



Annual Report 2020

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The Trusted Source
on **Energy Efficiency**



ANNUAL REPORT TABLE OF CONTENTS

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available throughout the report*

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FROM OUR LEADERSHIP

2020. The start of a fresh new decade and the beginning of a new five-year strategic action plan for MEEA.

Though, as the year continued, things changed quickly.

Only a few weeks after we concluded our last sessions at the February 2020 Midwest Energy Solutions conference, stay-at-home orders were issued in most Midwestern states and in-person gatherings came to a halt – moving all our interactions online and pausing a lot of on-the-ground efficiency programs. 2020 forced individuals, families, industries and cities to reevaluate their situations, their approaches and the way they operate. MEEA and our members were no exception.

It became a pivotal moment for introspection and reflection, including what and who are most impacted and what it means for the energy efficiency industry.

As households hit hardest by the economic crisis struggled with utility bills amidst losses of jobs and income, it became clearer energy efficiency can be a low-cost solution to reduce burden on marginalized

communities. The turn of events over the past year strengthened MEEA's stance that energy efficiency provides a key short- and long-term approach to addressing energy affordability and security and will be a clear component to economic recovery efforts.

As we embark on another year of providing advocacy and education on the value of energy efficiency, we are heartened by the country's continued commitment to building modern, sustainable infrastructure and delivering an equitable, clean energy economy. We've become a recognized resource for state and local governments in clean energy and decarbonization discussions, working to ensure that energy efficiency is an essential element. We are eager to support the industry and its economic recovery through meeting clean energy goals in the future.

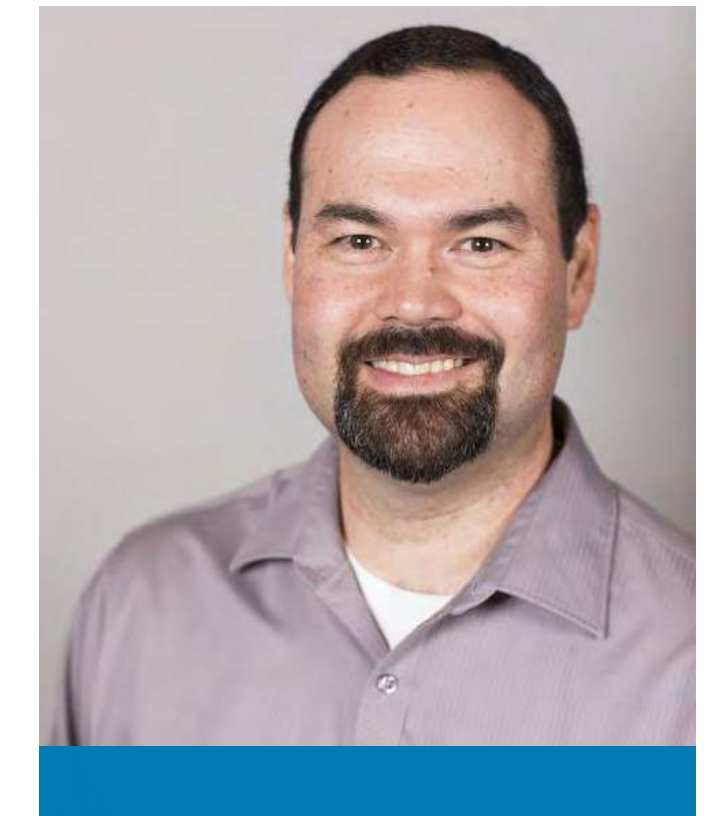
During a year of change and challenges, MEEA staff worked as a team to lay the groundwork for our new strategic action plan, to ensure that MEEA and the

energy efficiency industry is able to achieve equitable, actionable results.

We appreciate your unwavering support through this past unpredictable and unprecedented year and look forward to coming together again in 2021 and beyond to grow and advance our vital industry. Thank you.



Stacey Paradis
STACEY PARADIS
Executive Director



Shawn White
SHAWN WHITE
Chairman of the Board

EDUCATION & TRAINING

REALTOR & APPRAISERS TRAINING

MEEA reached **293 real estate professionals in Illinois and Missouri** through continuing education outreach events. Training real estate professionals ensures that energy efficiency is recognized during real estate transactions, assigning value to the home's energy efficient features and giving buyers information about the home's energy performance so they can make informed decisions. In 2020, MEEA translated education materials about the Illinois smart grid to Spanish and Polish, **expanding outreach to more communities.**



