

NASEO Midwestern Performance Contracting Meeting

July 31, 2008

Indianapolis, IN

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MEEA
Midwest Energy Efficiency Alliance

Agenda

- *Background of MEEA*
- *Policy Activities*
- *Program Activities*
- *Upcoming Events*

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MEEEA's Mission

MEEEA is a collaborative network whose purpose is to advance energy efficiency to support sustainable economic development and environmental preservation.



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MEEEA's Vision

MEEEA is a leader in raising and sustaining the level of energy efficiency in the Midwest region by fostering increased market penetration of existing energy-efficient technologies and promoting new technologies, products and best practices, including renewable energy.

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Our Members Are...

Diverse stakeholders in energy efficiency

- Academic/Research Organizations
- Manufacturers/Retailers
- State and Local Governments
- Utilities (IOUs/Munis/RECs)
- Energy Service Firms/Consultants
- Leading Nonprofits
- General Interest/Professionals



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MEEEA Policy Objectives

In 2004, the MEEEA Board approved three guiding principles:

- Educate policymakers about the value of energy efficiency
- Increase funds for energy efficiency
- Support adoption, implementation and enforcement of more stringent building energy codes

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MEEEA's Role as Resource

- Legislative and Regulatory Analysis
- Testimony
- Coalition-builder
- Education and Advocacy Events
 - Energy Expo
 - Annual Conference
- Grassroots Activation

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IECC 2009 – 30% Solution

- Energy Efficient Codes Coalition
- ICC Meetings, Summer 2008
 - Education and Advocacy
- US Conference of Mayors, June 2008
- Midwestern Governors Assn., July 2008
- Final Action Hearing, September 2008



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Midwestern Governors Association

- *Energy Security and Climate Stewardship Platform and Greenhouse Gas Accord*
- MGA Energy Efficiency Advisory Group
- MGA Energy Efficiency Platform: Goals, Objectives and Policy Options
 - *Sub-Group 2 – Quantifiable Goals, Utility Programs, Decoupling*
 - *Sub-Group 3 – Building Codes, Appliance Standards*

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RE-AMP

- Collaborative between Midwest environmental organizations and funders
 - Covers IA, IL, MI, MN, ND, SD, WI
 - Joins Garfield, Rockefeller Fund, McKnight, and Energy Foundations and others
- Energy Efficiency Working Group



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MEEEA's Role in the Midwest

- Designing and Evaluating Programs & RFPs
- Administering Programs
- Delivering Training & Workshops
- Developing Marketing and Outreach
- Advancing Economic Efficiency Policy
- Coordinating Utility Program Efforts
- Regional Voice for DOE/EPA & ENERGY STAR
- Evaluating & Promoting Emerging Technologies



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MEEEA Program Niche

- Bring New Programs to the Region
 - Aggregate funders to launch better program
 - Promote piloting of new program areas or emerging technologies
 - Advance multi-utility programs
- Promote Education and Training Programs
 - Produce regional certification programs
 - Administer 'Market Transformation' programs
 - Education programs for K-12 students
- Conduct market assessments
 - Illinois Residential Market Assessment
 - Regional Residential Market Assessment



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MEEEA Program History

- Lights for Learning (2004 – present)
- Building Operator Certification (2003 – present)
- Midwest Building Solutions (2005 – present)
- Northern Illinois Energy Project (2006 – present)
- Change A Light (2001 – present)
- LIHEAP CFL Program (2006 - 2007)
- Clothes Washer Recycling (2003 - 2004)
- Room AC Recycling (2005 - 2006)
- Refrigerator Recycling (2002 – 2004)



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Lighting Programs

- **Change a Light 2007**

- 17 sponsors across four states, 500 retailer locations, 1.3 million CFLs incentivized, 470 million lifetime kWh savings
- Planning underway for CAL 2008 – retailer and manufacturer selection and allocations



- **LIHEAP CFL Kit Initiative**

- Partnered with ComEd for direct delivery of two free CFLs to over 78,000 low-income households
- Program re-design resulted in participation rate climbing from 10% to 41.5% in one year

Lighting Programs (cont'd.)

