



NEEP 2011 STRATEGIES AND PROJECTS

FINAL - BOARD APPROVED - 11/23/2010

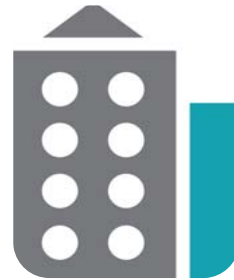
NEEP MISSION

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.

2011 STRATEGIES



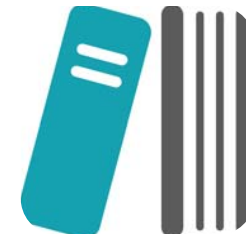
Reduce Building Energy Use



Speed High Efficiency Products



Increase Visibility of Energy Efficiency



Advance Knowledge - Best Practices




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

STRATEGIES

OUTCOMES

PROJECTS

<p>VISIBILITY</p> 	<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
<p>BUILDINGS</p> 	<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 ➔ Increased multifamily retrofit commitments 	<ol style="list-style-type: none"> 1. High Performance Public Buildings & Schools 2. Building Energy Codes and Rating 3. Comprehensive Multifamily Retrofit
<p>PRODUCTS</p> 	<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
<p>KNOWLEDGE</p> 	<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



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STRATEGY #1: INCREASE ENERGY EFFICIENCY VISIBILITY - 2011 PROJECTS

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.

NORTHEAST ENERGY EFFICIENCY SUMMIT & BUSINESS LEADERS	NEEP SPONSORSHIP AND PARTNERS PROGRAM	NEEP STRATEGIC MARKETING & COMMUNICATIONS
<p>Success Criteria</p> <ul style="list-style-type: none"> • Regional summit well attended, diverse audience • Summit sponsorship – broad with great exhibits • Business Leaders Case Studies – illustrative, exciting • Media coverage - for summit and business leaders • Increased business/industry support for energy efficiency <p>Strategy Elements</p> <ul style="list-style-type: none"> ▪ High Profile Event Leadership and Speakers ▪ Business Leader Recognition Program ▪ Summit Sponsorship and Exhibits ▪ Pre-summit Topical Workshops ▪ Student Mentoring Program ▪ NEEP 15th Anniversary Celebration <p>Primary Outputs</p> <ul style="list-style-type: none"> • Two-Day Event Summit w/ Exhibits • Pre-Conference Workshops • 2011 Business Leaders Awards & Case Studies • Media releases & materials ▪ NEEP Business Leader - Webinar Series & Blog Features <p>Partnership Processes</p> <ul style="list-style-type: none"> • 2011 Summit Co-Chairs • 2011 Summit Marketing Committee • Business Leaders Nominations by NEEP Sponsors • US DOE/NASEO Summit Workshop Planning, Support 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Strong support and participation from existing and new sponsors and partners for NEEP’s mission and strategies • Achieve financial goals for sponsor and partner support • Visibility for NEEP Sponsors and Partners as regional efficiency leaders • Sponsor and Partner satisfaction with NEEP projects and results <p>Strategy Elements</p> <ul style="list-style-type: none"> ▪ NEEP Affiliation ▪ Communications and Information Access ▪ Visibility for Sponsor & Partner Efficiency ▪ Participation in NEEP Projects <p>Primary Outputs</p> <ul style="list-style-type: none"> • Implementation of 2011 NEEP Business Plan Strategies ad Projects • Sponsor & Partner Communications and Reports <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Sponsor Media/Marketing Network • Connection to NEEP Project Advisory Committees 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Increased media coverage – Northeast efficiency leadership • New audiences interest in efficiency • NEEP serves as a regional information hub for energy efficiency • Support and funding to increase energy efficiency visibility <p>Strategy Elements</p> <ul style="list-style-type: none"> • NEEP Strategic Communication Plan & Message Platform • Focus: Efficiency Leadership Across the Region • Thought Leadership: <ul style="list-style-type: none"> ○ Expanded traditional & social media ○ NEEP Website as Information Resource • Regional Planning – Coordination for Energy Efficiency Visibility <p>Primary Outputs</p> <ul style="list-style-type: none"> • Media Releases & Speaking Engagements • Public calendar of NEEP events (seminars, webinars, etc.) • Integrated collateral system (newsletters, success stories, topical blogs, fact sheets, annual report, website) <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Sponsor Media/Marketing Network • Regional Efficiency Visibility Advisory Group



