



NEEA 2015-2019 STRATEGIC AND BUSINESS PLANS

This is an executive summary of NEEA's 2015-19 Electric Strategic and Business Plans. Full versions of the Strategic and Business Plans are available on neea.org.

STRATEGIC GOALS

NEEA's Strategic and Business Plans guide the direction of NEEA's market transformation activities over the five year business cycle.

The Strategic Plan sets forth two complementary goals:

Goal 1. Fill the energy efficiency pipeline with new products, services, practices and approaches.

Goal 2. Create market conditions that will accelerate and sustain the market adoption of emerging energy efficiency products, services and practices.

The 2015-2019 Business Plan outlines how NEEA will work as a regional alliance to advance energy efficiency.

STRATEGIC MARKETS

While providing input for NEEA's 2015-19 Business Plan, the region identified four strategic markets:

- » **Commercial + Industrial Lighting**
- » **Consumer Products**
- » **Commercial New Construction**
- » **Residential New Construction**

The region is developing a 10+ year strategic view for each of these markets.

MARKET IMPACT

NEEA forecasts that the region will benefit from at least 145 aMW of total regional energy savings by 2019 from an investment of \$168.6 million over five years. The total resource cost target for NEEA's portfolio is equal to or less than 3.5¢/kWh.

MARKET TRANSFORMATION PROGRAMS

RESIDENTIAL

- » Next Step Homes
- » Ductless Heat Pumps
- » Heat Pump Water Heaters
- » Manufactured Homes
- » Retail Product Portfolio
- » Super-Efficient Dryers

COMMERCIAL & INDUSTRIAL

- » Building Operator Certification Expansion
- » Certified Refrigeration Energy Specialist Certification
- » Commercial and Industrial SEM Infrastructure
- » Commercial Code Enhancement
- » Commercial HVAC
- » Commercial Lighting Regional Resources
- » Commercial Real Estate
- » Extended Motor Products
- » Integrated Design Labs
- » Industrial Technical Training
- » Luminaire Level Lighting Controls
- » Reduced Wattage Lamp Replacement - Distributor Platform
- » Top-Tier Trade Ally
- » Window Attachments (Commercial + Residential)

ALL SECTORS

- » Codes + Standards
- » Emerging Technologies