



NEEP 2014 STRATEGIES AND PROJECTS

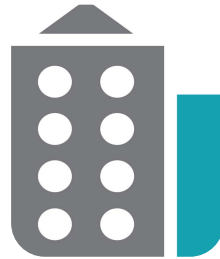
NEEP MISSION

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

2014 GOAL

Keep the region a national efficiency leader by advancing innovation and best practices, and leading-edge policies, programs and strategies that deepen, broaden and accelerate energy efficiency on a regional scale.

2014 STRATEGIES



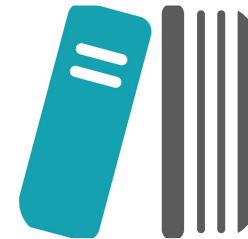
Reduce Building Energy Use



Speed Adoption of High Efficiency Products



Make Energy Efficiency Visible



Advance Knowledge & Best Practices







NEEP 2014 STRATEGIES AND PROJECTS

Keep the region a national efficiency leader by advancing innovation and best practices, and leading-edge policies, programs and strategies that deepen, broaden and accelerate energy efficiency on a regional scale.

STRATEGIES

OUTCOMES

PROJECTS

<p>VISIBILITY</p> 	<ul style="list-style-type: none"> ➔ Increased media coverage and public understanding and support of energy efficiency as a critical energy resource ➔ Northeast & Mid-Atlantic region widely recognized as national energy efficiency leader ➔ Visible business leadership for energy efficiency policies and programs 	<ol style="list-style-type: none"> 1. Northeast Energy Efficiency Summit 2. Northeast Business Leaders Recognition & Communications Initiative 3. NEEP Sponsorship & Partners Program 4. NEEP Strategic Marketing & Communications
<p>BUILDINGS</p> 	<ul style="list-style-type: none"> ➔ The region leads the nation in adoption of, and compliance with, progressive building energy codes ➔ States, municipalities commit to maintaining, building high performance schools, public buildings ➔ Markets value high efficiency homes, buildings ➔ Model programs and resources address market barriers to energy efficiency retrofits in key market segments 	<ol style="list-style-type: none"> 1. Building Energy Regulation 2. Building Energy Best Practices 3. Market Valuation of Building Energy Performance
<p>PRODUCTS</p> 	<ul style="list-style-type: none"> ➔ Northeast leads in penetration of high efficiency products ➔ Higher baselines through appliance standards lock in market gains ➔ Regulatory policy supports new technologies and strategies to advance high efficiency options 	<ol style="list-style-type: none"> 1. High Efficiency Residential Lighting 2. DesignLights Consortium® SSL Qualified Products List 3. High Efficiency Emerging Technologies 4. High Efficiency Consumer Electronics 5. Appliance Efficiency Standards
<p>KNOWLEDGE</p> 	<ul style="list-style-type: none"> ➔ States and local government commit to energy efficiency - top energy priority ➔ Build greater transparency and consistency in EM&V and reporting practices ➔ NEEP secures funding for regional best practices project to advance industrial efficiency (<i>TENT.</i>) 	<ol style="list-style-type: none"> 1. Regional Evaluation, Measurement & Verification Forum 2. Public Policy Outreach & Analysis



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #1: MAKE ENERGY EFFICIENCY VISIBLE (continued next page)

Position the Northeast and Mid-Atlantic region as the national efficiency leader with efficiency as a critical and tangible energy resource with significant and immediate impact on the economy, the region, and the planet.

