecting efficiency standards and labeling. NEEP collaborated with our national advocate partners to develop comments to the DOE and the FTC regarding development of definitions for “[smart appliances](#)” and a proposal to expand [lighting labeling](#).

Encourage state and federal policies and regulations that set new baselines that eliminate inefficient products from the marketplace.

- ✓ NEEP submitted regionally representative [comments](#) to the DOE on the set-top box/network equipment determination of coverage rulemaking, jointly developed with 10 additional organizations ranging from state energy regulatory bodies to environmental advocacy groups.
- ✓ NEEP hosted a quarterly webinar for the Northeast Appliance Standards Advisory Group to provide a project status update, solicit feedback from the group, and discuss ways forward to achieve project goals.
- ✓ To both defend inaccurate attacks on the upcoming EISA lighting standards and ensure consumer awareness about the transition, NEEP continued to play a leadership role in the [LUMEN Coalition](#), comprised of national stakeholders from industry to efficiency advocates. In the third quarter, NEEP was an active participant of the Rapid Response Team, and provided extensive review and editing of the beta website, now live: www.LUMENNow.org.

NEEP “Products” Project Staff

Susan Coakley - Executive Director
scoakley@neep.org

High Efficiency Residential Lighting

- **Linda Malik** - Residential Program Manager
lmalik@neep.org

DesignLights™ Consortium Solid State Lighting Qualified Products List

- **Jon Linn** - Commercial Programs Manager
jlinn@neep.org
- **Irina Rasputnis** - Commercial Programs Associate
irasputnis@neep.org

High Efficiency Emerging Technologies

- **David Lis** - Appliance Standards Project Manager
djlis@neep.org

High Efficiency Consumer Electronics

- **Linda Malik** - Residential Program Manager
lmalik@neep.org

Appliance Efficiency Standards

- **Jim O’Reilly** - Director of Public Policy
joreilly@neep.org
- **David Lis** - Appliance Standards Project Manager
djlis@neep.org



ADVANCE KNOWLEDGE AND BEST PRACTICES

Promote knowledge and the use of best practices that support the expansion of policies and programs to increase and accelerate energy efficiency with long-term results.

SUMMARY

NEEP's *Knowledge and Best Practices* strategies support the expansion of policies and programs to accelerate energy efficiency. NEEP advocates for sustained public policy support, expanded financial resources, full integration of efficiency into energy planning, enduring efficiency infrastructure based on leading knowledge and best practices, and consistent standards across the region to measure, evaluate and report the impacts and benefits of energy efficiency.

Regional Evaluation, Measurement & Verification Forum

The EM&V Forum completed several Research & Evaluation and Protocol Development projects and kicked-off two new projects. The [Incremental Cost Study](#), [Commercial Lighting Load Shape Study](#), [Mid-Atlantic Technical Reference Manual - Version 2](#), and [EM&V Glossary - Version 2.1](#) were completed. As part of the Forum's Net Savings project, the Forum held a [webinar](#) to review the Massachusetts Free-Ridership and Spillover Methodology Study results. The Forum also kicked-off the Regional Energy Efficiency Database project and the Emerging Technologies project.

The [Forum Evaluation](#), conducted to assess progress towards Forum goals, review its core functions, and make recommendations for Forum work beyond 2011, was completed. To inform the Evaluation, a contractor conducted 18 in-depth interviews and over 70 surveys with a sample of Forum members. The Evaluation results and feedback from the 2012 Project Planning Survey are being used to help shape the Forum's next three-year plan for and develop the Forum's 2012 agenda and budget.

Public Policy Outreach and Analysis

NEEP's Policy team worked on two key products during the third quarter: a policy brief on decoupling as a rate mechanism; and a major Regional Roundup report on state progress and setbacks on efficiency policy in the last year. Both of these products will be released later this fall. Staff also continued to participate regularly in stakeholder energy efficiency board meetings in Massachusetts, Connecticut, Rhode Island, New Hampshire, and Maine. In addition, the team tracked legislation, regulatory proceedings, state spending and saving progress, etc., and worked collaboratively with partners in government, advocacy groups, program administrators, and efficiency consulting to advance the recognition and implementation of energy efficiency as a resource.