MEEA reached 293 real estate professionals in Illinois and Missouri

BUILDING OPERATOR CERTIFICATION®

In early 2020, with stay-at-home orders in most states, MEEA worked to transition the Building Operator Certification Program from in-person, classroom-based training to **virtually-delivered, livestream training.** Through restructured program logistics with accessibility and value in mind, the training utilized Zoom as a platform for live, instructor-led sessions and interactive breakout rooms—offering shortened, more frequent sessions—and established a Learning Management System for easy assignment and test completion. Through this successful transition, MEEA held a total of **11 virtual training series** across the Midwest in 2020, with a total of **128 program graduates.**



Held 11 virtual training series

CODES TRAINING

450
individuals provided
technical assistance

12
weekly building
energy code seminars



Ameren Missouri Residential Energy Code Support Program

The [Ameren Missouri Residential Energy Code Support Program](#) completed the second year of the three-year program in 2020. The program consists of three major components: an energy code compliance collaborative, classroom-style trainings and one-on-one, or small group, technical assistance from a building code expert. All components were planned as in-person but successfully pivoted to virtual. In 2020, there were **4 collaborative meetings and 7 trainings, and more than 450 individuals were provided technical assistance.**

DOE 2020 Building Code Virtual Seminar Series

MEEA, along with DOE and the other REEOs, organized a series of [12 weekly building energy code seminars](#) presented via webinar from October through mid-December, continuing to increase the available resources and trainings to ensure that the building community is using the most efficient technologies and building practices.

Michigan Energy Code Education

MEEA's Buildings Team served as a technical resource, presenting to new members of the Michigan Building Commission on the Michigan energy code, the Michigan code adoption process and opportunities to improve building energy efficiency in the state through energy code adoption and above-code policies.

Nebraska Energy Codes Training Program

In 2020, MEEA laid the groundwork for the DOE-funded [Nebraska Energy Codes Training program](#). The 3-year program will provide training and education to a wide range of stakeholders across key sectors, including public officials, code officials, builders and students. The program will also inform stakeholders on advanced energy efficiency building technologies.

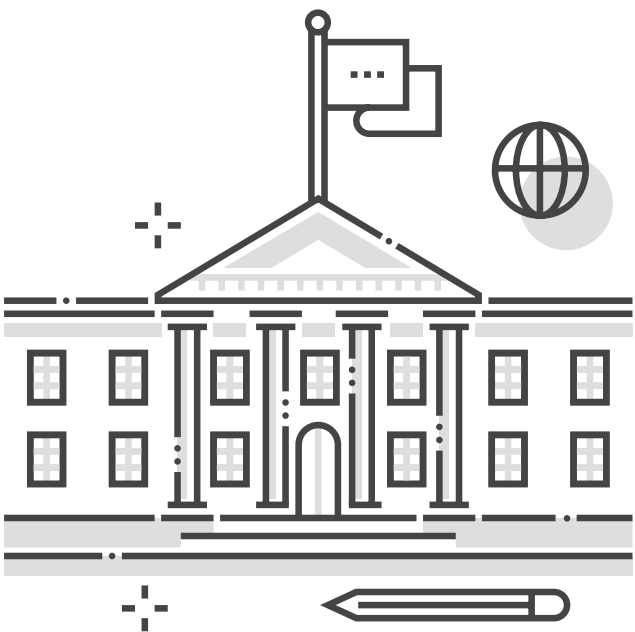
Benchmarking Data Jam – Columbus

In October, the Buildings Team held a virtual data jam in support of the newly passed benchmarking ordinance in Columbus, Ohio in association with the City of Columbus and JadeTrack. The data jam trained building owners about the requirements of the new Columbus Benchmarking ordinance, how to input the required data into the software and how to file a benchmarking report with the city.