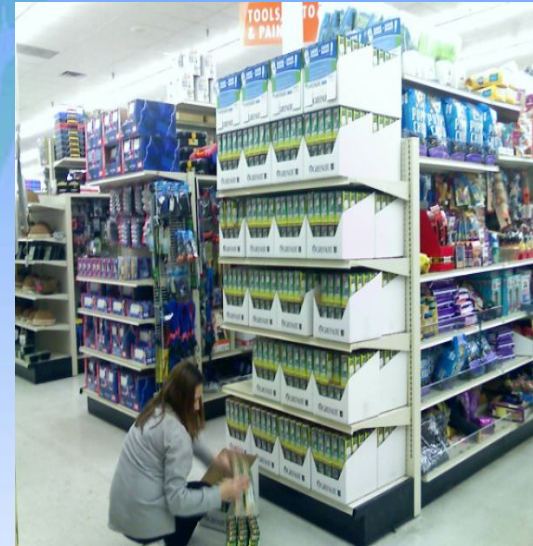
- Northern Illinois Energy Project (NIEP)

- Spring Give-away

- 1.5 million CFLs distributed throughout Chicago
 - Centered around Earth Day

- Round Five

- Ace Hardware promotion started yesterday
 - 350,000 13W ENERGY STAR CFLs for \$0.49 each
 - 182 locations, all official CFL recycling points
 - Spent CFL trade-in event (bring in a dead CFL for recycling, receive a free replacement)



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Lights for Learning



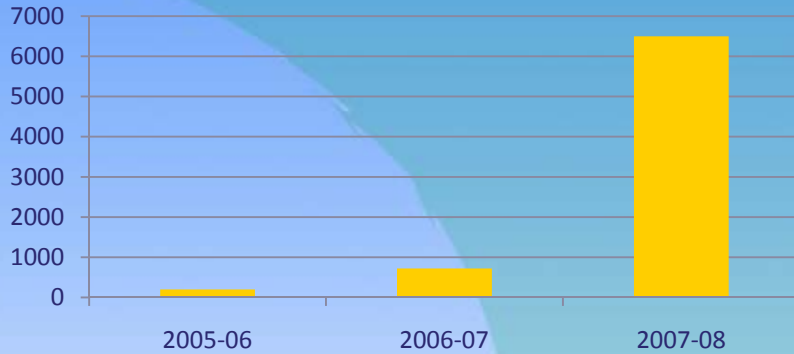
- Lights for Learning 2007/2008
 - Developed new curriculum, web content, outreach materials
 - Biggest year to date...

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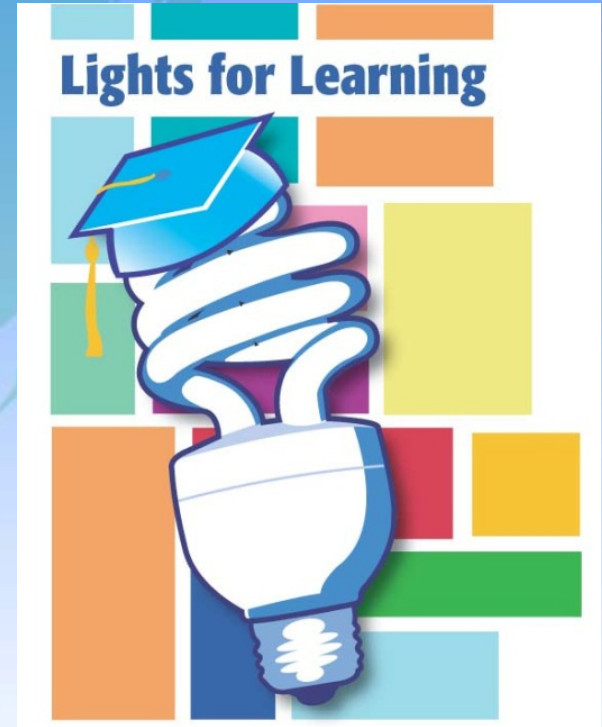
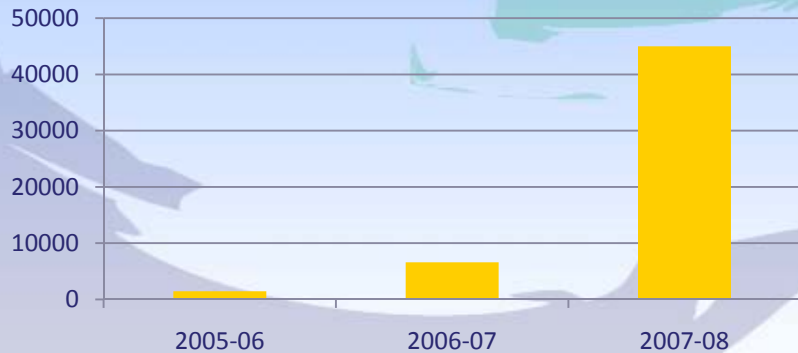


