

2016 Annual Report



The Trusted Source on **Energy Efficiency**





From our Leadership

The Midwest Energy Efficiency Alliance (MEEA) is **a collaborative network advancing energy efficiency for sustainable economic development and environmental stewardship**. We are a leader in advising and sustaining energy efficiency in the region by fostering market transformation and promoting new technologies, products and best practices.

2016 was a year of great success for MEEA, as we continued our leading advocacy efforts to promote and support energy efficiency, increased our impact in training, education and innovation throughout the Midwest and hosted our largest annual conference to date.

With our members, MEEA is the Midwest's key proponent and resource for energy efficiency, forging partnerships and curating the evolving conversation around economic sustainability and environmental preservation. In the Midwest in 2016, **energy efficiency investment was nearly \$1.7 billion, with electric savings over 7 million MWh and nearly 160 million therms**, supporting tens of thousands of jobs throughout the region.

We have many successes to celebrate this year with even more opportunities in the future. We look forward to our continued work with our members to achieve our mission and **increase the economic and environmental benefits that come from energy efficiency**.



Jim Jerozal
Chairman of the Board



Stacey Paradis
Executive Director



“So excited to
see so many
energy
efficiency
professionals
in one spot”
#MES2017

Connect

MEEA serves as the primary hub for decision-makers across the industry to connect and collaborate. Nowhere was that role more apparent than at our **2017 Midwest Energy Solutions Conference**, where 650 energy efficiency professionals met to forge new partnerships and learn about the latest industry developments. Once again, we honored the region's leaders, marketers and innovators with our 13th annual **Inspiring Efficiency Awards**. The **7th annual Midwest Building Energy Codes Conference** in Cleveland further facilitated the spread of insightful research and robust, energy-saving codes, and our **2016 Annual Meeting** in St. Louis united 121 MEEA members to strengthen relationships and focus on a bright future for our industry in the Midwest.

We were proud to welcome **13 new members** to MEEA last year as our membership grew to more than **160 organizations**.

We identified unique solutions to specific Midwest energy efficiency challenges by convening stakeholder working groups. The **Lighting Utility Midwest Exchange Network (LUMEN)** held meetings in St. Louis and Chicago focused on midstream programs and advanced lighting controls, and the **Midwest Home Performance Collaborative** met to share perspectives on home performance in the region.

MEEA is also expanding the conversation online. This year we increased our **social media outreach** on LinkedIn and Twitter, hosted dozens of expert webinars and participated in the first ever **Energy Efficiency Day** with national EE partners and Fortune 500 companies.



19 series across
8 states
41 instructors and
coordinators in the
Midwest
358 graduates
26,388 training hours
provided
98% graduation rate

Educate



736 Energy-efficient
homes certified

285 Gold certificates
issued

451 Silver certificates
issued

66 Participating
contractors

MEEA's training and education programs continue to provide EE suppliers with the latest building science skills and inform consumers about EE's myriad benefits. The **Building Operator Certification program** trained and certified hundreds of commercial building operators and maintenance professionals to perform low-cost and no-cost operations and improvements that result in verified energy savings.

The **Building Science Training Series** focused on topics such as advanced air sealing techniques, infrared thermography and energy modeling, while **Illinois Home Performance** educated Realtors and appraisers on the value of residential retrofits and helped homeowners improve the efficiency and value of their homes.

MEEA provided technical assistance in the development of **benchmarking ordinances** in St. Louis and Evanston, IL, and trained building owners to use ENERGY STAR® Portfolio Manager to track and reduce their energy use. In Kentucky, we educated more than 200 builders and code officials to ensure **greater compliance** with the statewide energy code.



Innovate

MEEA continued its growth of market transformation programs by devising strategic interventions to take advantage of economies of scale across utility and state lines. **HVAC SAVE** certified and assisted contractors in Iowa in conducting performance testing on new installations, and partners in Illinois and Minnesota launched pilots aimed at improving HVAC installation practices.

In collaboration with members, MEEA identified large saving opportunities in public **data centers** and leveraged existing facility personnel to complete **public facility** installations of low-cost measures, achieving impressive cost-effectiveness and substantial energy savings.