ADVOCACY

CANNABIS

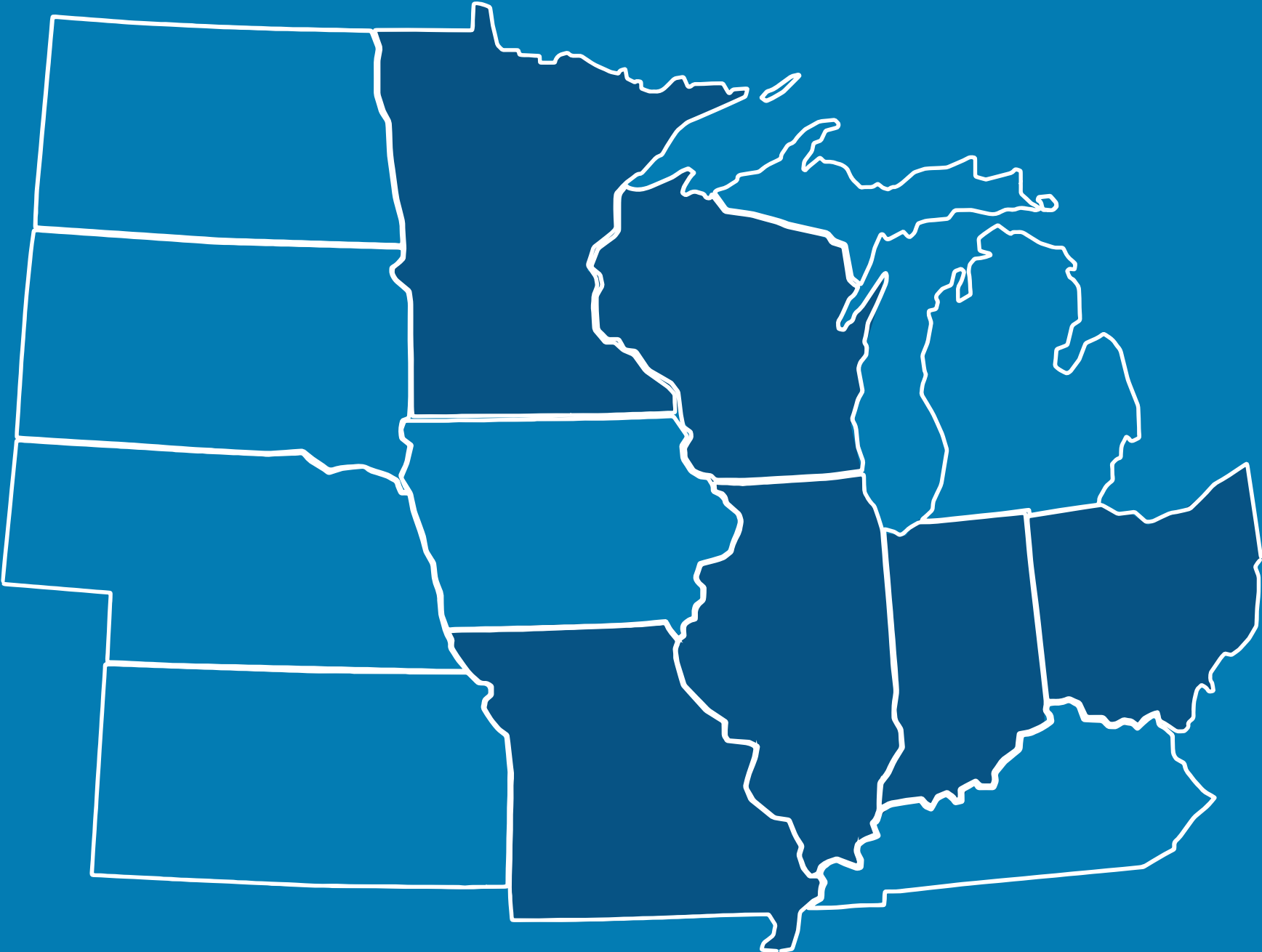
As additional Midwest states legalize cannabis for medicinal or adult use, more energy will be devoted to powering this energy-intensive industry. MEEA continues to work with policymakers, utilities and other important stakeholders on the energy implications and to ensure progress made towards energy efficiency goals is not negated by increased energy demand from this nascent industry. In 2020, MEEA met with the Chairman of the Illinois Commerce Commission as well as the Illinois Stakeholder Advisory Group about Illinois' cannabis legislation, served as a technical resource for Resource Innovation Institute's utility and policy working groups and provided counsel in other states considering cannabis legislation.



NOVEMBER 2020 ELECTION

MEEA [analyzed the results](#) of the federal and state elections to consider the [potential impacts](#) in each state on the EE industry and clean energy more broadly.

TO LEARN MORE CLICK ON A HIGHLIGHTED STATE



COLLABORATION

EXTERNAL WORKING GROUPS & STEERING COMMITTEES

National Efficiency Screening Project

MEEA reviewed and promoted the National Standard Practice Manual for Distributed Energy Resources (NSPM) & Database of Screening Practices (DSP), helping to track references to the NSPM and serving as the regional expert.

Minnesota Cost-Effectiveness Testing (CET)

MEEA reviewed recommendations for improving CET in Minnesota and helped the Minnesota Department of Commerce to prioritize and plan the process improvements.

Minnesota Electrification Action Plan

MEEA was selected to participate in the DOE-funded Electrification Action Plan Technical Advisory Committee. MEEA participated in two of three subgroups: Metrics and Grid Impacts. Additionally, MEEA presented to the Grid Impacts group on the importance of considering equity in electrification policies.