NORTHEAST ENERGY EFFICIENCY SUMMIT

Success Criteria

- Regional summit well attended, diverse audience
- Summit sponsorship – broad with great exhibits
- Media coverage for summit and business leaders
- Increased business/industry support for energy efficiency
- Enthusiastic and supportive feedback from participants, sponsors, exhibitors, speakers

Strategy Elements

- Association with high profile co-chairs and speakers
- Public recognition of 2014 Business Leaders for Energy Efficiency
- Showcase of energy efficiency leaders through sponsorship and exhibitors
- Outreach and collaboration with colleges and universities around the region
- Outreach to regional media and other interested groups

Primary Outputs

- Two-Day Event with High-Profile Speakers and Exhibits
- Topical Pre-Conference Workshops
- Student Scholarship & Mentoring Program
- Media Releases and Announcements

Partnership Processes

- 2014 Summit Speaker Selection Committee

NORTHEAST BUSINESS LEADERS FOR ENERGY EFFICIENCY

Success Criteria

- 2014 Business Leader Case Studies – illustrative, regional and widely referenced
- Influential state-based business presence supports clean energy in key Northeast & Mid-Atlantic states
- Media coverage of energy efficiency policy & business success stories

Strategy Elements

- 2014 Business Leaders Recognition Program
- Business Community Outreach & Recruitment
- Business Leader Education & Support as Public Messengers for Energy Efficiency/Clean Energy
- Media Outreach/Rapid Response Network
- Regional & National Coordination w/related efforts

Primary Outputs

- 2014 Business Leaders Awards and Case Studies
- State-Based Business Leaders Clean Energy Websites
- Media Releases, Blog Features and Presentations
- Policy Related Presentations and Briefings

Partnership Processes

- Business Leader Recognition - State Champion Selection Committee
- Clean Energy Communications Collaborative with Cater Communications.



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #1: MAKE ENERGY EFFICIENCY VISIBLE (continued)

Position the Northeast and Mid-Atlantic region as the national efficiency leader with efficiency as a critical and tangible energy resource with significant and immediate impact on the economy, the region, and the planet.

NEEP SPONSORSHIP & PARTNERS PROGRAM

Success Criteria

- Strong support and participation from existing and new NEEP Sponsors and Partners
- NEEP Sponsors and Partners represent leadership for efficiency
- Visibility for Sponsors and Partners as regional efficiency leaders
- Sponsors and Partners highly satisfied with association with NEEP

Strategy Elements

- Affiliation with NEEP
- Strategic Communications and Access to NEEP Resources
- State-Specific Value and Communication Strategies
- Sponsor and Partner Visibility
- Participation in NEEP Projects

Primary Outputs

- Implementation of 2014 NEEP Business Plan Strategies & Projects
- Regular Sponsor and Partner Communications and Reports
- Quarterly Reports and Annual Report
- Quarterly Interactive Teleconference Updates
- Visibility for NEEP Sponsors' and Partners' successes through NEEP's digital platforms

Partnership Processes

- Participation in NEEP Project Advisory Committees

NEEP STRATEGIC MARKETING & COMMUNICATIONS

Success Criteria

- Northeast & Mid-Atlantic region widely recognized as national energy efficiency leader
- Efficiency valued and understood as a critical energy resource
- NEEP acts as resource for regional & national media
- NEEP website and resources viewed as reliable, credible sources of information
- NEEP regularly reaches out to audiences with targeted messaging

Strategy Elements

- Strong national and regional media relationships
- Easily navigable website with well-organized access to resources
- NEEP Speakers Bureau
- NEEP Press Kit
- Involvement in national and regional advisory processes

Primary Outputs

- Monthly Communications Campaigns
- Efficiency Success Stories featuring NEEP's collaborative relationships with sponsors, partners and other efficiency leaders
- Media Releases & Speaking Engagements

Partnership Processes

- Regional Energy Efficiency Organizations (REEO) Marketing Network
NEW!



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #2: REDUCE BUILDING ENERGY USE (continued next page)

Make possible a future in which all homes and buildings are zero net energy, through incremental yet aggressive improvements to building energy policies and programs.