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STRATEGY #2: REDUCE BUILDING ENERGY USE - 2011 PROJECTS

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

HIGH PERFORMANCE PUBLIC SCHOOLS AND BUILDINGS	BUILDING ENERGY CODES AND RATING	COMPREHENSIVE MULTIFAMILY RETROFIT
<p>Success Criteria</p> <ul style="list-style-type: none"> • CHPS standards and O&M Guidelines required for public buildings • More A&E firms offer high perform building • Regional support/funding for NEEP Three-Year HPB Plan, & Net Zero Energy Roadmap • ARRA grantees use HPB guides <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research , Analysis, Tracking • Visibility and Info Access • Technical Assistance/ Guidelines • Market Capacity Building • Policy Outreach • Regional Strategy Development • National Coordination <p>Primary Outputs</p> <ul style="list-style-type: none"> • Web-Based Resource Center & Case Studies • Updated Technical Guidelines • Training, Workshops • Policy Recommendations • Three-Year HPB Plan • Regional Net Zero Building Roadmap <p>Partnership Processes</p> <ul style="list-style-type: none"> • Net Zero Energy Bldgs Leadership Group • Regional & State HPB Working Groups • National Collab. for High Perform Schools • National Zero Energy Buildings Consortium • US DOE/EPA SEE Action Network 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Updated state energy codes (w/”stretch code”) • High levels of energy code compliance • More code inspectors and bldg. energy raters • Market prices/rents higher for efficient buildings • Program/policy support for bldg. rating/labeling <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Visibility and Info Access • Technical Assistance/Guidelines • Policy Outreach • Regional Strategy Development • Market Capacity Building • National Coordination/Input <p>Primary Outputs</p> <ul style="list-style-type: none"> • Policy Recommendations • Model Legislation • Web-Based Resource Center • Training, Workshops • Sample Curriculum • US DOE/PNNL Contract Deliverables <p>Partnership Processes</p> <ul style="list-style-type: none"> • Regional Bldg Energy Codes Working Group • BCAP, RECA, EEC • Institute for Market Transformation • State code technical committees • US DOE/EPA SEE Action Network 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Multifamily building owners & lending institutions interest & participation • Grant milestones completed • Pilot round of program completed • NEEP sponsor support & participation <p>Strategy Elements</p> <ul style="list-style-type: none"> • Team w/ Efficiency Maine • Market Research/ Outreach • Best Practices Research • Technical Assistance • Policy & Legal Research/ Solutions • Visibility and Info Access • EM&V Planning <p>Primary Outputs</p> <ul style="list-style-type: none"> • DOE/Efficiency ME contract deliverables • Best Practice Reports: • Detailed EMT Program & EM&V Plans • Technical Assistance • Regional Summit • Regional Web Resource Center <p>Partnership Processes</p> <ul style="list-style-type: none"> • Maine Leadership Council for Energy Efficient Multifamily Housing • Regional Multifamily Building Retrofit Leadership Group • US DOE & US EPA Multifamily Initiatives



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STRATEGY #3: SPEED HIGH EFFICIENCY PRODUCTS - 2011 PROJECTS (Page 1 of 2)