MEEA DIVERSITY, EQUITY & INCLUSION INITIATIVES

DEI Steering Committee

This committee is comprised of MEEA members and Board members and was initiated with a focus on supporting MEEA's strategic reserve project on supplier diversity. One of the goals in MEEA's strategic action plan is to develop, support and promote innovative and impactful policies and actions to strengthen the EE industry by prioritizing equity, inclusion, access and diversity.

ENERGY EFFICIENCY FOR ALL (EEFA) WORK



MEEA supported the organization and facilitation of the Missouri Energy Efficiency Advisory Collaborative Low-Income Work Group, which focused on improved delivery of low-income energy efficiency programs as well as improved coordination across energy, housing and health programs amidst COVID-19.



MEEA helped the Michigan Public Service Commission (MPSC) respond to COVID-19 in its Low-Income Energy Waste Reduction Working Group. In addition to presenting to the work group on energy efficiency program continuity and regional political and regulatory responses, MEEA also helped plan, manage and facilitate—all of which informed the MPSC's staff report on COVID-19 impacts on energy efficiency.



In collaboration with the Minnesota Department of Commerce and Department of Housing, MEEA helped Minnesota EEFA (MMAHEN) respond to COVID-19 by analyzing the Midwest's political and regulatory responses to maintaining energy efficiency program continuity and providing model policy and program practices.

OUTREACH TO PUBLIC SERVICE COMMISSIONS

The region saw the appointment of seven new commissioners, whom MEEA welcomed with introductory letters and education packets on energy efficiency. Despite COVID-19's impact on the ability to travel, MEEA's Policy Team still conducted outreach via briefing calls, notably with one new commissioner: Commissioner Tyler Huebner of Wisconsin.

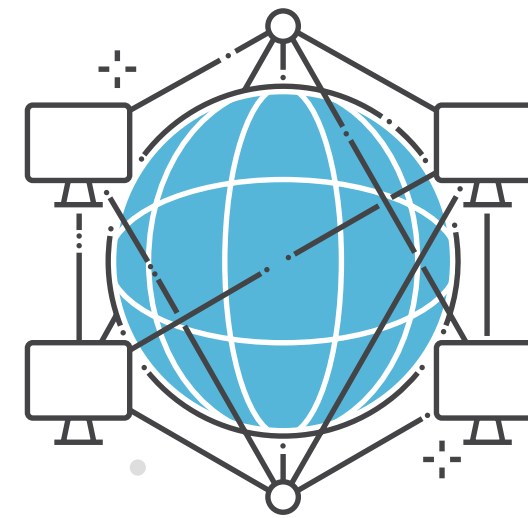
MEEA held a training on energy efficiency cost-effectiveness for the Michigan Public Service Commission.

COLLABORATIVES

Midwest Market Transformation Collaborative

The Midwest Market Transformation Collaborative (MTC) focuses on bringing new technologies or program solutions to customers at an accelerated rate using market transformation best practices. The MTC brings utilities together to pool resources and allow impacts to scale beyond utility territories. Working with Resource Innovations, MEEA:

- Held four meetings in 2020
- Developed Opportunity Briefs for four different initiatives:
 - Thin Triple Windows
 - Residential Detachable Low-E Storm Windows
 - Commercial Window Attachments
 - Electric Heat Pump Water Heaters
- Developed a Market Transformation Code Compliance Implementation Plan for Illinois utilities



MEEA Research & Development Collaborative

The Utility Research and Development (R&D) Collaborative provides member utilities a

platform to share data and information related to pilots, research and development activities and other new programs being pursued within their service territories. In 2020, the Collaborative:

- Held four meetings
- Enabled sharing of information on dozens of separate pilots being pursued by Midwest utilities
- Held a Utility R&D lighting round at MES to share pilot findings and upcoming opportunities
- Held topic-specific meetings on grid-interactive efficient building (GEB) technologies and advanced heat pump technologies

Codes Collaboratives

- The Nebraska Energy Code Collaborative met twice in 2020. Nebraska recently updated their energy code, moving from the 2009 IECC to the 2018 IECC (which became effective in July). The collaborative has been focused on supporting the transition through training and education efforts.
- The Michigan collaborative met twice to discuss residential and commercial compliance priorities for 2020. The collaborative's activities were paused due to the COVID-19 pandemic.
- Throughout the region, MEEA's Buildings team participated or helped facilitate collaboratives to support energy code adoption and compliance.
- The Missouri collaborative met four times throughout 2020. The collaborative is run through the Ameren Missouri Residential Energy Code Support program and focuses on bringing stakeholders in the Ameren Missouri territory together to discuss and address issues with energy code compliance.

