



# NEEP 2013 STRATEGIES AND PROJECTS

FINAL - BOARD APPROVED - 10/17/2012

## NEEP MISSION

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

## 2013 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.

## 2013 STRATEGIES



Reduce Building Energy Use



Speed High Efficiency Products



Increase Visibility of Energy Efficiency



Advance Knowledge & Best Practices



## NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

*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

#### VISIBILITY



- 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

1. Northeast Energy Efficiency Summit
2. Northeast Business Leaders for Energy Efficiency
3. NEEP Sponsorship & Partners Program
4. NEEP Strategic Marketing & Communications

#### BUILDINGS



- Region leads the nation in adoption of, & compliance with, progressive building energy codes
- States, municipalities commit to building, maintaining high performance schools and public buildings
- Markets value high efficiency homes, buildings
- Model programs and resources address market barriers to energy efficiency retrofits in multi-family residential buildings

1. Building Energy Codes
2. Building Energy Rating
3. High Performance Public Schools & Buildings
4. Comprehensive Multifamily Retrofit

#### PRODUCTS



- Northeast leads in high efficiency products
- Higher baselines lock in market gains
- Regulatory policy support - new technologies

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



- States and local government commit to efficiency - top energy priority
- States use consistent protocols to evaluate, measure and report efficiency impacts

1. Public Policy Outreach & Analysis
2. Regional Evaluation, Measurement & Verification Forum



## NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

### STRATEGY #1: INCREASE VISIBILITY OF ENERGY EFFICIENCY (continued next page)

*Position and define 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
- Positive feedback from participants, sponsors, exhibitors, speakers

##### Strategy Elements

- High Profile Event Leadership & Speaker Program
- Business Leaders Public Recognition
- Summit Sponsorship & Exhibits
- Pre-Summit Topical Workshops
- Student Scholarship & Mentoring Program
- Media & Marketing Outreach

##### Primary Outputs

- Two-Day Event with Exhibits
- Topical Pre-Conference Workshops
- Student Scholarship & Mentoring Program
- Media Releases & Marketing Collateral

##### Partnership Processes

- 2013 Summit Co-Chairs & Planning Committee
- 2013 Summit Marketing Committee

#### NORTHEAST BUSINESS LEADERS FOR ENERGY EFFICIENCY PROGRAM

##### Success Criteria

- 2013 Business Leader Case Studies – illustrative, regional
- Influential state-based business presence that supports clean energy in key Northeast & Mid-Atlantic states
- State & media coverage of successes of clean energy policies & investments & on economic indicators that reflect the impacts of energy efficiency & clean energy

##### Strategy Elements

- 2013 Business Leaders Recognition Program
- Business Community Outreach & Recruitment
- NEEP Sponsor Engagement
- Business Leader Education & Support as Public Messengers for Energy Efficiency/Clean Energy
- Research & Report Development
- Media Outreach/Rapid Response Network
- Regional & National Coordination w/related efforts

##### Primary Outputs

- 2013 Business Leaders Awards & Case Studies
- Business Leadership for Clean Energy Network
- State-Based Business Leaders Clean Energy Websites
- Media Releases, Blog Features & Presentations
- Presentations & Briefings

##### Partnership Processes

- Sponsor Business Leaders Partnership Group
- Business Leader Recognition - State Champion Selection Committee
- Clean Energy Communications Collaborative with New England Clean Energy Council & Cater Communications



# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

## STRATEGY #1: INCREASE VISIBILITY OF ENERGY EFFICIENCY

*Position and define 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 & participation from existing & new Sponsors & Partners for NEEP's mission & strategies
- Financial goals for Sponsor & Partner support achieved
- Visibility for Sponsors & Partners as regional efficiency leaders
- Sponsor & Partner satisfaction with NEEP projects & results

#### Strategy Elements

- Affiliation with NEEP
- Communications & Information Access
- State Specific Value Add & Communication Strategies
- Visibility for Sponsor & Partner Efficiency
- Participation in NEEP Projects