NEEP also continued working with other regional efficiency organizations from around the country as part of the US DOE ARRA Grantee Technical Assistance Network, in particular on the Utility Partnering Initiative designed to provide ARRA grantees with information and products to leverage resources with utilities to sustain their efforts post-ARRA.

US DOE ARRA Grantee Technical Assistance Network

NEEP continued to provide technical assistance to AARRA grantees with a focus on development of the Utility Partnering Guidebook, and presentations to municipalities to increase energy efficiency. The Guidebook, to be completed in the fourth quarter, is designed to provide grantees with information to leverage resources with utilities to sustain their efforts post-ARRA. NEEP presentations to municipalities included a webcast attended by more than 150 participants on municipal employee behavioral modification; a webcast on Municipal Partnerships Related to Building Codes; and a presentation at the Midwest Energy Efficiency Alliance Lighting Workshop on using the DLC Qualified Products List to assist grantees in making solid state lighting program design decisions. NEEP also completed a case study of the City of Springfield, MA, highlighting their successes at increasing municipal building energy performance and innovative energy audit educational opportunities.

Clean Energy Workforce Training & Education

NEEP continued its efforts to lead the Northeast in clean energy workforce training and education. A proposal to the State of Vermont for an online clean energy careers training and education directory, based on the directory developed and maintained for the Massachusetts Clean Energy Center by NEEP with the New England Clean Energy Council (NECEC), was accepted. NEEP also provided a project concept to DOE for a three-year NEEP-NECEC project to develop a clean energy careers directory for all of New England. In addition, NEEP continued involvement in the Advisory Group of the 2011 Massachusetts Clean Energy Industry Employment and Workforce Needs Study, and contributed to a proposal to the National Center for a Clean Energy Workforce. The [Massachusetts Clean Energy Careers Training and Education Directory](#) continued to gain popularity and usage, with 3,297 visits from 2,485 visitors, averaging 35 visits per day, in the third quarter.

STRATEGIES & HIGHLIGHTS

Build credibility for energy efficiency as a comparable resource through state adoption and use of the Regional Evaluation, Measurement and Verification Forum protocols to assess and demonstrate the impact and value of efficiency programs and policies across the region.

- ✓ The Forum completed two research and evaluation projects: the Incremental Cost Study and the Commercial Lighting Load Shape Study. The [Incremental Cost Study](#) determined the cost of material for baseline and efficient measures, the cost of baseline labor and, where appropriate, incremental costs of labor. The [Commercial Lighting Load Shape Study](#) developed weather normalized 8,760 lighting end-use load shapes representative of hourly savings for efficient commercial lighting equipment. These load shapes were based on the results of previous evaluation studies, including metering, that were conducted for various program administrators in the EM&V Forum region.
- ✓ The Forum completed two protocol development projects: the Mid-Atlantic Technical Reference Manual (TRM), Version 2 and the EM&V Glossary of Terms and Acronyms, Version 2.1, both of which were accepted/adopted by the Steering Committee in July. The [Mid-Atlantic TRM Version 2](#) documents common savings assumptions for approximately fifty prescriptive residential and commercial/industrial electric and gas energy efficiency measures. The [Glossary Version 2.1](#) includes several environmental terms that were not included in prior versions of the Glossary.
- ✓ The [Forum Evaluation](#) – conducted to assess progress towards Forum goals, review its core functions, and make recommendations for Forum work beyond 2011 – was completed. Forum staff developed a draft 2012-2014 Plan based on the Evaluation results, which was reviewed by the Steering Committee at its September meeting. A final 2012-2014 plan will be presented to the Steering Committee for adoption in the fourth quarter.
- ✓ The Forum began planning for the 2012 agenda and budget, issuing a project planning survey for Forum participants to prioritize potential 2012 projects. The survey results, coupled with Forum Evaluation results, are being used to develop a draft 2012 agenda and budget that will be presented to the Project Committees and Steering Committee in the fourth quarter.
- ✓ Project contractors were selected for two protocol development projects: the Regional Energy Efficiency Database project and the Emerging Technologies project. These projects are now underway, and several subcommittee meetings were held for each project.
- ✓ Participants from throughout the Forum region participated actively in Forum Committees and project subcommittees. Representatives from eight Forum states participated in the quarterly Project Committees meeting in July. Quarterly Steering Committee meetings were held in July and September, with representatives from seven and six Forum states participating, respectively. The Forum also facilitated numerous project subcommittee meetings.
- ✓ The Forum's [quarterly newsletter](#) was issued in August. This issue included updates on research and evaluation project results, 2012-2014 Forum planning, the 2011 Annual Public Meeting, the Regional Energy Efficiency Database project, and national EM&V projects.