BUILDING ENERGY REGULATION

Success Criteria

- States adopt & implement latest model building energy codes
- States on track to adopt & implement a voluntary energy code appendix
- Robust & qualified building energy code work force
- Efficiency programs support energy codes, allowed to claim savings
- States accurately verify & report energy code compliance rates

Strategy Elements

- Research, Analyze, Track Energy Codes
- Technical Assistance & Guidelines
- Policy Outreach & Analysis
- Build Market Skills, Knowledge & Ability
- Regional & National Coordination
- Facilitate partnerships & input

Primary Outputs

- Disseminate: Protocols to Claim Savings for Code Support, Model State Energy Code Policy, Updated Model Stretch Code
- State & National Model Energy Code Comments (ICC, ASHRAE)
- Technical Support for State Code Activities
- Web-Based Resource Center
- Code Training, Workshops & Curricula
- Regular Communications – Social Media, Newsletters

Partnership Processes

- NEEP Regional Building Energy Codes Leadership Group
- National Energy Codes Collaborative
- BCAP, RECA, EECC Advisory Committees
- State & Regional Advocacy Groups, State Code Collaboratives
- US DOE/EPA SEE Action Network

MARKET VALUATION OF BUILDING ENERGY PERFORMANCE

Success Criteria

- State/local building energy disclosure & rating policies adopted
- Streamline utility data access, with utility/PA support
- National rating systems & tools informed by regional efforts
- Property market actors value BEP as key to market value

Strategy Elements

- Research, Analysis, Tracking of rating/performance efforts
- Policy Outreach & Analysis
- Visibility & Info Access
- Technical Assistance & Guidelines
- Build Market Skills, Knowledge & Ability
- Regional & National Coordination & Input

Primary Outputs

- Disseminate: Building Energy Rating Supplement, MA Building Energy Rating Pilot Results, Comprehensive Multifamily Retrofit Paper
- Web-Based Resource Center with Inventory of State Polices & Tools
- Training & Workshops
- Regular Communications – Social Media, Newsletters, Blog
- Engage real estate professionals, educate owners/renters

Partnership Processes

- NEEP Regional leadership groups (Codes, Schools, Multifamily, High Performance Buildings)
- Utilities and other EE Program Administrators
- Advocates Network on Building Energy Rating (IMT, EFG, BCAP, REEOs)
- MA DOER and other state energy offices
- US DOE, EPA



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #2: REDUCE BUILDING ENERGY USE (continued)

Make possible a future in which all homes and buildings are zero net energy, through incremental yet aggressive improvements to building energy policies and programs.

BUILDING ENERGY BEST PRACTICES

Success Criteria

- States & municipalities build and maintain HP schools & buildings
- Region leads the nation in constructing Zero Net Energy buildings
- Commercial, multifamily sectors adopt O&M best practices, promote occupant behaviors that save energy & other resources
- New resources enable EE retrofits of multifamily housing

Strategy Elements

- Research, Analysis, Tracking
- Visibility & Info Access
- Technical Assistance & Guidelines
- Build Market Skills, Knowledge & Ability
- Policy Outreach & Analysis
- Regional & National Coordination, advisory groups

Primary Outputs

- Web-Based Resource Center & Case Studies
- State & National High Performance Building Comments & Recommendations
- Training, Workshops, Curricula
- Technical Support for State Activities
- Regular Communications - Social Media, Newsletters
- Disseminate Reports: Northeast Collaborative for High Performance Schools Guidelines 3.0, Public Buildings O&M Guide, Comprehensive Multifamily Retrofit Report
- Disseminate Zero Net Energy Roadmap, Guidance for Beyond Code

Partnership Processes

- NEEP Regional Net Zero Energy Buildings Leadership Group
- NEEP Regional & State High Performance Buildings Working Groups
- NEEP Regional Multi-Family Retrofit Working Group
- National Collaborative for High Performance Schools
- National Zero Energy Buildings Consortium



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #3: SPEED ADOPTION OF HIGH EFFICIENCY PRODUCTS (continued next page)