Lights for Learning (cont'd.)

Students Participating



CFLs Sold



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Lights for Learning (cont'd.)

Looking Ahead

- Expanding outside of IL
- Student and Educator newsletter
- CFL Recycling messaging
- Expanded curriculum
- New offerings: LED night light, recycling kit, L4L canvas bag, low-mercury CFLs, 'green' coupon booklet
- Website expansion: multimedia (photos/videos), competitions, CFL applications guide, games and learning



Training Programs

- Building Operator Certification (BOC®)
 - Energy Efficiency Through Operator Training
- Midwest Building Solutions
 - Results-oriented, beyond code training for new home builders, code officials, and others in the residential construction industry

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Building Operator Certification

- Nationally-recognized professional development program
- Building engineering and maintenance staff
- Components
 - Classes in energy efficient maintenance and operation practices
 - Tests and in-facility projects
 - BOC credential



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BOC Results

building operator certification



Energy Efficiency Through Operator Training

Building Operator Certification (BOC) is a nationally recognized training and certification program for building operators offering improved job skills and more comfortable, energy-efficient facilities.



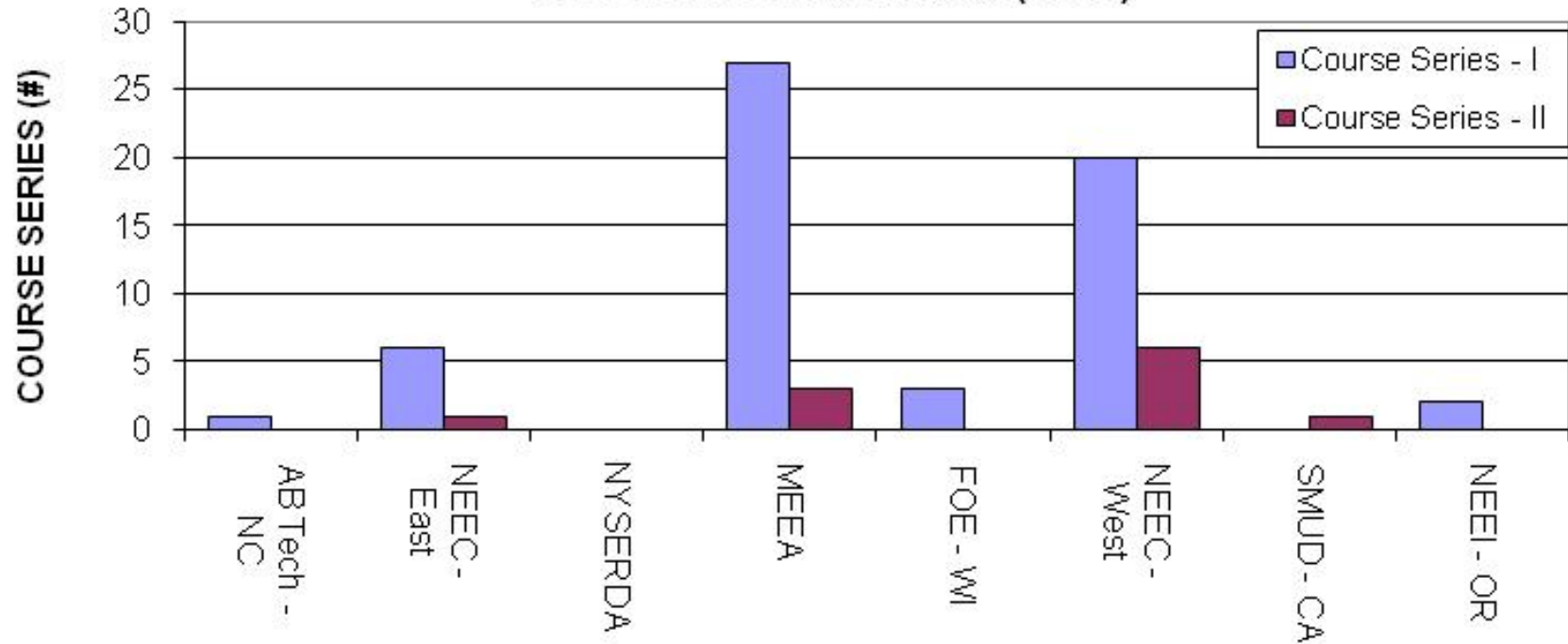
- BOC-trained operators save:
 - 0.35 kWhs/sq ft per year
 - 0.74 Btus of gas/sq ft per year
- In energy savings alone, one BOC-trained operator could save more than \$2,500/year in a 100,000 sq.ft. facility