Data Center Program

Saved 5,669,055 kWh



Classes: 16
Contractors
certified: 242

Savings Through Efficient Products (STEP)

Total kWh savings: 5,533, 052

Total Therms savings: 162,621

Total Walkthroughs: 222



Advocate

As the Midwest's principal proponent and information source for energy efficiency policy, MEEA helps educate and advise a diverse set of stakeholders on new and meaningful ways to pursue an energy-efficient agenda that is both achievable and cost-effective. 2016 was a challenging year for energy efficiency as a number of state legislatures debated policies that could decrease EE investment. But MEEA also supported successful policy efforts in key states like Ohio, Michigan and Illinois. MEEA took a lead role in quantifying the economic benefits of existing energy efficiency policies and programs across the region.



Ohio

In 2016, MEEA staff worked throughout the year on an **outreach and education** campaign to detail the economic and environmental benefits of energy efficiency, with a particular focus on the thousands of jobs created. In December, Governor John Kasich cited MEEA's economic impact research when vetoing legislation that would have eliminated Ohio's statewide energy efficiency standards.



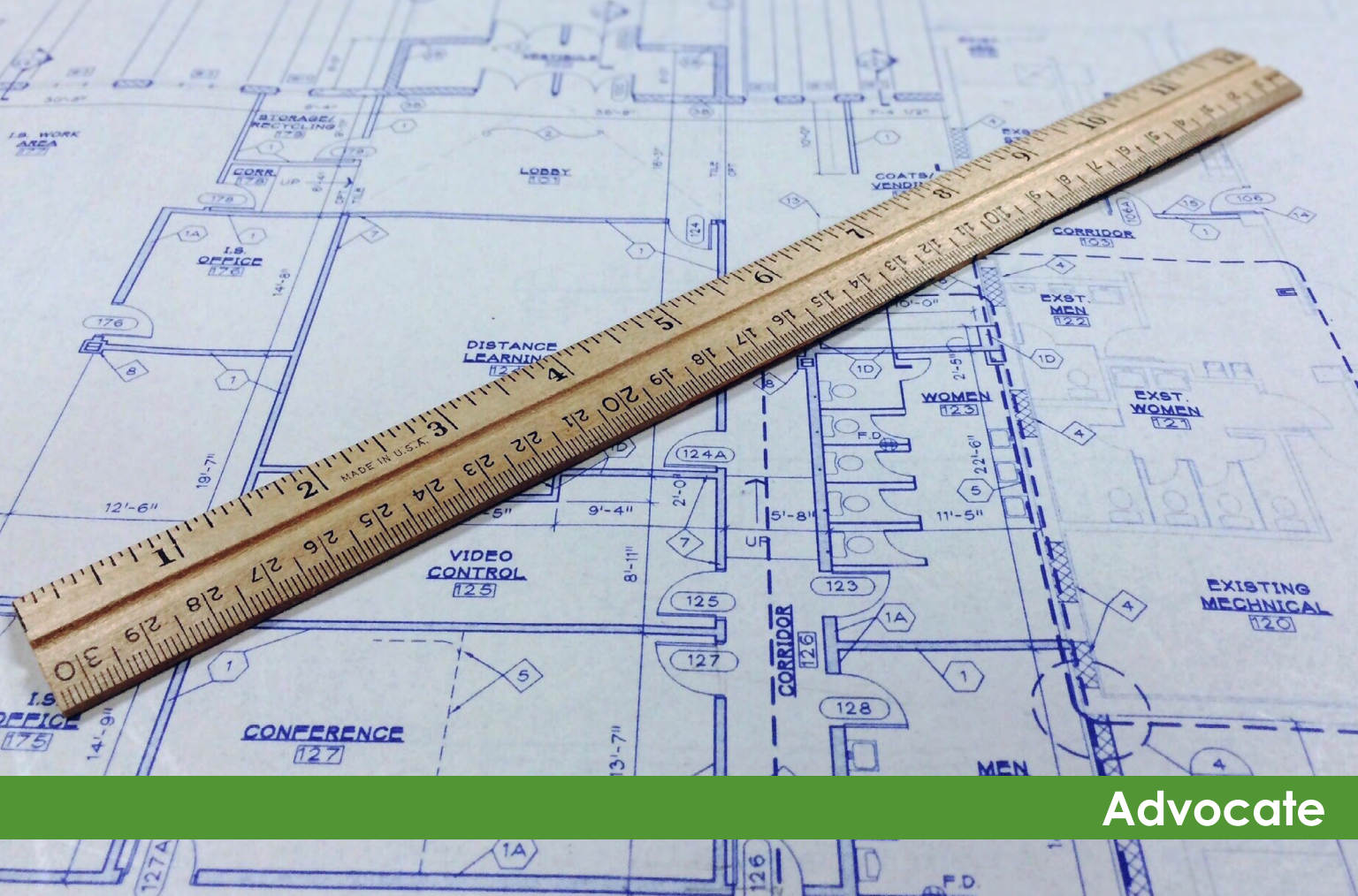
Michigan

MEEA's policy staff also conducted an **advocacy campaign** in Michigan, meeting throughout the year with legislators, regulators and advocates and submitting testimony to support energy efficiency as new legislation was being debated. Legislation signed by Governor Rick Snyder maintained the energy efficiency standards and added electric decoupling, cost recovery and tiered incentives for increased energy savings.