#### Primary Outputs

- Implementation of 2013 NEEP Business Plan Strategies & Projects
- Regular Sponsor & Partner Communications & Reports
- Quarterly Reports
- Quarterly Interactive Teleconference Updates

#### Partnership Processes

- Participation in NEEP Project Advisory Committees
- Media connections between NEEP & Sponsor/Partner organizations

### NEEP STRATEGIC MARKETING & COMMUNICATIONS

#### Success Criteria

- NEEP staff regularly approached for their expertise
- NEEP acts as resource for regional & national media
- NEEP website serves as go-to resource for regional efficiency information
- NEEP regularly reaches out to audiences with targeted messaging
- NEEP produces marketing collateral with consistent branding & formatting

#### Strategy Elements

- Implement & maintain brand management strategy across organization
- Strengthen regional & national media relationships
- Manage NEEP website as regional resource
- Fully implement customer relationship management system across organization
- Increase NEEP's social media presence
- Manage NEEP's public relations & thought leadership activities
- Host NEEP events across the year
- Integrate production of NEEP materials
- Build SMC staff capacity through professional development

#### Primary Outputs

- NEEP Brand Management Strategy
- Customer Relationship Management System
- Integrated NEEP Website
- Integrated NEEP Collateral System
- Media Releases & Speaking Engagements

#### Partnership Processes

- Regional Energy Efficiency Organizations Marketing Network



# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

## 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 CODES

#### Success Criteria

- States adopt & implement latest model building energy codes
- States on track to adopt & implement a voluntary stretch code appendix
- Robust & qualified building energy code work force
- Efficiency programs support energy codes
- 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 & Input

#### Primary Outputs

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

#### Partnership Processes

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

### BUILDING ENERGY RATING

#### Success Criteria

- State/local building rating policies adopted
- Stakeholder Buy-in & support for building energy rating & labeling policies
- National rating systems & tools informed by Northeast efforts

#### Strategy Elements

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

#### Primary Outputs

- NEEP Building Rating Report Supplement Dissemination
- Web-based Resource Center with Inventory of State Policies & Tools
- Training & Workshops
- Regular Communications – Social Media, Newsletters
- BER Pilot Study Results & Best Practices Dissemination

#### Partnership Processes

- Regional Energy Leadership Group
- National Advocate Network on Building Energy Rating (IMT, EFG)
- National Building Energy Codes Collaborative
- MA Dept. of Energy Resources
- US DOE, EPA



# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

## 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.*

### HIGH PERFORMANCE PUBLIC SCHOOLS AND BUILDINGS

#### Success Criteria

- NEEP High Performance O&M Guidelines required for schools & public buildings
- NE CHPS 3.0 completed - states adopt
- NEEP region is leads nation in constructing Zero Net Energy buildings

#### Strategy Elements

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

#### Primary Outputs

- Web-Based Resource Center & Case Studies
- Updated NE-CHPS 3.0
- State & National HPS Comments & Recommendations
- Training, Workshops, Curricula
- Technical Support for State Activities
- Regular Communications - Social Media, Newsletters
- Updated CHPS & Public Buildings O&M Guide Dissemination
- Regional Net Zero Building Roadmap Dissemination

#### Partnership Processes

- Regional Net Zero Energy Buildings Leadership Group
- Regional & State High Performance Buildings Working Groups
- National Collaborative for High Performance Schools
- National Zero Energy Buildings Consortium
- US DOE/EPA SEE Action Network/US Dept. of Education

### COMPREHENSIVE MULTIFAMILY RETROFIT

#### Success Criteria

- Efficiency Maine Multifamily Retrofit Program built on experience & best practices from other states
- Regional summit boosts Northeast multifamily program efforts
- Resource Center is useful to multiple states and efforts