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

HIGH EFFICIENCY RESIDENTIAL LIGHTING	DESIGNLIGHT CONSORTIUM® SSL QUALIFIED PRODUCTS LIST (QPL)	HIGH EFFICIENCY EMERGING TECHNOLOGIES
<p>Success Criteria</p> <ul style="list-style-type: none"> • States Maintain Strong Savings Goals, Broad Product Range in Programs, Support for Regional Res Lighting Strategy Update • Region Leads in ENERGY STAR® lighting products • Region Participates in Product Quality Programs • Market Actors Co-promote w/ Lighting Programs • Broad Stakeholder Support in Events & Meetings <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Leadership Advisory Committee (LAC) guides strategy update • Policy Research & Outreach • Visibility & Info Access • National & Regional Coordination • Trade Ally & Stakeholder Outreach • Federal Partnerships <p>Primary Outputs</p> <ul style="list-style-type: none"> • Update to Residential Lighting Strategy • Regional Lighting Meetings/Briefings • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center • Regional Directories – Programs & Trade Allies • Fact Sheets, Media Releases, Social Media • Input to Federal Activities <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Residential Lighting Working Group and Leadership Advisory Committee • Regional/ National Forums – DOE, EPA, CEE, SEAD 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Expanded Audience & Participation • QPL = State-of-the-Art List of Quality SSL Products • Broad Market Adoption of QPL Products • New Services defined • Sponsor Satisfaction • Support for Multi-Year Plan <p>Strategy Elements</p> <ul style="list-style-type: none"> • Public Listing: Quality, Market-Ready SSL Products • SSL Product Research, Analysis, Tracking • DesignLights Consortium® Branding • National & Canadian Membership • Outreach - Trade Allies, Stakeholders • Events & Communications • Federal Agency & National Lab Partnerships • Long-Term Planning <p>Primary Outputs</p> <ul style="list-style-type: none"> • DLC SSL Qualified Products List – Public Website • Updated & Expanded QPL Product Categories • DLC Member Meetings & Communications • DLC QPL Annual Stakeholders Meeting • Briefings, Presentations, Webinars, Receptions • Annual Report, Fact Sheets, Media Releases • DesignLights Web-Based SSL Resource Center • Multi-year Plan NEW! <p>Partnership Processes</p> <ul style="list-style-type: none"> • DLC QPL Members Group & Technical Committee • US DOE SSL Technical Information Network • Regional & National Forums: US DOE/EPA, CEE, IES • Industry Participation Processes – Manufacturers, Testing Labs, Lighting Designers, Property Owners 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Heat Pump Water Heaters, Air-source Heat Pumps (ASHP) & High Efficiency Clothes Dryers gain market share • HPWP & ASHP Regional Strategy Recs are Implemented • Programs Adopt/Use Resources like TopTen USA <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Regional Strategy Development/Update • Policy, EM&V Research & Outreach • National & Regional Coordination • Regional Stakeholder Outreach • Trade Ally Outreach, Tech Assistance • Federal Agency Partnerships <p>Primary Outputs</p> <ul style="list-style-type: none"> • Regional Strategy Reports/Updates • Regulatory/Policy/EM&V Comments • Meetings, Briefings, Fact Sheets • Web-Based Resource Center • Directory – Programs & Trade Allies • Input to federal processes <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Working Groups - Heat Pump Water Heaters, Air Source Heat Pumps, High Efficiency Clothes Dryers • Participation in regional & national efforts e.g., US DOE, ENERGY STAR, CEE, TopTen USA, REEOS



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #3: SPEED ADOPTION OF HIGH EFFICIENCY PRODUCTS (continued)

