



Northeast Energy Efficiency Partnerships

2017 Q1 Report

Executive Summary

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



Events & Stakeholder Engagement

- Organized a “Smart Homes Track” session at the [2017 Home Performance Coalition \(HPC\) National Conference](#).
- Hosted the first quarterly meeting of the Northeast/Mid-Atlantic Appliance Standards Working Group.
- Co-led a regional Strategic Energy Management (SEM) working group in partnership with Efficiency Vermont.
- Engaged several leading SEM implementation firms to discuss strategies for making a strong case for SEM incorporation into ratepayer-funded energy efficiency programs.
- Presented on Home Energy Management (HEMS) strategies from our [2016 report](#) at several regional events.
- Hosted two HEMS Working Group meetings.
- Began stakeholder outreach for the Commercial-Sector Business Models for Efficiency project to gain perspectives on the barriers and opportunities in the market.
- Planned for the [EM&V Forum Spring Meeting](#), scheduled for April 27, 2017 at the California University in Washington, D.C.
- Joined a national M&V 2.0 Stakeholder Group convened by Lawrence Berkley National Laboratory.
- Began formation of the EM&V Forum Leadership Advisory Committee to guide direction of research and deliverables for the Forum in 2017.
- Hosted state-focused discussions on appliance efficiency standards.
- Participated in an Appliance Standards Awareness Project (ASAP) Steering Committee meeting to strategize in the face of lack of movement on federal standards.
- Convened the Regional High Performance Schools and Public Buildings Leadership Groups.
- Shared resources and high performance buildings best practices at regional events.
- Convened and facilitated state-specific High Performance Schools Working Groups in Rhode Island and New Hampshire.
- Presented on the legal implications of zero energy buildings and codes to attorneys Defense Resources Inc.
- Presented on a panel on energy codes and zero energy titled [Energy Codes and Zero Energy Buildings: Strategies for Today, Tomorrow, and Beyond](#) at the 2017 NESEA conference.
- Maintained our national network of building energy codes partners with an active role in the National Code Collaborative.

Events & Stakeholder Engagement

(cont'd)

- Collaborated with stakeholders to better understand the non-energy benefits of high performance schools, meeting with the Harvard T.H. Chan School of Public Health to discuss their [Schools for Health](#) report.
- Formed Advisory Committee for the Home Energy Labeling Information Exchange (HELIX) project.
- Participated in the N.H. Green Realtors Symposium to engage the real estate community about HELIX and the importance of educating the real estate community on energy rating for high performance homes.
- Engaged policy leaders nationwide to promote alignment with the HELIX project, presenting at the [Buildings Committee](#) meeting of NASEO's 2017 Energy Policy Outlook Conference.
- Formed relationships with New York realtors to introduce HELIX to this important group of stakeholders.
- Engaged with NYSERDA to coordinate on multifamily building and HELIX efforts and to identify potential points of coordination.
- Engaged with residential building energy rating partners to promote nationwide coordination, participating in US DOE's Home Energy Information Accelerator.
- Convened the Strategic Electrification Assessment Leadership Committee to provide input on the development of a [Request for Proposals](#) and plan for the [Regional Strategic Electrification Summit](#).
- Hosted a Regional ASHP Working Group meeting to discuss installer guidance materials and integrated controls, and to plan for the [2017 Regional Cold Climate Air-Source Heat Pump Market Transformation Workshop](#).
- Provided ASHP thought leadership at several regional events and audiences, including the Bringing Renewable Thermal Solutions to Scale in New England project, the Northeast Renewable Thermal Summit, US DOE's meeting on "Smart Tools for Improving Installed Performance of Residential and Small Commercial HVAC Systems," and NYSERDA's ASHP Advisory Group.
- Presented at a webinar for [NEEP Allies](#) on state-by-state updates on regional policy developments.
- Engaged with E4theFuture about mutual support in policy tracking.
- Participated in New Hampshire Energy Efficiency Resource Standard (EERS) workshops to discuss cost effectiveness testing and regional best practices.
- Participated in a grid modernization dialogue hosted by The Nature Conservancy to focus on current trends and policies in the Northeast.