CONNECTION



2020 Midwest Energy Solutions Conference

- February 26-28, 2020 in Chicago, IL
- Our last in-person event in 2020, held at the Chicago Marriott Downtown Magnificent Mile
- 707 attendees
- 51 sponsors and exhibitors



MES 2021 Virtual Platform Preview Event

- A free one-day event to preview MES 2021 and our virtual platform in December 2020
- 200 attendees
- 115 different companies and organizations

Codes Conference

This year's annual Midwest Building Energy Codes Conference took place virtually October 20-22. It featured six sessions on building energy efficiency policies and programs, COVID-19 impacts and benchmarking, as well as three informal discussion sessions on sustainability efforts, remote inspections and net zero construction.

- 123 attendees
- 23 states represented

Annual Meeting of the Membership

The Annual Meeting is a free, members-only event that convenes MEEA Members from across the region each year to review our accomplishments, keep connected and discuss issues affecting energy efficiency in the region. This year's virtual session looked at the impact the pandemic had on our industry and how we can move forward.

- 137 attendees
- 79 companies represented

6 New Members
Joined in 2020

1,778 total attendees
from 15 webinars

32 conference &
virtual event
presentations



2020 Inspiring Efficiency Awards

Each year, we recognize the Midwest leaders who drive advancements in energy efficiency and deliver outstanding energy savings. 2020 marked our 16th annual awards ceremony. We received 48 nominations in five categories and named our Chairman's awardee.

Congratulations to our winners:

- **Chairman's Award:**

- [James J. Jerozal Jr., Nicor Gas](#)

- **Leadership:** [Senator Megan Hunt, Nebraska State Legislature](#)

- **Marketing:** [Nicor Gas Energy Efficiency Program, Unexpected Love Story Campaign](#)

- **Innovation:** [Virtual Commissioning™ Program](#)

- **Innovation:** [Focus on Energy Disaster Relief Offerings](#)

- **Impact:** [Cincinnati Zoo & Botanical Garden's Light Up Avondale Program](#)

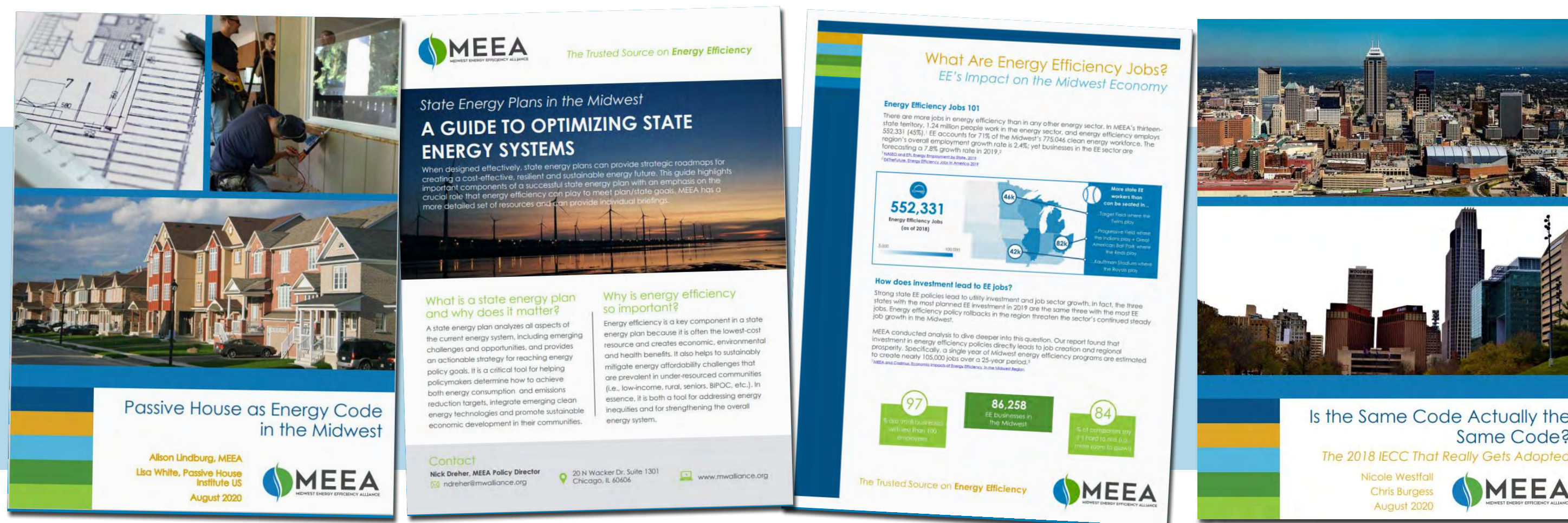
- **Education:** [School Energy Manager Project \(SEMP\), Kentucky School Boards Association](#)

RESEARCH SPOTLIGHT

In preparing this year's [Spotlight](#), we retired a few old metrics and added new data points to better tell this year's EE story. The new slides compare EE savings by sector and show the distribution of low-income EE policies and state & local decarbonization goals.