Build enduring policy support for efficiency by educating policymakers on successful energy efficiency models for administration and funding.

- ✓ NEEP monitored and provided comments on major regulatory proceedings including New Jersey's [Energy Master Plan](#), Maryland's [EmPOWER plans](#), NYSERDA's [Systems Benefit Charge IV Technology and Market Development plan](#), and the [New York Energy Efficiency Portfolio Standard](#).
- ✓ NEEP engaged with regional advocates to provide input on how to improve the Regional Greenhouse Gas Initiative as part of its [2012 Program Review](#).
- ✓ NEEP produced the [Highlights](#) newsletter and the [Policy Tracking Brief](#), and contributed to the NEEP blog, [Energy Efficiency Matters](#), as well as Twitter for real-time communication.
- ✓ NEEP worked in support of whole-building, all-fuels efficiency strategies where ratepayer programs are complemented by state policies. This included [testifying](#) in support of H 879, which would create a system to fund efficiency for oil heat customers in Massachusetts, as well as various other efficiency related bills.
- ✓ NEEP actively monitored and engaged in an energy policy study for New Hampshire, which has resulted in a major report and recommendations to the legislature. Our work was referenced in the study, and we submitted [comments](#) in support of the [report](#), commissioned in response to last year's SB 323.
- ✓ NEEP presented the Northeast regional roundup at the opening plenary session of the [2011 ACEEE Energy Efficiency as a Resource](#) conference in Denver, CO, in September.
- ✓ NEEP participated in strategic planning with a group of advocates in Maine seeking to overcome gubernatorial and legislative opposition to full funding for energy efficiency programs in the state.
- ✓ NEEP provided state-by-state review and feedback for Northeast states on the annual [ACEEE State Energy Efficiency Scorecard](#), released this fall. Massachusetts took over the #1 spot from California, and a number of other states from the Northeast and Mid-Atlantic region were represented in the top 10: NY (#3), VT and RI (#5), CT (#8), and MD (#10).
- ✓ NEEP continued participation in the Massachusetts Global Warming Solutions Project, particularly supporting energy efficiency measures to establish an oil heat efficiency program in the state and advance building energy rating.

Recognize community leadership for effective energy efficiency initiatives and connect ARRA funded initiatives to resources and peer-to-peer networks that will extend efficiency impacts and benefits beyond initial funding.

- ✓ NEEP continued to actively participate in technical assistance to ARRA grantees, although on a limited basis as a result of the DOE significantly reducing the scope of the program earlier than originally planned.
- ✓ NEEP participated in development of a Utility Partnering Guidebook intended to help ARRA grantees understand the role of utilities and efficiency program administrators in the long-term viability of their projects by leveraging resources and partnering in program implementation. To support this initiative, NEEP is developing an energy efficiency program overview.
- ✓ NEEP presented on the DesignLights Consortium Solid State Lighting Qualified Products List at the Midwest Energy Efficiency Alliance Lighting workshop for utilities and municipalities. The presentation focused on how the DLC can assist grantees in making wise solid state lighting program design decisions.
- ✓ NEEP participated in the planning, development, and coordination of a municipal employee behavioral modification webcast for over 150 attendees. We provided a supporting document on the Municipal Energy Efficiency and Conservation Policy for Employees Guide developed for City of Philadelphia.