Research, Analysis, Reports & Case Studies

- Developed a final draft of a new report on Strategic Energy Management EM&V Best Practices.
- Kicked off activities for an M&V 2.0 Pilot Project, in partnership with project host Connecticut Department of Energy and Environmental Protection.
- Kicked off development of HEMS guidance document focused on Claiming Savings from Smart Thermostats.
- Disseminated EM&V resources, including “[How Fast is the EM&V Paradigm Changing?](#)” and “[State Leadership Driving Non-Wires Alternatives Projects and Policies.](#)”
- Released a brief on “[Advanced Metering Infrastructure: Utility Trends and Cost-Benefit Analyses in the NEEP Region.](#)”
- Prepared state-specific appliance efficiency standards resources in coordination with ASAP, and worked with State Energy Offices to present this information.
- Contributed to ENERGY STAR specification development on [clothes washers](#), [clothes dryers](#), and [televisions](#).
- Published an updated [Regional Operations & Maintenance Guide for High Performance Schools and Public Buildings in the Northeast and Mid-Atlantic](#).
- Completed two rounds of solicitation for an IT contractor for the HELIX project, issuing the [HELIX RFI](#) and [HELIX RFP](#).
- Published a blog on the joint REEO Multifamily Report “[Multifamily Energy Efficiency Retrofits: Barriers and Opportunities for Deep Energy Savings.](#)”
- Launched a regional home energy rating cost study to better understand the rating market and clearly define a rating.
- Partnered with Yale and other collegiate institutions to build a partnership that will provide NEEP with needed data and universities with research opportunities for Ph.D. and Master candidates.
- Researched HELIX governance and ownership frameworks, privacy considerations, and funding structures.
- Conducted research on the green real estate market through a survey of realtors, appraisers, Multiple Listing Services, and others, to gain insight for developing training and education tools for realtors.
- Published two new guides for ASHP installers, [A Guide to Sizing & Selecting ASHPs in Cold Climates](#) and [A Guide to Installing ASHPs in Cold Climates](#).
- The Cold Climate Air-Source Heat Pump (ccASHP) [specification and associated list](#) grew to include 300 products.

Research, Analysis, Reports & Case Studies

(cont'd)

- The [Regional Energy Efficiency Database \(REED\)](#) was populated with 2015 data.
- Published two new Public Policy & REED resources, the Spring 2017 [Policy Snapshot](#) and [REED Renderings Issue #4: Taking a Deeper Look at New REED Data](#).
- Completed two new Policy Trackers for [February](#) and [March](#).
- Published a report on [Advanced Metering Infrastructure \(AMI\) cost-benefit analyses in the NEEP region](#).
- Published the [2017 Regional Roundup](#).

Regional Market Transformation Strategies

- Kicked off project research for emerging commercial-sector business models to develop a Market Transformation Strategy Report.
- Establish NEEP's 2017 HEMS strategy to outline deliverables to advance the regional market transformation goal for this product category.
- Finalized the draft report, "Evaluation, Measurement and Verification Best Practices and Recommendations for Industrial Strategic Energy Management Programs."
- Began development of a white paper on Net Savings Evaluation of Midstream Market Transformation programs with US EPA and US DOE.
- Collected input for upcoming Building Energy Codes Market Transformation Strategy report.

Technical Assistance & Resource Centers

- Provided technical assistance to Delaware on industrial energy efficiency and SEM.
- Made the first 2017 revision to the online [HEMS product list](#).
- The Mid-Atlantic Technical Reference Manual (TRM) neared completion.
- Contributed to national EM&V best practices protocol development through participation in the US DOE's Uniform Methods Project Steering Committee.
- Contributed to development of the 2017 International Energy Program Evaluation Conference.
- Supported the ENERGY STAR program to voice support of federal programs potentially dismantled or cut by the FY2018 federal budget.
- Supported advancement of energy codes in Connecticut, who is moving to the 2015 International Energy Conservation Code (IECC).
- Assisted with the development of South Portland, Maine's building energy benchmarking ordinance.
- Led the [Pennsylvania Energy Code Collaborative](#) to focus on a residential code training program underway and commercial code compliance.
- Provided technical guidance to the Delaware Energy Code Coalition regarding the 2015 IECC and HERS Rating.
- Served on Rhode Island's Code Adoption and Compliance Groups to support the state's Code Compliance Enhancement Initiative – the only program in our region that allows utilities to claim savings for code support activities.
- Provided technical guidance to assist synergistic efforts related to HELIX with the Rocky Mountain Institute and the Natural Resources Defense Council (NRDC).
- Provided technical assistance on building data aggregation, coordinating with NRDC on the data aggregation threshold in the New York Distributed System Implementation Planning process.
- Provided technical guidance on Rhode Island's residential labeling efforts to guide the Rhode Island Office of Energy Resources to implement building energy rating across its entire building stock.
- Provided New York City with guidance on residential and multifamily rating on the various rating programs that are available, as well as different strategies for introducing rating programs or policies.
- Updated the regional [Building Energy Benchmarking Policy Inventory](#) to provide a snapshot of the basics of benchmarking and information on policies that have been enacted in the region.
- Provide technical assistance to regional program administrators on ccASHPs in Massachusetts, Rhode Island, Connecticut, and New York.
- Updated our online [state-specific public policy pages](#).
- Provided policy guidance on New York's Reforming the Energy Vision Proceeding on recent Commission orders and relevant NEEP reports.
- Monitored state and local policy developments via energy efficiency board/council meetings, as well as media outlets and legislative tracking.