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>Success Criteria</p> <ul style="list-style-type: none"> • Lighting Transition Strategy Regionally Adopted • Region Leads in ENERGY STAR lighting products • DOE SSL Testing reduces lab backlog, adopts lifetime protocol • Market Actors Co-promote w/ Lighting Programs <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Regional Strategy Development • Policy Research & Outreach • Visibility & Info Access • National/Regional Coordination • Trade Ally Outreach • Regional Stakeholder Outreach • Federal Partnerships – Product Testing, Quality Assurance Processes, etc. <p>Primary Outputs</p> <ul style="list-style-type: none"> • Regional Lighting Strategy and Summit • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center, Regional Directory • Presentations, Briefings, Facts, Media Releases • Recommendations/Results re: Federal Product Quality Assurance Program <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Lighting Strategy Advisory Group • NEEP Regional Lighting Stakeholder Group • NEEP Regional Lighting Trade Ally Exchange • Regional/ National Forums – US DOE/EPA, CEE, 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Broad Support & Use of DLC SSL QPL • Strong SSL Industry Participation • QPL = State-of-the-Art List of Quality SSL Products • Market Adoption of QPL Products • QPL Sponsor Satisfaction • Support for Multi-Year DLC SSL Plan <p>Strategy Elements</p> <ul style="list-style-type: none"> • Published List: Quality, Market-Ready SSL Products • Research, Analysis, Tracking • DesignLights Branding • National & Canadian Sponsorship • Trade Ally Outreach • Regional Stakeholder & Policy Outreach • Federal Agency Partnerships • Long-Term Planning <p>Primary Outputs</p> <ul style="list-style-type: none"> • DLC SSL Qualified Product List • Multi-Year DLC SSL Plan & QPL Transition Plan • DesignLights Web-Based SSL Resource Center • QPL Contractor & Financial Reports • Policy Comments & Recommendations • Regional SSL Summit • Presentations, Briefings, Facts, Media Releases <p>Partnership Processes</p> <ul style="list-style-type: none"> • DesignLights SSL QPL Advisory Group • DesignLights Regional SSL Trade Ally Exchange • US DOE SSL Technical Information Network • Regional/ National Forums: US DOE/EPA, CEE, IES 	<p>Success Criteria</p> <ul style="list-style-type: none"> • Utility commission policy support for emerging technologies • New program activity for emerging high efficiency technologies • Co-Promotion Partnerships with Trade Allies <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Regional Strategy Development • Policy, EM&V Research & Outreach • National/Regional Coordination • Regional Stakeholder Outreach • Trade Ally Outreach • Federal Agency Partnerships <p>Primary Outputs</p> <ul style="list-style-type: none"> • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center • Regional Tracking Reports • Emerging Technology Reports <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Emerging Tech Advisory Group • Participation in regional/ national efforts (e.g., ENERGY STAR, CEE, ACEEE, AHRI)



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STRATEGY #3: SPEED HIGH EFFICIENCY PRODUCTS - 2011 PROJECTS (Page 2 of 2)

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

HIGH EFFICIENCY CONSUMER ELECTRONICS

Success Criteria

- Broad Support for Regional Consumer Electronics Strategy
- Sponsors Adopt/Use Advanced Power Strip Labeling/Rating
- Region Leads in High Efficiency Consumer Electronics
- NEEP Region Influences National Product Specifications

Strategy Elements

- Research, Analysis, Tracking
- Regional Strategy Development
- Policy Research & Outreach
- Visibility & Info Access
- National/Regional Coordination
- Trade Ally Outreach
- Regional Stakeholder Outreach
- Federal Partnerships – Product Testing, Quality Assurance, etc.

Primary Outputs

- Advanced Power Strip testing Protocols and Program Model
- Regional High-E Consumer Electronics Strategy & Summit
- Regulatory/Policy/EM&V Comments & Guidance
- Web-Based Resource Center
- Presentations, Briefings, Facts, Media Releases
- Recommendations/Results re: Federal Initiatives (e.g., QA)

Partnership Processes

- Regional Consumer Electronic Strategy Advisory Group
- Regional Lighting Stakeholder Group
- Regional Consumer Electronics Trade Ally Exchange
- Participation in regional/ national efforts (e.g., ENERGY STAR, CEE, TopTen USA, etc.)

APPLIANCE EFFICIENCY STANDARDS

Success Criteria

- New state standards adopted
- Regional comment, input influences US DOE federal standards
- Regulators allow PA-claimed savings for bldg. codes and appliance standards support

Strategy Elements

- Research, Analysis, Tracking
- Consistent State Policies/Appliance Standards
- Regional Support for Stringent Federal Standards
- Policy Outreach - Regulatory Reform re: Claimed Savings
- Visibility & Info Access

Primary Outputs

- Annual Regional Strategy
- Model Appliance Standards Legislation
- Policy/Regulatory Comments & Recommendations
- Presentations, Briefings, Facts, Media Releases
- Web-Based Regional Standards Resource Center

Partnership Processes

- NEEP Appliance Standards Advocacy Leadership Group
- Appliance Standards Awareness Project (ASAP) Steering Committee
- ENERGY STAR, TopTen USA