Illinois

MEEA **supported advocacy efforts** in Illinois to ensure strong positioning of energy efficiency as part of the comprehensive energy legislation included in the Future Energy Jobs Act. Governor Bruce Rauner signed this legislation, which increased the savings targets for energy efficiency for electric utilities and allowed decoupling and performance incentives for energy savings.



Advocate

MEEA's Building Energy Policy team provided technical expertise and insight that led to **improved energy codes** in Wisconsin, Ohio and the City of Chicago. Over the next 10 years, these improved energy codes will save nearly 2 billion kWh, 132 million therms and \$353 million while preventing 2.3 million tons of CO₂e emissions.

In Kentucky, we helped train more than 200 builders and codes officials to increase energy savings and managed a circuit rider program reaching 100 sites across the state.

MEEA completed a statewide **residential code compliance** study for the Missouri Department of Economic Development, identifying significant energy savings opportunities.

MEEA managed statewide **building code collaboratives** in Nebraska and Kentucky.

In 2016, we contracted with The Cadmus Group to develop four reports on the impacts of energy efficiency investments in **Michigan, Indiana, Ohio** and the **Midwest region** as a whole. This in-depth research explored the benefits of 2014 energy efficiency investments, including job creation, regional income growth, energy savings and emissions reductions.

Multi-Year Impacts of 2014 Programs

104,925
JOBS CREATED



78,499 GWh
ELECTRICITY SAVED



\$8.771 BILLION
BOOST TO
REGIONAL
INCOME



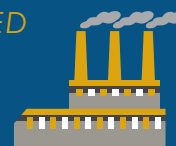
1.449 BILLION
THERMS GAS SAVED

EMISSIONS AVOIDED

111,630,380 TONS CO₂

278,548 TONS SO₂

112,742 TONS NO_x



MEEA staff used this research to educate policymakers and support pro-efficiency policies across the region. Governor John Kasich specifically cited the Cadmus study in his veto of Ohio's clean energy freeze, thus restoring Ohio's energy efficiency standard.

“According to [MEEA]...energy efficiency investments made between 2009-2012 alone have yielded \$1.03 billion in savings to date and will result in \$4.15 billion in lifetime savings.”
– Gov. John Kasich

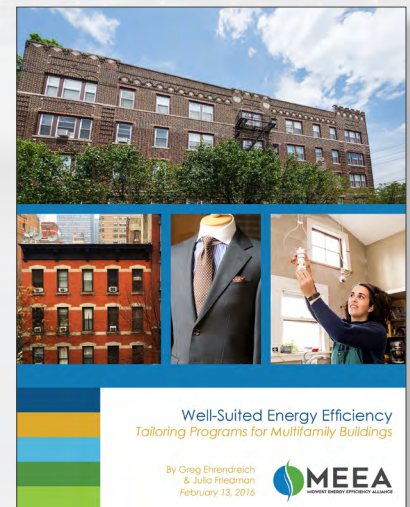
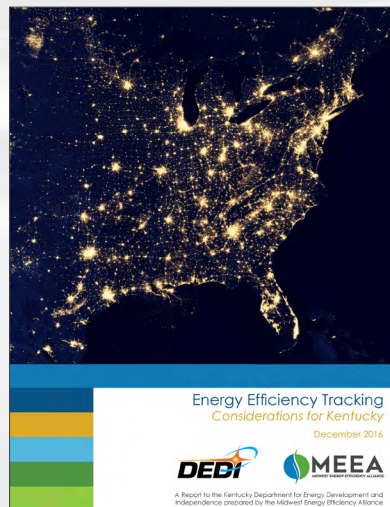
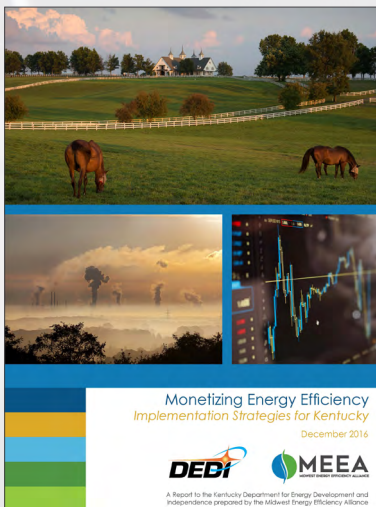
Research