Q1 Web Metrics

Q1 2016 Unique Visitors

23,563

Q1 2017 Unique Visitors

25,822 ↑ (9.6%)

Q1 2016 Page Views

54,300

2016 Page Views

52,985 ↓ (2.4%)

Inbound Traffic

Organic Search

Traffic sourced without the use of paid advertisements.

Direct

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

Referral

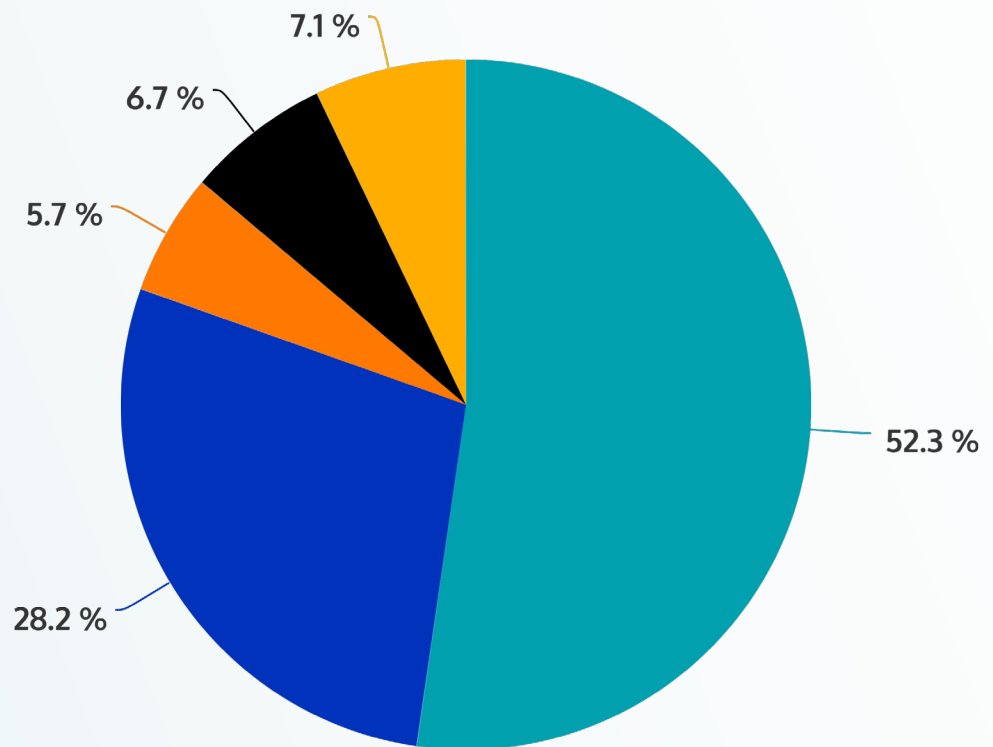
Traffic originating from another website.

E-Blasts

Impressions directed from tracked links in our email communications

Social

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



Organic Search Direct Referral Social E-Blasts

Q1 Web Metrics

Q1 2016 Total Downloads

5,381

Q1 2017 Total Downloads

6,108  (13.5%)



4,748

PDF DOWNLOADS



1,040

EXCEL DOWNLOADS



287

DOC DOWNLOADS

Top Blogs

1. Hot Strategies for ccASHP (Lis)
2. Goodbye Residential Lighting (Miziolek)
3. What Is ASHRAE Standard 90.2? (Webster)
4. Winter-proof Heat Pumps (Bresler)
5. Utility Trends in AMI (Caputo)

Top Downloads

1. ASHP MT Strategy
2. Installing ccASHP
3. Sizing/Selecting ccASHP
4. ccASHP Spec Listing 01/20/17
5. REEO Multifamily Report

Top Media Hits

[Portland Press Herald](#) (April 20, 2017) – Energy-saving programs that help Earth and economy need defending

[DOE BTO Newsletter](#) (April 19, 2017) – New Report on BTO-Supported Technologies, Building Energy Modeling

[Navigant Research](#) (April 12, 2017) – NEEP EM&V Forum Spring Meeting (event calendar)

[Alt-Energy Magazine](#) (February 16, 2017) – Message to FERC: Energy Efficiency Belongs in Wholesale Markets

[Yahoo! Finance](#) (January 17, 2017) – Parks Associates: 51% of U.S. broadband households willing to share their thermostat data to receive discounts on their electricity bill



Q1 Web Metrics



17.9

NEW USERS
PER DAY



75%

NEW
SESSIONS



51.6%

OUTSIDE REGION
TRAFFIC

Leaders By State

1. Massachusetts
2. New York
3. DC
4. Pennsylvania
5. Connecticut

Leaders By City

1. Boston
2. Washington
3. Ashburn
4. New York
5. Burlington

Top Cities in Massachusetts

1. Boston
2. Cambridge
3. Waltham
4. Concord
5. Methuen