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STRATEGY #4: ADVANCE KNOWLEDGE & BEST PRACTICES - 2011 PROJECTS

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

REGIONAL EVALUATION, MEASUREMENT	PUBLIC POLICY OUTREACH AND ANALYSIS	US DOE ARRA GRANTEE TECHNICAL ASSISTANCE	WORKFORCE TRAINING- EDUCATION DATABASE
<p>Success Criteria</p> <ul style="list-style-type: none"> • States adopt, use Forum products • EM&V Forum results inform national protocols • 2011 EM&V Forum Evaluation & 3-Year Plan adopted by Steering Committee • 2011 EM&V Forum Projects regionally supported - funding, active participation <p>Strategy Elements</p> <ul style="list-style-type: none"> • Regional Protocol Development • Regional Research & Evaluation • Public Education & Information Access • Visibility, Transparency • Policy Outreach/Recommendations • Regional & National Coordination • Tracking , Technical Support • Forum Evaluation, Future Planning <p>Primary Outputs</p> <ul style="list-style-type: none"> • Regional Protocols, Guidelines, Data • Research Results, Reports • Web-based Resource Center • 2011 Annual Public Meeting • EM&V Forum Evaluation, 3-Yr Plan • Briefings, Presentations, Comments <p>Partnership Processes</p> <ul style="list-style-type: none"> • EM&V Forum Steering Committee • EM&V Forum Project Committees • SEE Action EM&V Working Group • NAESB EM&V Task Force • CEE Evaluation Committee • State EM&V Advisory Groups 	<p>Success Criteria</p> <ul style="list-style-type: none"> • EE included as least cost resource in state/regional planning • Public policies – EE as first order resource • EE funds protected, adequate, stable • All fuel efficiency policies implemented • State complementary policies (e.g., codes) integrated with efficiency programs/plans • Northeast recognized EE policy leader <p>Strategy Elements</p> <ul style="list-style-type: none"> • Track relevant state/regional/national policies/proceedings • Research & Analyses • Policy Outreach • National/Regional advocacy coordination • Info Packaging/Dissemination/Visibility <p>Primary Outputs</p> <ul style="list-style-type: none"> • Web-based Resource Center • Regular Communications (e.g., Policy Highlights; Policy Tracking Update) • Written Testimony/Public Comments • Presentations, Briefings, Webinars • Analysis, Supporting Collateral • Media Releases <p>Partnership Processes</p> <ul style="list-style-type: none"> • State/Regional - Coordinated advocacy with clean energy NGOs, NEEP sponsors • Meet w/ State Efficiency Stakeholder Advisory Boards & State Forums. • National – Coordinated policy advocacy with clean energy advocates, federal initiatives 	<p>Success Criteria</p> <p>ARRA Grantees:</p> <ul style="list-style-type: none"> • Use Tech Assistance resources • Realize big energy savings • Develop long-term capacities & sustainable efficiency efforts • Partner w/ ratepayer programs • Showcase results • Satisfied w/ Tech Assistance <p>US DOE satisfied - continues Tech Assistance Network into 2012</p> <p>Strategy Elements</p> <ul style="list-style-type: none"> • Direct Grantee Assistance • Aggregated Assistance - case studies, guidelines, webinars • Peer-to-Peer Exchange • Visibility - Success Stories, etc. • TA Network Collaboration <p>Primary Outputs</p> <ul style="list-style-type: none"> • Comments, recommendations in response to grantee requests • Tech Assistance Materials - tools, webinars, guidelines, etc. • Regional Workshops • Success Stories <p>Partnership Processes</p> <ul style="list-style-type: none"> • Team 4: Joint contract w/ VEIC & other regional EE organizations • Collaboration with NASEO and other TA Network Teams 	<p>Success Criteria</p> <ul style="list-style-type: none"> • MA Clean Energy T&E database is maintained, used • Other NE state(s) fund, join T&E database • Regional T&E database informs national effort • Multi-year Regional Plan is supported & funded <p>Strategy Elements</p> <ul style="list-style-type: none"> • T&E Database Maintenance • Visibility, Outreach • Track, Report, Improve • Expansion to More States • National/Regional Coordinate <p>Primary Outputs</p> <ul style="list-style-type: none"> • Up-to date MA Workforce Training, Education Database • Web-Based Portal with searchable database at MACEC-NEEP-NECEC • Proposals to expand database to other states • Presentations, Briefings, Facts, Media Releases <p>Partnership Processes</p> <ul style="list-style-type: none"> • Project Partnership with New England Clean Energy Council • MA Clean Energy T&E Database Advisory Groups • Coordination with federal agencies and national labs