



Northeast Energy Efficiency Partnerships

2017 Q2 Report

Executive Summary

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



Events & Stakeholder Engagement

- Hosted the [EM&V Forum Spring Conference](#) and the [EM&V Forum Summer Workshop on Cost-effectiveness](#).
- Hosted the 2017 [Regional Strategic Electrification Summit](#) in Andover, Mass. on June 29.
- Hosted the [Regional Air-Source Heat Pump Market Transformation Workshop](#) in Andover, Mass. on June 27-28.
- Hosted a school tour on National Healthy Schools Day at the [Francis T. Bresnahan Elementary School](#), a high performance school in Newburyport, Mass.
- Co-led the regional Strategic Energy Management Collaborative working group focused on program implementation of Strategic Energy Management (SEM).
- Attended US DOE's Better Buildings Summit, participating in sessions related to the effective implementation of SEM in commercial and industrial facilities.
- Presented strategies on the Smart Energy Home to the Connecticut Energy Efficiency Board at their [annual retreat on June 15](#).
- Hosted a quarterly HEMS working group meeting, including representatives from states Vt., N.Y., Conn., R.I., as well as the US EPA, US DOE, and NREL.
- Engaged with commercial efficiency stakeholders at the [ACEEE Energy Efficiency Finance Forum](#) to learn from the cutting edge of innovation in emerging efficiency business models
- Attended a session at the Consortium for Energy Efficiency (CEE) Summer Meeting focused on the challenge of utilities in getting participation in commercial efficiency programs.
- Shared information about Advanced Metering Infrastructure (AMI) and cost-effectiveness a [webinar](#) co-hosted by Green Tech Media and in a [presentation](#) at the EM&V Forum Summer Workshop on Cost-Effectiveness.
- Participated in the inaugural webinar of the DOE M&V 2.0 Pilot to share information about the goals and upcoming tasks for this three-year project.
- Hosted a quarterly Appliance Standards working group meeting, and worked with this group to generate support for the federal appliance standards program.
- Began discussions with stakeholders to refocus appliance efficiency standards efforts toward opportunities for state standards.
- Developed a survey to identify stakeholders' key barriers and opportunities to market transformation for commercial efficiency.
- Convened the Regional High Performance Schools and Public Buildings Leadership groups.

Events & Stakeholder Engagement

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- Participated in and presented at National Grid's Municipal Energy Summit, a gathering of local-level stakeholders to learn about improving efficiency in schools and street lighting.
- Continued to play an active role in the [National Code Collaborative](#).
- Helped organize [DOE's National Energy Codes Conference](#).
- Provided technical guidance on behalf of Pennsylvania in a meeting of all of the energy code collaboratives and to the Central Pennsylvania chapter of the U.S. Green Building Council.
- Continued to engage the Home Energy Labeling Information Exchange (HELIX) Advisory Committee to gain insights from interested stakeholders on the development of HELIX.
- Continued to participate in the New Hampshire Home Energy Score working group to provide technical guidance on the importance of educating the real estate community.
- Presented to New York stakeholders on the value of home energy rating at the [Climate Smart Communities webinar on Ithaca's Residential Energy Score Project](#).
- Hosted the HELIX year-two kick-off meeting to set priorities, develop action items, identify collaboration opportunities, and set clear tasks for the year ahead.
- Convened the third Strategic Electrification Leadership Committee meeting to discuss the project consultant's draft opportunities assessment report.
- Served as facilitator for a session on [Strategic Electrification](#) at DOE's Better Buildings Summit.
- Presented an overview of NEEP's Strategic Electrification project to the [Renewable Thermal Alliance](#).
- Presented at the ACEEE/CEE Market Transformation Conference in Washington D.C. to provide an overview of current regional energy efficiency policies and programs.
- Distributed a blog, [REED Renderings Issue #5: Changes in the Air](#), which covered how energy efficiency leads to carbon reduction.
- Released a [blog](#) focused on smart thermostats and the data analysis opportunities from a new partnership with ecobee, called "Donate Your Data."