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

HIGH EFFICIENCY BUSINESS & CONSUMER ELECTRONICS	APPLIANCE EFFICIENCY STANDARDS
<p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • Broad Support/Adoption of Regional BCE Strategy • Successful events, stakeholder and market participation in NEEP initiative and working group • NEEP Region Influences National Product Specifications • Opportunities for Focused Efficient Product Advancement identified (e.g., set top boxes, game consoles, advanced power strips) NEW! <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Regional Strategy Development • Input into state policies and program development • Visibility & Info Access, Trade Ally Outreach • National & Regional Coordination • Regional Stakeholder Outreach, Quarterly Sponsor Meetings • Federal Partnerships – Product Testing, Quality Assurance, etc. <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Support Implementation of BCE Strategy • Promote Adoption of APS testing specs • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center • Presentations, Briefings, Facts, Media Releases, BCE Workshops • Regional Directory – Programs & Trade Allies • Recommendations/Results re: Fed QA tests, Top Ten USA <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Consumer Electronics Working Group and Leadership Advisory Committee • Participation in regional/national efforts (e.g., ENERGY STAR, CEE, TopTen USA) 	<p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • State and PA stakeholders active in state-level and federal-level standards advocacy • Strong Fed standards & test procedures adopted • Positive media coverage for appliance standards • State regulators allow PAs to claim savings for supporting new appliance standards <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking of Federal Standards Proceedings • Promote consistent State Policies & Appliance Standards • Stakeholder Outreach to Support State & Federal Standards • Regional Support/Input into Federal Standards • Policy Outreach - Recognize Savings from Appliance Standards • Visibility & Info Access <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Annual Regional Appliance Standards Strategy • Model State Appliance Standards Legislation • Policy/Regulatory Comments & Recommendations • Presentations, Briefings, Facts, Media Releases • Web-Based Regional Standards Resource Center • Protocols to Claim Savings from Appliance Standards Support <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Appliance Standards Working Group • NEEP State Standards Strategy Working Group • Appliance Standards Awareness Project (ASAP) Steering Committee & Tech Advisory Groups



NEEP 2014 STRATEGIES AND PROJECTS

STRATEGY #4: ADVANCE KNOWLEDGE & BEST PRACTICES

Promote knowledge and the use best practices that support the expansion, implementation and evaluation of policies and programs to increase and accelerate energy efficiency.

REGIONAL EVALUATION, MEASUREMENT & VERIFICATION FORUM	PUBLIC POLICY OUTREACH AND ANALYSIS
<p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • States adopt & use EM&V Forum products, and such products inform national EM&V protocol efforts • Regional ISO/RTOs & air quality/climate change planners use & reference Forum products, building credibility of EE as a resource • Forum seen as a thought leader, its long-term value understood • Forum Projects are regionally supported & funded by states and other sources on a multi-year basis, with active state participation <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Regional Protocol Implementation • Regional Research & Evaluation • Public Education & Information Access • Visibility, Transparency • Policy Outreach & Recommendations • Regional & National Coordination • Tracking, Technical Support <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • R&E Results/Data and Reports • Model EE Program EM&V Report • Regional Energy Efficiency Database (REED) & Annual Report • Web-Based Resource Center, Briefings, Presentations, Comments • Develop 2015 Agenda & Budget based on 2014-16 Plan • 2014 Annual Public Meeting <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • EM&V Forum Steering Comm., Project Comm. and subcommittees • US DOE SEE Action EM&V Working Groups & Committees • ANSI EM&V Working Groups & Committees • CEE Evaluation Committee • State EM&V Advisory Groups • ISO EE Forecast Working Group • NESCAUM coordination on EE in air quality SIP planning 	<p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • Energy efficiency valued as least cost resource in state/regional planning • Energy efficiency funds protected, adequate, stable • All fuel efficiency policies implemented (e.g. oilheat funding) • State complementary policies (e.g., codes) integrated with efficiency programs and/or plans • Northeast recognized as an energy efficiency policy leader • Regulatory environments maximize deployment of efficiency <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Track relevant state/regional/national policies/proceedings • Policy Outreach. • Research & Analysis • National & Regional advocacy coordination • Info Packaging/Dissemination/Visibility <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Web-Based Resource Center • Regular Communications (e.g., Policy Highlights; Policy Tracking Update, NEEP blog) • Written Testimony & Public Comments • Presentations, Briefings, Webinars • Analysis, Supporting Collateral <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • State EE Advisory Boards & State Forums, Ad-hoc groups • Coordinated policy advocacy with NEEP sponsors/board, clean energy advocates, federal initiatives • Convene informal working group on EE in Regional Energy Markets (with the Forum)