#### Strategy Elements

- Research – Market & Best Practice
- Analysis & Tracking
- Visibility & Info Access
- Regional & National Coordination

#### Primary Outputs

- Report: Multifamily Retrofit Barriers & Solutions
- Web-Based Resource Center & Case Studies
- Regional Stakeholder Summit & Topical Webinars

#### Partnership Processes

- Project Partner with Efficiency Maine Trust & TRC
- US DOE, US EPA, HUD, USDA



# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

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

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

HIGH EFFICIENCY RESIDENTIAL LIGHTING	DESIGNLIGHTS™ CONSORTIUM SSL QUALIFIED PRODUCTS LIST (QPL)	HIGH EFFICIENCY EMERGING TECHNOLOGIES
<p><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• States Maintain Strong Residential Lighting Savings Goals with Broad Range of Products</li> <li>• Region Leads in ENERGY STAR® lighting products</li> <li>• Region Participates in Product Quality Programs</li> <li>• Market Actors Co-promote w/ Lighting Programs</li> <li>• Broad Stakeholder Support in Events &amp; Meetings</li> </ul> <p><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Research, Analysis, Tracking</li> <li>• Regional Lighting Strategy Update</li> <li>• Policy Research &amp; Outreach</li> <li>• Visibility &amp; Info Access</li> <li>• National &amp; Regional Coordination</li> <li>• Trade Ally &amp; Stakeholder Outreach</li> <li>• Federal Partnerships</li> </ul> <p><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• Regional Lighting Strategy - 2013 Update</li> <li>• Regional Lighting Summit &amp; Meetings</li> <li>• Webinars, Presentations, Briefings</li> <li>• Regulatory/Policy/EM&amp;V Comments &amp; Guidance</li> <li>• Web-Based Resource Center</li> <li>• Regional Directories – Programs &amp; Trade Allies</li> <li>• Fact Sheets, Media Releases, Social Media</li> <li>• Recommendations/Results re: Federal Product Quality Assurance Program</li> </ul> <p><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• NEEP Regional Lighting Stakeholder Group</li> <li>• Lighting Strategy Advisory Group</li> <li>• NEEP Regional Lighting Trade Ally Exchange</li> <li>• Regional/ National Forums – US DOE/EPA, CEE</li> </ul>	<p><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Broad Support &amp; Use of DLC SSL QPL</li> <li>• Strong SSL Industry Participation</li> <li>• QPL = State-of-the-Art List of Quality SSL Products</li> <li>• Broad Market Adoption of QPL Products</li> <li>• DLC SSL QPL Sponsor Satisfaction</li> <li>• Support for Multi-Year DLC SSL QPL Plan</li> </ul> <p><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Public Listing: Quality, Market-Ready SSL Products</li> <li>• SSL Product Research, Analysis, Tracking</li> <li>• DesignLights™ Consortium Branding</li> <li>• National &amp; Canadian Membership</li> <li>• Outreach - Trade Allies, Stakeholders</li> <li>• Events &amp; Communications</li> <li>• Federal Agency &amp; National Lab Partnerships</li> <li>• Long-Term Planning</li> </ul> <p><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• DLC SSL Qualified Products List – Public Website</li> <li>• Updated &amp; Expanded QPL Product Categories</li> <li>• DLC Member Meetings &amp; Communications</li> <li>• DLC SSL QPL Annual Stakeholders Meeting</li> <li>• Briefings, Presentations, Webinars, Receptions</li> <li>• Annual Report, Fact Sheets, Media Releases</li> <li>• DesignLights Web-Based SSL Resource Center</li> </ul> <p><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• DesignLights SSL QPL Members Group &amp; Technical Committee</li> <li>• US DOE SSL Technical Information Network</li> <li>• Regional &amp; National Forums: US DOE/EPA, CEE, IES</li> <li>• Industry Participation Processes – Manufacturers, Testing Labs, Lighting Designers</li> </ul>	<p><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Efficiency Programs promote: Heat Pump Water Heaters, Ductless Heating/Cooling &amp; Heat Pump Clothes Dryers</li> <li>• Trade Allies Partner w/ EE Programs</li> <li>• Programs Adopt/Use National Emerging Tech Resources (e.g., TopTen USA)</li> <li>• NEEP Region Leads in National Adoption of Emerging Technologies</li> </ul> <p><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Research, Analysis, Tracking</li> <li>• Regional Strategy Development</li> <li>• Policy, EM&amp;V Research &amp; Outreach</li> <li>• National &amp; Regional Coordination</li> <li>• Regional Stakeholder Outreach</li> <li>• Trade Ally Outreach</li> <li>• Federal Agency Partnerships</li> </ul> <p><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• Regional Strategy Report &amp; Summit: Ductless Heating &amp; Cooling Technologies</li> <li>• Regulatory/Policy/EM&amp;V Comments</li> <li>• Webinars, Briefings, Fact Sheets</li> <li>• Web-Based Resource Center</li> <li>• Directory – Programs &amp; Trade Allies</li> <li>• Input to national/federal programs</li> </ul> <p><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• NEEP Regional Emerging Tech Advisory Groups</li> <li>• Participation in regional &amp; national efforts e.g., US DOE, ENERGY STAR, CEE, TopTen USA</li> </ul>



# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

## STRATEGY #3: SPEED 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.*

<p style="text-align: center;"><b>HIGH EFFICIENCY CONSUMER ELECTRONICS</b></p>	<p style="text-align: center;"><b>APPLIANCE EFFICIENCY STANDARDS</b></p>
<p style="text-align: center;"><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Broad Support for Regional Consumer Electronics Strategy</li> <li>• Sponsors Adopt/Use Advanced Power Strip Labeling/Rating</li> <li>• Region Leads in High Efficiency Consumer Electronics</li> <li>• NEEP Region Influences National Product Specifications</li> </ul> <p style="text-align: center;"><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Research, Analysis, Tracking</li> <li>• Regional Strategy Development</li> <li>• Policy Research &amp; Outreach</li> <li>• Visibility &amp; Info Access</li> <li>• National &amp; Regional Coordination</li> <li>• Trade Ally Outreach</li> <li>• Regional Stakeholder Outreach</li> <li>• Federal Partnerships – Product Testing, Quality Assurance, etc.</li> </ul> <p style="text-align: center;"><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• Regional High Efficiency Consumer Electronics Strategy &amp; Summit</li> <li>• Advanced Power Strip Program Model</li> <li>• Regulatory/Policy/EM&amp;V Comments &amp; Guidance</li> <li>• Web-Based Resource Center</li> <li>• Presentations, Briefings, Facts, Media Releases</li> <li>• Regional Directory – Programs &amp; Trade Allies</li> <li>• Recommendations/Results re: Federal Quality Assurance Testing</li> </ul> <p style="text-align: center;"><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• Regional Consumer Electronic Strategy Advisory Group</li> <li>• Regional Consumer Electronics Stakeholder Group</li> <li>• Regional Consumer Electronics Trade Ally Exchange</li> <li>• Participation in regional/national efforts (e.g., ENERGY STAR, CEE, TopTen USA)</li> </ul>	<p style="text-align: center;"><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Effective new state &amp; federal standards adopted</li> <li>• Regional comments &amp; input influences strong US DOE federal standards</li> <li>• Positive media coverage for appliance standards</li> <li>• Regulators allow efficiency programs to claim savings for supporting new appliance standards</li> </ul> <p style="text-align: center;"><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Research, Analysis, Tracking of Federal Standards Proceedings</li> <li>• Consistent State Policies &amp; Appliance Standards</li> <li>• Stakeholder Outreach to Support State &amp; Federal Standards</li> <li>• Regional Support for Stringent Federal Standards</li> <li>• Policy Outreach - Recognize Savings from Appliance Standards</li> <li>• Visibility &amp; Info Access</li> </ul> <p style="text-align: center;"><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• Annual Regional Appliance Standards Strategy</li> <li>• Model Appliance Standards Legislation</li> <li>• Policy/Regulatory Comments &amp; Recommendations</li> <li>• Presentations, Briefings, Facts, Media Releases</li> <li>• Web-Based Regional Standards Resource Center</li> <li>• Protocols to Claim Savings from Appliance Standards Support</li> </ul> <p style="text-align: center;"><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• NEEP Appliance Standards Advocacy Leadership Group</li> <li>• Appliance Standards Awareness Project (ASAP) Steering Committee</li> </ul>