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BOC: MEEEA Leads the Nation

BOC I & II BY PARTNER (2007)



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BOC: Future Growth

- Current Programs
 - Minnesota
 - Illinois
 - Missouri
 - Ohio
- New Potential
 - Michigan
 - Indiana
 - Kansas



Midwest Building Solutions

Goal: Lowering Building Costs, Raising Comfort and Quality

Structure:

- offered as a ½-day training
- focused on topics of high interest
- presents code, compliance paths
- promotes beyond code building

Outlook: Web-based training option

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Water Management

Framing

Advanced Windows

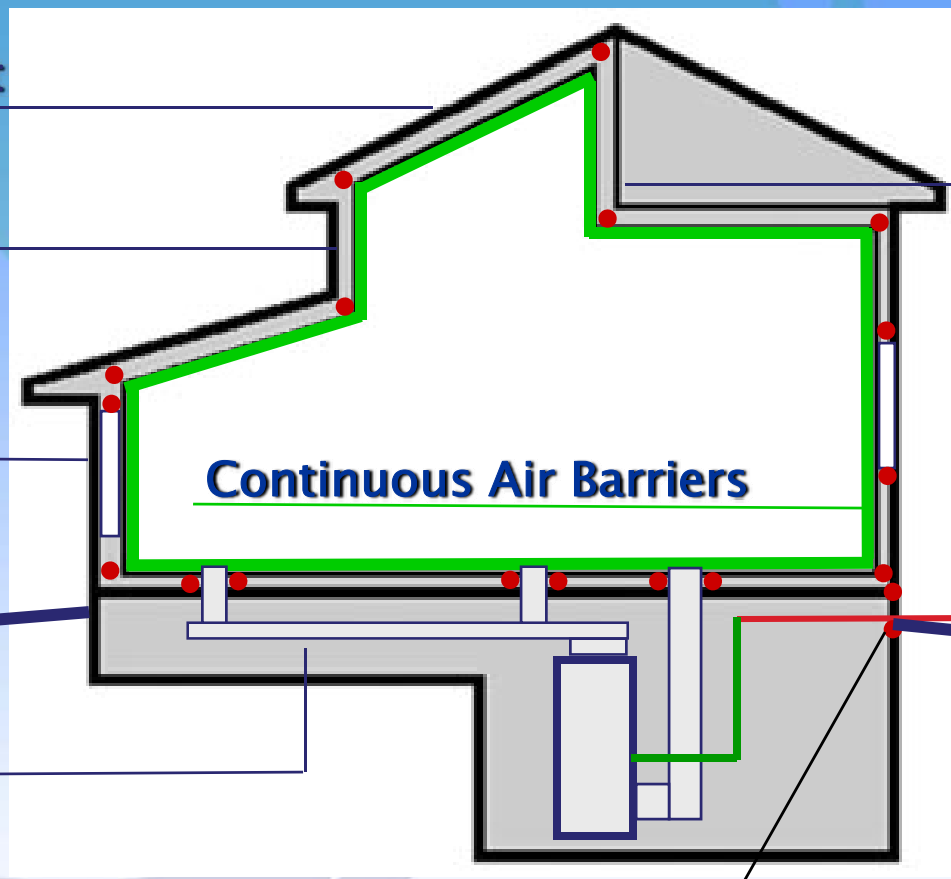
Continuous Air Barriers

Tight, Well-insulated Ducts

Air Sealing

Properly Installed Insulation

Right Sized and Efficient HVAC



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Using a SYSTEMS approach



MEEEA's Emerging Program Focus



- Facilitate the adoption of efficiency in the Midwest
 - Administer non-IOU or multi-IOU programs
 - Regional coordination and consistency
 - Emerging technology and program areas

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Administer non-IOU or multi-IOU Programs

- Non-IOU Programs
 - State programs
 - Low income, direct mail, aggregate programs (CAL)
 - School programs (L4L)
 - Cooperatives and munies
 - Create turnkey, scalable programs for smaller service territories
- Multi-IOU Programs
 - Regional programs
 - Change A Light expand participants
 - Utility endorsement of regional program
 - Combined electric and natural gas programs
 - Combining distinct programs into a ‘whole home’ program

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Regional Coordination and Consistency

- Training programs
 - Expand current programs
 - BOC into new states and utility sponsors
 - Promote MBS (codes) throughout Midwest
 - Update and launch needed training
 - HVAC installers and maintainers
 - Codes, buildings and cross-fuel related training
- Utility partnership to promote consistency
 - Coordinate amongst utilities
 - Assist in program design and launch
 - Best Practices dissemination