MEEA strives to be the trusted source on energy efficiency policy and programs in the Midwest. We generate in-depth research and fact sheets to help our members and industry stakeholders identify, understand and implement cost-effective strategies that achieve the economic and environmental benefits of energy efficiency.

In conjunction with our fellow regional energy efficiency organizations (REEOs), we released **"Multifamily Energy Efficiency Retrofits: Barriers and Opportunities for Deep Energy Savings"** in December 2016, highlighting case studies and best practices to increase investment and energy savings in multifamily buildings.

With support from the U.S. Department of Energy, MEEA worked with the Kentucky Department of Economic Development and Independence to facilitate a series of stakeholder collaborative meetings and issue three **white papers on increasing efficiency investments, TRMs and evaluation models**.

MEEA also expanded issue-specific resources in our **Advocacy Toolkit**, including materials on integrated resource planning, industrial energy efficiency, energy efficiency resource standards, combined heat and power and multifamily energy efficiency.

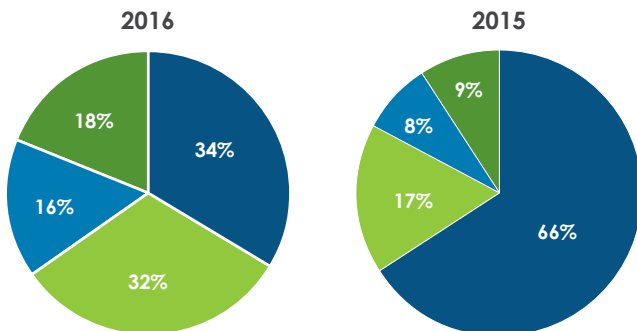


Financials

	2016	2015
Support and Revenue		
Program	\$1,271,212	\$4,838,959
Policy	\$1,205,678	\$1,255,665
Conference and Workshop Income	\$609,507	\$612,689
Membership	\$670,944	\$631,969
Other	\$25,292	\$22,275
Total Support	\$3,782,633	\$7,361,557
Expenses		
Program and Policy	\$3,515,063	\$6,170,264
Management and General	\$787,706	\$511,982
Fundraising	\$8,088	\$10,767
Total Expenses	\$3,782,633	\$7,361,557
Change in Net Assets	\$(523,224)	\$668,544
Net Assets- Beginning of Year	\$2,907,518	\$2,238,974
Net Assets- End of Year	\$2,384,294	\$2,907,518

	2016	2015
Assets		
<i>Current Assets</i>		
Cash and Cash Equivalents	\$228,411	\$1,521,751
Cash and Cash Equivalents- Operating Reserve	\$775,000	\$775,000
Cash and Cash Equivalents- Strategic Reserve	\$467,090	\$631,969
Certificate of Deposits	\$924,704	\$672,930
Accounts Receivable	\$675,873	\$1,315,311
Prepaid Expenses	\$59,649	\$43,168
Other Assets	\$360,684	\$439,198
Total Assets	\$3,491,411	\$4,767,358
Liabilities and Fund Balance		
Current Liabilities	\$679,038	\$1,342,711
Longterm Payable	\$428,079	\$517,219
Total Liabilities	\$1,107,117	\$1,859,840
Net Assets		
Unrestricted	\$2,256,738	\$2,609,231
Temporarily Restricted	\$127,556	\$298,287
Total Net Assets	\$2,384,294	\$2,907,518
Total Liabilities and Net Assets	\$3,491,411	\$4,767,358

Funding Diversity







Year in Review

Reached **288,700 people** in 2016 through social media

“Still the #1 networking event in the Midwest for our industry!” #MES2017



MICHIGAN
PASSES
COMPREHENSIVE
ENERGY
PACKAGE

222
public facilities
assisted with STEP



Oct 5
First EE Day

160 Organizations
13 new members



Codes updates in Wisconsin,
Ohio and the City of Chicago



26,388 training hours
provided through BOC

Learn more about MEEA at mwalliance.org