



NEEP 2012 STRATEGIES AND PROJECTS

FINAL - BOARD APPROVED - 10/24/2011

NEEP MISSION

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

2012 GOAL

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

2012 STRATEGIES



Reduce Building Energy Use



Speed High Efficiency Products



Increase Visibility of Energy Efficiency



Advance Knowledge - Best Practices



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

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

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 Efficiency Summit & Business Leaders
2. NEEP Sponsorship and Partners Program
3. NEEP Strategic Marketing & Communications

BUILDINGS



- Northeast leads energy code adoption, and compliance
- Regional commitment to high efficiency public facilities
- Markets value high efficiency homes, buildings
- Increased multifamily retrofit commitments

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
- Qualified clean energy workforce expands

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



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #1: INCREASE VISIBILITY OF ENERGY EFFICIENCY - 2012 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 RECOGNITION | 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 Leaders Recognition Program ▪ Summit Sponsorship and Exhibits ▪ Pre-summit Topical Workshops ▪ Student Mentoring Program <p>Primary Outputs</p> <ul style="list-style-type: none"> • Two-Day Event Summit w/ Exhibits • Pre-Conference Workshops • 2012 Business Leaders Awards & Case Studies • Media releases & materials ▪ NEEP Business Leader s- Webinar Series & Blog Features <p>Partnership Processes</p> <ul style="list-style-type: none"> • 2012 Summit Co-Chairs & Planning Committee • 2012 Summit Marketing Committee • Business Leaders Nominations by NEEP Sponsors | <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 2012 NEEP Business Plan Strategies ad Projects • Sponsor & Partner Communications and Reports – Quarterly & Annual <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 audience 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 <p>Primary Outputs</p> <ul style="list-style-type: none"> • Media Releases & Speaking Engagements • Public calendar of NEEP events (seminars, webinars, etc.) • www.EnergyEfficiencyMatters.org • Integrated collateral system (newsletters, success stories, fact sheets, website) <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Sponsor & Partner Media/Marketing Network |



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #2: REDUCE BUILDING ENERGY USE - 2012 PROJECTS (Page 1 of 2)

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

| BUILDING ENERGY CODES | BUILDING ENERGY RATING |
|--|---|
| <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • States reference/use updated model energy code policies/resources • States adopt & implement IECC 2012 (w/“stretch code” appendix) • States track energy code compliance • More Certified Energy Code Inspectors • Efficiency programs support energy codes <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analyze, Track Energy Codes • Technical Assistance/Guidelines • Policy Outreach & Analysis • Market Capacity Building • National Coordination/Input <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • State/National Energy Code Comments • Technical support for state code activities • Updated Model State Energy Code Policy • Updated Model Stretch Code • Web-Based Resource Center • Code Training, Workshops & Curricula • Regular Communications – Alerts, News • Protocols: Claim Savings for Code Support <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • Regional Building Codes Leadership Group • BCAP, RECA, EECC Advisory Committees • State Energy Code Technical Committees • US DOE/EPA SEE Action Network | <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • State/local building rating policies adopted • Public support for building energy rating & labeling policies – policymakers, building owners, real estate industry, finance • Energy Efficiency Programs support building rating/labeling • National rating systems/tools informed by pilot results, other regional inputs <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Assist/Track Building Rating Pilots/ Tests • Research, Analysis, Tracking • Visibility and Info Access • Technical Assistance/Guidelines • Policy Outreach & Analysis • National Coordination/Input <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Updated NEEP Building Rating Report • Model State Building Energy Rating and Labeling Policies & Legislation • Web-based Resource Center with Inventory of State Polices & Tools • Regional Comments National (DOE and others) on Rating Systems and Tools • Webinars, Fact Sheets, Presentations • Regular Communications – Alerts, • Pilot Study Reports/ Recommendation <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • Regional Energy Rating Advocacy & Outreach Partnership Group • National Advocate Network on Building Energy Rating (IMT, EFG, NEEP leading) |



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #2: REDUCE BUILDING ENERGY USE - 2012 PROJECTS (Page 2 of 2)

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 | COMPREHENSIVE MULTIFAMILY RETROFIT |
|---|---|
| <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • NEEP High Performance O&M Guidelines required for schools and public buildings • NE CHPS 3.0 completed - states adopt • Adoption of zero net energy public building roadmap recommendations <p style="text-align: center;">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 (DOE, CHPA, NBI) <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Web-Based Resource Center & Case Studies • Updated NE-CHPS 3.0 • Training, Workshops • Policy Recommendations to States • Updated CHPS and Public Buildings O&M Guides • Regional Net Zero Building Roadmap <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • 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 | <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • Efficiency Maine Multifamily Retrofit Program built on experience and best practices from other states • Regional summit boosts Northeast multifamily program efforts • Resource Center is useful to multiple states and efforts <p style="text-align: center;">Strategy Elements</p> <ul style="list-style-type: none"> • Research – Market & Best Practice • Analysis & Tracking • Technical Assistance • Visibility and Info Access • Regional and National Coordination <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Report: Multifamily Retrofit Barriers and Solutions • Web-Based Resource Center & Case Studies • Regional Stakeholder Summit <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • Project Partner with Efficiency Maine • Regional Multifamily Building Retrofit Advisory Group • US DOE & US EPA Multifamily Initiatives |