# NEEP 2013 STRATEGIES AND PROJECTS - FINAL - 10/17/2012

## 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;"><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• States adopt &amp; use Forum products</li> <li>• Regional ISO/RTOs &amp; air quality planners use &amp; reference Forum products</li> <li>• Forum results inform national protocols</li> <li>• 2012 Forum Projects are regionally supported &amp; funded, with active state participation</li> </ul> <p style="text-align: center;"><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Regional Protocol Implementation</li> <li>• Regional Research &amp; Evaluation</li> <li>• Public Education &amp; Information Access</li> <li>• Visibility, Transparency</li> <li>• Policy Outreach &amp; Recommendations</li> <li>• Regional &amp; National Coordination</li> <li>• Tracking, Technical Support</li> </ul> <p style="text-align: center;"><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• R&amp;E Results/Data, Reports</li> <li>• Regional EM&amp;V Protocols &amp; Guidelines</li> <li>• Regional Energy Efficiency Database (REED)</li> <li>• Web-Based Resource Center</li> <li>• 2013 Annual Public Meeting</li> <li>• Briefings, Presentations, Comments</li> </ul> <p style="text-align: center;"><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• EM&amp;V Forum Steering Committee</li> <li>• EM&amp;V Forum Project Committees &amp; Subcommittees</li> <li>• US DOE EM&amp;V Working Groups &amp; Committees</li> <li>• NAESB EM&amp;V Working Groups &amp; Committees</li> <li>• CEE Evaluation Committee</li> <li>• State EM&amp;V Advisory Groups</li> </ul>	<p style="text-align: center;"><b>Success Criteria</b></p> <ul style="list-style-type: none"> <li>• Energy efficiency valued as least cost resource in state/regional planning</li> <li>• Energy efficiency funds protected, adequate, stable</li> <li>• All fuel efficiency policies implemented</li> <li>• State complementary policies (e.g., codes) integrated with efficiency programs and/or plans</li> <li>• Northeast recognized as an energy efficiency policy leader</li> <li>• Regulatory environments maximize deployment of energy efficiency</li> </ul> <p style="text-align: center;"><b>Strategy Elements</b></p> <ul style="list-style-type: none"> <li>• Track relevant state/regional/national policies/proceedings</li> <li>• Research &amp; Analyses</li> <li>• Policy Outreach &amp; Analysis</li> <li>• National &amp; Regional advocacy coordination</li> <li>• Info Packaging/Dissemination/Visibility</li> </ul> <p style="text-align: center;"><b>Primary Outputs</b></p> <ul style="list-style-type: none"> <li>• Web-Based Resource Center</li> <li>• Regular Communications (e.g., Policy Highlights; Policy Tracking Update)</li> <li>• Written Testimony &amp; Public Comments</li> <li>• Presentations, Briefings, Webinars</li> <li>• Analysis, Supporting Collateral</li> <li>• Media Releases</li> </ul> <p style="text-align: center;"><b>Partnership Processes</b></p> <ul style="list-style-type: none"> <li>• State Efficiency Stakeholder Advisory Boards &amp; State Forums</li> <li>• Coordinated policy advocacy with NEEP Sponsors, clean energy advocates, federal initiatives</li> </ul>