- ✓ NEEP developed a case study on the City of Springfield, MA, that highlighting their efforts and successes at increasing city-wide municipal building energy performance and innovative energy audit educational opportunities for students.
- ✓ NEEP provided technical assistance for Springfield, MA, through meeting planning and facilitation for the Northeast High Performance Schools Working Group meeting.
- ✓ NEEP presented in the Municipal Partnerships Related to Building Codes webcast to provide municipalities with information on efforts from around the country on effectively utilizing building codes and standards to achieve greater energy efficiency.
- ✓ NEEP provided a comprehensive review and technical assistance during development of the [Municipal Interior Lighting webcast presentations](#) and on the Energy Code Compliance and Enforcement Fact Sheet.

Encourage best practices in workforce training and education through a searchable regional database of workforce training, education and credentialing resources, and outreach and events that facilitate peer-to-peer exchange and input to national standards for workforce accreditation.

- ✓ NEEP continued to manage the [Massachusetts Clean Energy Careers Training and Education Directory](#), coordinating with the New England Clean Energy Council, with removal of eight expired programs, for a total of 173 programs at the end of the third quarter. In addition, several changes were made to the website to facilitate ease of navigation for users.
- ✓ NEEP completed an analysis of the [Massachusetts Clean Energy Careers Training and Education Directory](#), which confirmed increasing usage within the United States and internationally. Visitors accessed the site from all 50 states, India, China, the United Kingdom, Canada, Ukraine, Australia, Nigeria, Philippines, Brazil, Singapore, Russia, and Germany. In the third quarter, there were 2,485 unique visitors accounting for 3,297 visits or 35.84 visits per day with 2,387 new, and 910 returning. The most popular programs were the Master's, Certificate, Bachelor's, and Ph.D.
- ✓ NEEP's proposal to the Vermont Department of Labor to develop and implement an online Directory for the state was accepted. Work toward this effort will begin mid-October and conclude by the end of the year.
- ✓ NEEP presented activity, status, and operational updates, coordinated with the New England Clean Energy Council, to the Massachusetts Clean Energy Center as part of a new series of monthly meetings.
- ✓ NEEP participated in the Advisory Group for the 2011 Massachusetts Clean Energy Industry Employment and Workforce Needs Study, a study of the state's clean energy workforce focused on the growing demand for information about clean energy employers and employees, distribution of employment geographically and among the industry's sub-sectors, and current and future hiring and training needs. Such information is needed by education and training institutions, economic and workforce development professionals, elected officials, the media, and the general public. Recommendations and a report will be presented in October.



NEEP “Knowledge” Project Staff

Susan Coakley - Executive Director

scoakley@neep.org

Regional Evaluation, Measurement & Verification Forum

- **Julie Michals** - Regional EM&V Forum Director

jmichals@neep.org

- **Elizabeth Titus** - Senior Research and Evaluation Manager, EM&V Forum

etitus@neep.org

- **Cecily McChalicher** - EM&V Forum Associate

cmcchalicher@neep.org

Public Policy Outreach and Analysis

- **Jim O’Reilly** - Director of Public Policy

joreilly@neep.org

- **Natalie Hildt** - Public Policy Outreach Manager

nhildt@neep.org

- **Josh Craft** - Public Policy Associate

jcraft@neep.org

US DOE ARRA Grantee Technical Assistance Network

- **Ed Londergan** - Special Projects Manager

elondergan@neep.org

Clean Energy Workforce Training & Education

- **Ed Londergan** - Special Projects Manager

elondergan@neep.org



2011 NEEP SUPPORTERS

NEEP would like to recognize our 2011 funders, including our [Sponsors](#), [Partners](#), [Regional EM&V Forum funders](#), [DesignLights Consortium SSL QPL Sponsors](#), [federal and foundation funders](#), and [Summit Sponsors](#). We are grateful for their support, which makes this work possible.

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