Research, Analysis, Reports & Case Studies

- Published a new report on [Strategic Energy Management Evaluation, Measurement and Verification \(EM&V\) Best Practices](#).
- Published [Claiming Savings from Smart Thermostats: Guidance Document](#).
- Further refined our project scope for emerging business models in the commercial sector, which now has a deeper focus on how to get customers to say “yes” to efficiency projects.
- Selected an IT contractor and began building the HELIX database, an alpha version of which is scheduled to be completed by fall 2017.
- Published an [exemplar on South Portland, Maine’s benchmarking ordinance](#), which shows that passing benchmarking ordinances is possible in smaller cities and addresses barriers that prohibit ordinances from being enacted elsewhere.
- Published an [exemplar on Wayland, Massachusetts’ energy improvements](#) to share the success of a small community and how their approach can be replicated.
- Conducted an ENERGY STAR smart products analysis looking at the smart or connected functionality of a range of ENERGY STAR products.
- Continued research on innovative new approaches for commercial efficiency, and looked into non-energy benefits associated with commercial efficiency upgrades.
- Completed a new report, [Non-Energy Impacts Approaches and Values](#), which summarized research on current practices in estimating and applying NEIs for cost-effectiveness in the Northeast and beyond.
- Continued research in support of the M&V 2.0 pilot project to update the inventory of building automation tools and case studies and characterize state partners’ program experience with M&V 2.0-related programs and products.
- Planned for a [public webinar on non-intrusive load monitoring \(NILM\)](#), featuring case studies and technology definitions as the space is evolving.
- Participated in Uniform Methods Protocol (UMP) Steering Committee meetings to stay informed of ongoing and planned UMP updates.
- Contributed to ENERGY STAR specification development, including submitting comment letters on [uninterruptable power supplies \(UPS\)](#).
- Collaborated with evaluators from NMR Group to prepare a poster for the [International Energy Program Evaluation Conference](#) focused on the general service lighting efficiency standard.

Research, Analysis, Reports & Case Studies

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- Conducted a study on behalf of the US DOE to determine if there is variation in building diagnostic testing results from one [Home Energy Rater](#) to the next.
- Researched HELIX governance and ownership frameworks, privacy considerations, and funding structures.
- The cold climate ASHP [specification and associated list](#) expanded to include 450 products by the end of the second quarter.
- Disseminated guidance documents for ASHP installers: [A Guide to Sizing & Selecting ASHPs in Cold Climates](#) and [A Guide to Installing ASHPs in Cold Climates](#).
- Researched metrics for energy efficiency in buildings and for carbon reduction to expand REED.
- Published a new [Policy Tracker](#) to provide an update on current policy and regulatory developments in states throughout the region and at the federal level.
- Submitted a letter to Connecticut on the 2017 update to the Conservation and Load Management Plan.

Technical Assistance & Resource Centers

- Supported Rhode Island's residential stretch code to advance zero energy construction and the state's [zero energy and greenhouse emission reduction goals](#).
- Produced a [report on non-energy impacts](#) (NEIs) to support the N.H. Public Utilities Commission's decision on whether the state will use adder- or evidence-based measures to value NEIs.
- Delivered the [Version 7 Update of the Mid-Atlantic Technical Reference Manual](#).
- Provided technical assistance to Rhode Island on appliance standards, preparing a fact sheet to provide more information on the potential impacts of a standards bill based on ASAP's 2017 model package
- Provided Amherst, Mass. with technical assistance on zero energy buildings.
- Organized a meeting of the [Pennsylvania Energy Code Collaborative](#) focused on improving the impact of the energy code training program underway as part of the Residential Energy Code Field Study.
- Provided technical guidance to the Delaware Energy Code Coalition regarding adoption of the 2015 International Energy Conservation Code (IECC) versus the 2018 IECC and [Energy Rating Index \(ERI\)](#).
- Served on Rhode Island's Residential and Commercial Stretch Code committees, developing an updated commercial stretch code and a new residential stretch code.
- Responded to an inquiry from NYSEERDA regarding strategies for measuring energy and carbon savings from energy code compliance support activities.
- Coordinated with national leaders in the real estate/energy information space to solve issues surrounding energy information transfer to real estate interests, encouraging uniformity throughout the country.
- Provided technical guidance to assist synergistic efforts in Vermont and New Hampshire related to their community development efforts.
- Provided technical guidance to support Providence, R.I.'s building energy benchmarking ordinance, which they are in the process of developing.
- Provided technical assistance on the [Regional Energy Efficiency Database \(REED\)](#) to Green Tech Media and the Energy Information Administration (EIA).
- Provided technical assistance to the Energy Futures Group, providing utility-level data and emissions data, and answering questions in relation to information available in REED.
- Developed a spreadsheet of state energy plans, energy efficiency program plans, and Energy Efficiency Resource Standard (EERS) policies for each state in the NEEP region.