REAL ESTATE OPPORTUNITIES

In partnership with ComEd and Elevate, MEEA conducted research to better understand the role of energy efficiency during residential real estate transactions. The project team held focus groups with recent homebuyers and real estate agents, conducted outreach to local multiple listing services, developed a new continuing education course for real estate agents and piloted the new curriculum several times in northern Illinois. The research project will help inform energy efficiency messaging for homebuyers and resources for real estate agents to successfully highlight energy efficiency features within a home.



MEEA PUBLISHED 31 BLOGS IN 2020.

White Papers (6)

- [Evolving Existing Programs: How Illinois is Looking at Programs Through Market Transformation](#)
- [Documenting the Expanding Benefits of Strong Energy Codes: How Energy Codes Impact Community Health](#)
- [Is the Same Code Actually the Same Code? The 2018 IECC That Really Gets Adopted](#)
- [Sometimes Talking is More Important than Walking: A Conversation about Grid-Interactive Efficient Buildings](#)
- [Passive House as Energy Code in the Midwest](#)
- [PHIUS + GEB: A Little Abbreviation Goes a Long Way](#)

Fact Sheets (4)

- [EE Jobs](#)
- [Energy & Bill Savings for Ohio Customers](#)
- [EE Will Benefit Ohioans](#)
- [State Energy Planning](#)

OUTREACH

HOMEOWNER & REALTOR

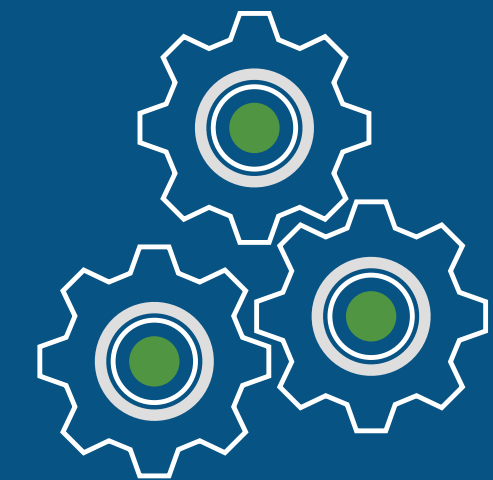
MEEA worked with Ameren Missouri to encourage the use of energy audits to increase participation in their energy efficiency programs. With concerns around COVID-19 and homeowner safety, MEEA designed homeowner self-assessments which allowed customers to safely identify energy efficiency opportunities in their home and receive a customized report with recommendations from MEEA.

OPPORTUNITIES WITH ENERGY CODES

- MEEA's Buildings Team participated in developing a roadmap for advancement of energy codes and standards in Minnesota. The roadmap discusses opportunities for savings related to improved energy code compliance, stretch code development and adoption and appliance standard development and adoption.
- In 2020, Phase 1 of a utility-funded research project with Slipstream, investigating the potential for energy code-related claimed savings in Illinois, was completed. It identified opportunities, challenges and potential savings.

INDUSTRIAL

MEEA worked with CenterPoint Energy in Indiana to develop a [case study](#) to demonstrate the value of EE programs and held a customer engagement event to share resources with opt-out eligible customers.



K-12 FACILITIES

In partnership with the Energy Resources Center, MEEA provided educational and technical support services to K-12 schools interested in pursuing energy efficiency in ComEd's territory in 2020. Successfully transitioning to remote-only given COVID-19 restrictions, the program featured remote facility assessments, virtual outreach strategies and informational webinars. It achieved **187% of the annual kWh goal** and brought in 10,515,000 kWh of programmatic savings.



STRATEGIC RESERVE PROJECTS

MEEA maintains a healthy financial reserve and utilizes a portion to fund projects prioritized by the Board of Directors. In early 2020, four projects were chosen to be funded, with estimated completion by mid-2021.



Multifamily Building Operator Certification (BOC)[™]

The BOC Multifamily Strategic Reserve Project works to provide training for multifamily building operators. Multifamily buildings use energy differently than commercial buildings and have their own barriers to implementing energy efficient technologies or practices. MEEA, with the Northwest Energy Efficiency Council, is adapting the BOC curriculum to address this, with oversight from an Advisory Group composed of multifamily/affordable housing advocates, energy efficiency experts and building engineers and a Curriculum Committee comprised of subject matter experts.