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Emerging Technology & Programs

- Natural gas programs
 - Gas programs are new in many states in Midwest
 - Potential for electric-gas integration
- Emerging Technologies
 - ENERGY STAR expansion and promotion
 - Building envelope, hot water heater, HVAC, etc
 - Building technologies
 - Plug load
 - Solid state lighting



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MEEEA Program Offerings

- Launching Now! (Participate now)
 - Midwest LEDers
 - Midwest PA Consortium
 - Meet, learn & share efficiency lessons
 - Midwest EE communities consortium
 - Meeting environmental goals through EE
- On the Board (stay tuned)
 - Unplugging the Vampire
 - Smarter Grid
 - Community-scale Efficiency
 - Realizing market transformation savings
 - Green collar jobs (HERS, HVAC, etc)



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Midwest LEDers

- LED are...more than just changing a bulb...
- Lots of products **without** proper market intelligence
- MEEA's Midwest LEDers program will provide:
 - Training to utilities on LED applications and design
 - Technical information on vendors & products
 - 'Real life' cases studies of installations
 - Site assessment for relamping
 - Turnkey procurement, installation, monitoring and reporting of relamping at sites in service territory
- Relamping the Heartland Workshop
 - November 12 - 14 in Chicago

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Midwest Energy Solutions Conference

January 7-9, Hotel Intercontinental, Chicago, Illinois

- *Delivering Progress*, conference theme
 - Plenary sessions on policy
 - Break-out sessions on programs
- Early bird registration and sponsorship opportunities now available,
www.mwalliance.org/conference
- *Inspiring Efficiency Awards Gala and Dinner*
 - January 8th
- Award nominations due August 22nd
- Award nomination guidelines and applications accepted at www.mwalliance.org/conference



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Contact Info

Wendy Jaehn

Executive Director

Midwest Energy Efficiency Alliance

312-587-8390

wjaehn@mwalliance.org

www.mwalliance.org

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