Regional Market Transformation Strategies

- Following one of the strategies from [NEEP's Smart Energy Home market transformation report](#), NEEP organized a meeting to take place in July focused on the existing activity for smart retrofit and new water heaters.
- Organized a regional review of NEEP's upcoming Building Energy Codes Market Transformation Strategy report.
- Consultants for the Strategic Electrification project developed a draft Regional Strategic Electrification Opportunities Assessment Report.

Q2 Web Metrics

Q2 2016 Unique Visitors

19,898

Q2 2017 Unique Visitors

21,832 ↑ (9.72%)

Q2 2016 Page Views

46,639

Q2 2017 Page Views

45,833 ↓ (1.62%)

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

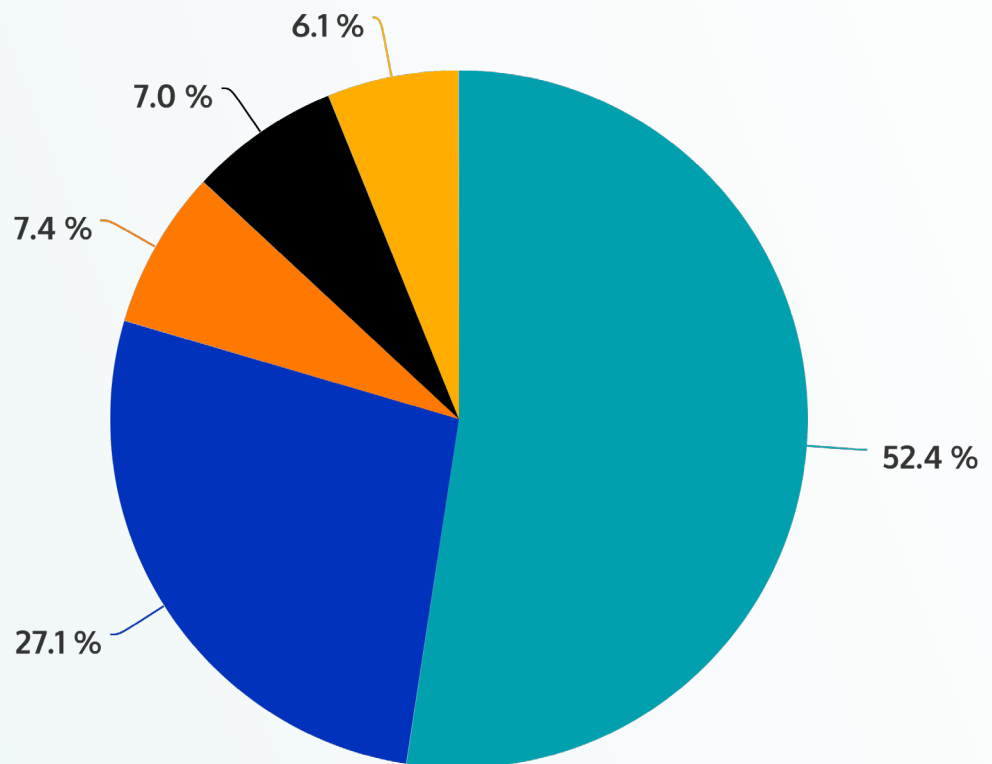
Traffic originating from another website.

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

Q2 Web Metrics

Q2 2016 Total Downloads

4,002

Q2 2017 Total Downloads

5,549  (38.6%)



4,050

PDF DOWNLOADS



1,173

EXCEL DOWNLOADS



296

DOC DOWNLOADS

Top Blogs

1. Hot Strategies for ccASHP (Lis)
2. It Takes A Villiage (Lis)
3. What Is ASHRAE Standard 90.2? (Webster)
4. A Look Inside NWAs (Caputo)
5. Winter-proof Heat Pumps (Bresler)

Top Downloads

1. ASHP MT Strategy Report
2. Installing ccASHP
3. Sizing/Selecting ccASHP
4. ccASHP Spec Listing 06/23/17
5. ccASHP Spec Listing 05/23/17

Top Media Hits

[Building Energy Codes Connection](#) (June 23, 2017) – HERs Rating Compliance in the IECC

[ICF International](#) (June 20, 2017) – The Swiss Army Knife of Future Utility Programs

[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)

Q2 Web Metrics



19.9

NEW USERS
PER DAY



67%

NEW
SESSIONS



52.7%

OUTSIDE REGION
TRAFFIC

Leaders By State

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

Leaders By City

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

Top Cities in Massachusetts

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