State Energy Planning

MEEA aims to encourage, support and inform ongoing and future state energy planning through analysis of planning processes and energy efficiency strategies from existing state energy plans in the Midwest. Through this project, MEEA has conducted extensive interviews with state energy offices, [published a brochure](#) on state energy planning and is working toward additional resources to continue to contribute to ongoing planning in WI, MO, MI and IL.



Regressive Policies

This project will holistically assess the value of energy efficiency programs to non-participants and estimate the impact of regressive policies passed in MEEA states (IL, IN, OH, IA). MEEA completed an initial literature review for foundational knowledge and then released a competitive Request for Proposal (RFP) in December 2020 to select a consultancy to perform tailored economic analysis on this topic focusing on six MEEA states.



Supplier Diversity

MEEA kicked off a strategic reserve project to research Midwest supplier diversity efforts and provide resources for businesses to navigate existing policies and practices. MEEA established a DEI Steering Committee to support this effort and plans to continue working with the Committee on future internal DEI efforts.

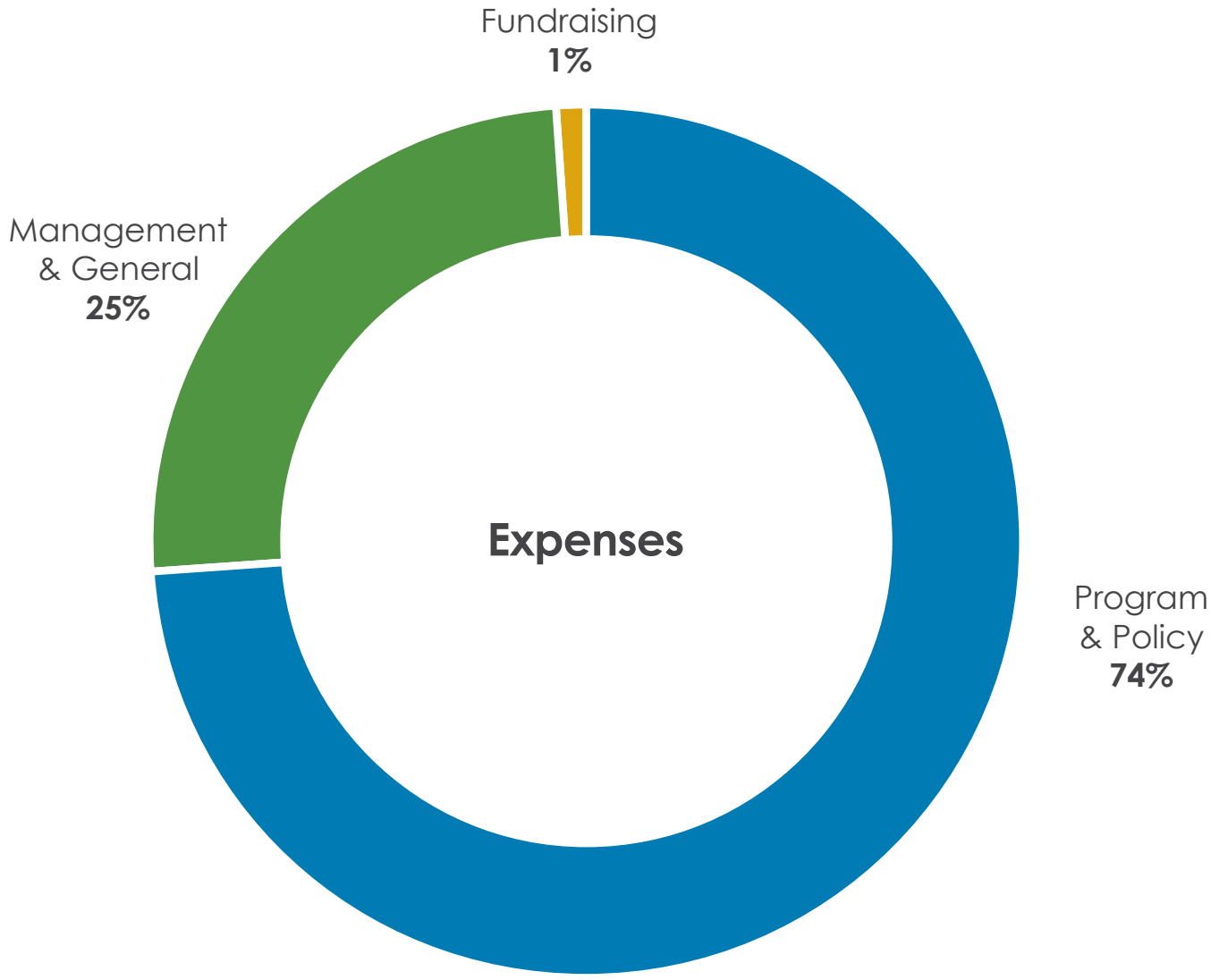
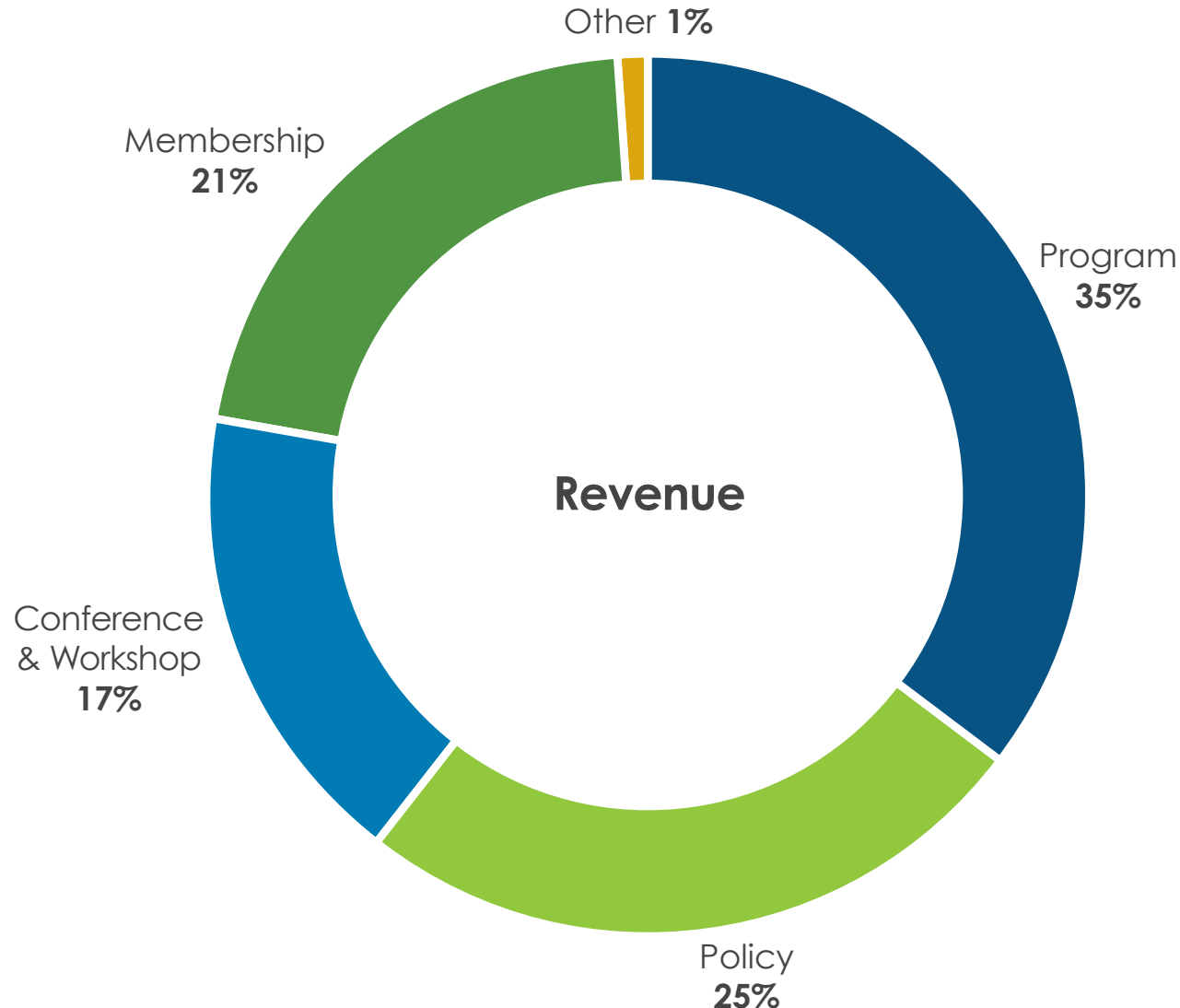
FINANCIALS

SUPPORT & REVENUE

| | |
|--------------------------------|--------------------|
| Program | \$1,210,307 |
| Policy | \$880,537 |
| Conference and Workshop Income | \$599,333 |
| Membership | \$744,821 |
| Other | \$41,309 |
| Total Support | \$3,476,307 |

EXPENSES

| | |
|------------------------|--------------------|
| Program and Policy | \$2,695,986 |
| Management and General | \$891,514 |
| Fundraising | \$12,234 |
| Total Expenses | \$3,599,734 |





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