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #3: SPEED HIGH EFFICIENCY PRODUCTS - 2012 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"> • States maintain strong residential lighting goals including CFL and Specialty Bulbs savings • States adopt/refer to Regional Lighting Strategy • Region Leads in ENERGY STAR lighting products • Market Actors Co-promote w/ Lighting Programs • Positive media coverage <p>Strategy Elements</p> <ul style="list-style-type: none"> • Research, Analysis, Tracking • Regional Lighting Strategy Update • Policy Research & Outreach • Visibility & Info Access • National/Regional Coordination • Trade Ally & Stakeholder Outreach • Federal Partnerships – Product Testing, Quality Assurance Processes, etc. <p>Primary Outputs</p> <ul style="list-style-type: none"> • Regional Lighting Strategy Update • Regional Lighting Summit • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center • Regional Directory –Programs & Trade Allies • 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 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 • Outreach - Trade Allies, Stakeholders • Communications • Federal Agency Partnerships • Long-Term Planning <p>Primary Outputs</p> <ul style="list-style-type: none"> • DLC SSL Qualified Products List w/ Improved Access • Updated & Expanded QPL Product Categories • DLC Member Meetings & Communications • DLC SSL QPL Summit – Annual Meeting • Briefings, Presentations, Webinars, Receptions • Annual Report, Fact Sheets, Media Releases • DesignLights Web-Based SSL Resource Center <p>Partnership Processes</p> <ul style="list-style-type: none"> • DesignLights SSL QPL Members Group & Technical Committee • US DOE SSL Technical Information Network • Regional/ National Forums: US DOE/EPA, CEE, IES | <p>Success Criteria</p> <ul style="list-style-type: none"> • New Program activity and utility commission support for high efficiency water heating • Trade Allies Co-Promotions • ENERGY STAR Adopts Northern Tier Heat Pump Water Heating Spec <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"> • Regional Strategy & Summit for High Efficiency Water Heating • Regulatory/Policy/EM&V Comments Briefings, Webinars, Fact Sheets • Web-Based Resource Center • Regional Directory – Programs & Trade Allies • Emerging Technology Reports <p>Partnership Processes</p> <ul style="list-style-type: none"> • NEEP Regional Emerging Tech Advisory Group • Participation in national efforts e.g., ENERGY STAR, CEE, ACEEE, AHRI |



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #3: SPEED HIGH EFFICIENCY PRODUCTS - 2012 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.

| <p style="text-align: center;">HIGH EFFICIENCY CONSUMER ELECTRONICS</p> | <p style="text-align: center;">APPLIANCE EFFICIENCY STANDARDS</p> |
|--|--|
| <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • 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 <p style="text-align: center;">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, etc. <p style="text-align: center;">Primary Outputs</p> <ul style="list-style-type: none"> • Regional High Efficiency Consumer Electronics Strategy & Summit • Advanced Power Strip Program Model • Regulatory/Policy/EM&V Comments & Guidance • Web-Based Resource Center • Presentations, Briefings, Facts, Media Releases • Regional Directory – Programs & Trade Allies • Recommendations/Results re: Federal Quality Assurance Testing <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • Regional Consumer Electronic Strategy Advisory Group • Regional Consumer Electronics Stakeholder Group • Regional Consumer Electronics Trade Ally Exchange • 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"> • Effective new state & federal standards adopted • Regional comment, input influences strong US DOE federal standards • Positive media coverage for appliance standards • Regulators allow efficiency programs 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 • Consistent State Policies and Appliance Standards • Stakeholder Outreach to Support State & Federal Standards • Regional Support for Stringent 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 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 Appliance Standards Advocacy Leadership Group • Appliance Standards Awareness Project (ASAP) Steering Committee • ENERGY STAR |



NEEP 2012 STRATEGIES AND PROJECTS - FINAL - 10/24/2011

STRATEGY #4: ADVANCE KNOWLEDGE & BEST PRACTICES - 2012 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 AND VERIFICATION FORUM | PUBLIC POLICY OUTREACH AND ANALYSIS |
|--|--|
| <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • States adopt, use Forum products • Regional ISO/RTOs and air quality planners use/reference Forum products • Forum results inform national protocols • 2012 Forum Projects are regionally supported/funded, 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, Reports • Regional EM&V Protocols/Guidelines • Regional Energy Efficiency Database (REED) • Web-based Resource Center • 2012 Annual Public Meeting • Briefings, Presentations, Comments <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • EM&V Forum Steering Committee • EM&V Forum Project Committees and Subcommittees • US DOE EM&V Work Group/committees • NAESB EM&V Work Group/committees • CEE Evaluation Committee • State EM&V Advisory Groups | <p style="text-align: center;">Success Criteria</p> <ul style="list-style-type: none"> • Energy Efficiency included as least cost resource in state/regional planning • Public policies – Energy Efficiency as first-order resource • Energy Efficiency funds protected, adequate, stable • All fuel efficiency policies implemented • State complementary policies (e.g., codes) integrated with efficiency programs/plans • Northeast recognized a Energy Efficiency policy leader <p style="text-align: center;">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 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) • Written Testimony/Public Comments • Presentations, Briefings, Webinars • Analysis, Supporting Collateral • Media Releases <p style="text-align: center;">Partnership Processes</p> <ul style="list-style-type: none"> • State Efficiency Stakeholder Advisory Boards & State Forums • Coordinated policy advocacy with NEEP Sponsors, clean energy advocates, federal initiatives |