

2018 ANNUAL REPORT

The Trusted Source on **Energy Efficiency**



RESEARCH
CONNECTIONS
ADVOCACY

TRAINING
CERTIFICATION
OUTREACH

FROM OUR LEADERSHIP

What does our energy system run on—wind, solar, natural gas, nuclear, geothermal? Perhaps more than any fuel, our energy system truly runs on trust.

Customers trust utilities to provide reliable, affordable energy when they need it. They trust decision makers to pass common-sense energy policies that strengthen our economies, protect our environment and promote thriving communities.

These are major responsibilities, but time and again, the energy efficiency industry has proven it has the creativity and commitment to fulfill and actually exceed those expectations.

At MEEA, we're proud to be the Midwest's trusted source on energy efficiency.

This report chronicles our work over the past year to advance energy efficiency in the region and beyond. In 2018, MEEA experts promoted best practices and new research that supported effective clean energy policy. We connected stakeholders across the political spectrum and facilitated innovative partnerships. We educated decision makers, empowered workers and helped homeowners and businesses invest for the future.

These successes, like trust, are not a given. At MEEA, we work day in and day out to earn your trust and be the dependable proponent that the efficiency industry needs.

And with your continued support, we will promote energy efficiency for all the benefits that it brings, including sustainable economic development and environmental stewardship.

Thank you,



Stacy Paradis

STACEY PARADIS
Executive Director



James J. Jerozal

JIM JEROZAL
Chairman of the Board

RESEARCH

MIDWEST ENERGY EFFICIENCY SPOTLIGHT

The Midwest Energy Efficiency Spotlight aggregates research from expert sources to showcase the positive impacts that energy efficiency policies and programs have on Midwestern residents and businesses.

For the second annual Spotlight, we added a web interface and mapped nearly 600 manufacturers of energy efficiency products in the region.

Midwest highlights include*:

- Saved more than 9.4 million MWh of electricity and 147 million therms of natural gas
- Generated over 79 million MWh via Combined Heat and Power (CHP) or cogeneration
- Has more than 538,274 energy efficiency jobs, more than any other clean energy sector

*2017 data

NEW RESEARCH IN 2018



8 WHITEPAPERS

- Energy code compliance in Kentucky
- HERS-rated homes
- Air source heat pumps
- Diversifying the energy efficiency workforce
- The cost-effectiveness of updating Ohio's energy code
- HVAC quality installation
- Commercial code enforcement in Illinois
- Pitfalls in air sealing



9 FACTSHEETS

- Cannabis cultivation & energy
- PACE financing
- Energy savings from updating Minnesota's energy code
- Health benefits of energy codes
- Illinois' energy code
- Indiana's energy code
- On-bill financing
- Regional benefits of energy codes
- Minnesota's energy code



21 BLOG POSTS



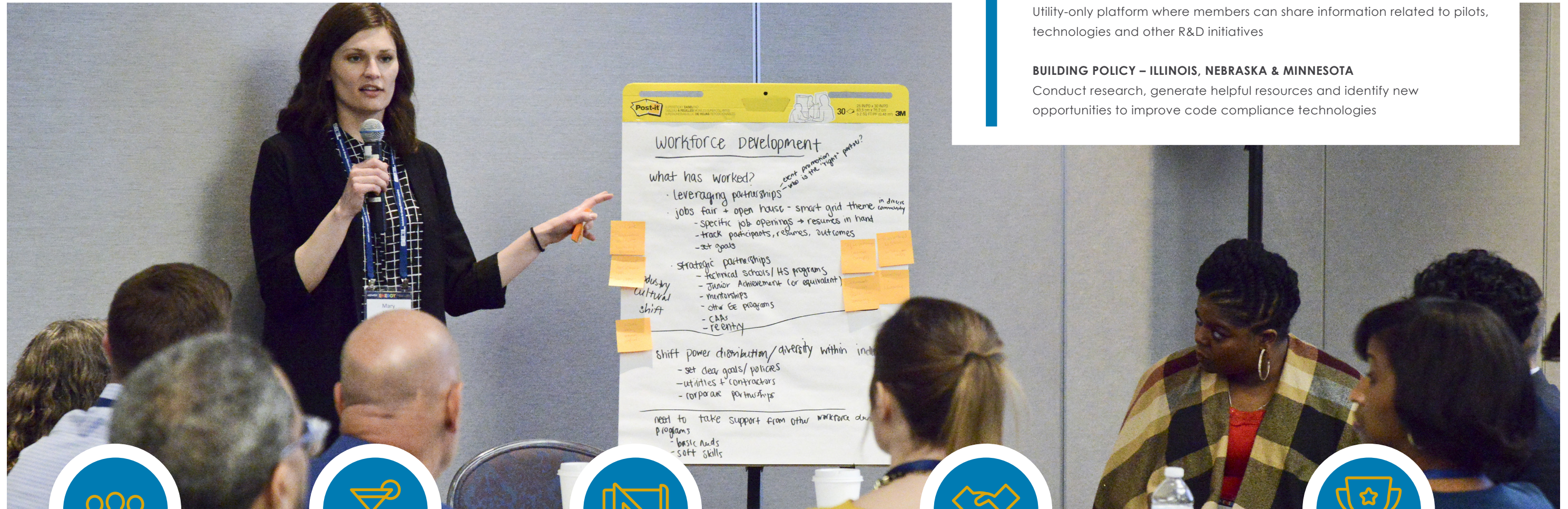
22 WEBINARS



FIND THEM ONLINE
mwalliance.org/publications

CONNECTIONS

MEEA is the hub of the Midwest's energy efficiency community, connecting decision makers, stakeholders and our 160+ member organizations through conferences, networking events, social media and webinars.



New Collaboratives

MIDWEST MARKET TRANSFORMATION

Helps utilities overcome barriers to implement market transformation programs and claim lasting energy savings

UTILITY RESEARCH & DEVELOPMENT

Utility-only platform where members can share information related to pilots, technologies and other R&D initiatives

BUILDING POLICY – ILLINOIS, NEBRASKA & MINNESOTA

Conduct research, generate helpful resources and identify new opportunities to improve code compliance technologies

ANNUAL MEETING 2018

June 20-21, 2018 in Louisville, KY

MEEA's Annual Meeting united members from across the region for networking, board elections, immersive policy workshops and tours of the Louisville Slugger Factory and Bourbon Trail.

By the Numbers:

95 members attended

70 member organizations represented

MEMBER HAPPY HOURS

- **August 21, 2018 in Long Beach, CA**
Happy Hour at EPRI's Electrification 2018 conference co-hosted with NEEP and SEEA
- **November 1, 2018 in Minneapolis, MN**
Energy Association Happy Hour with MEEA, AESP Midwest Chapter and AEE Twin Cities
- **November 13, 2018 in Chicago, IL**
Greenbuild International Conference and Expo Happy Hour

MIDWEST BUILDING ENERGY CODES CONFERENCE

November 28-29, 2018 in St. Louis, MO

MEEA hosted the second largest building energy codes conference in the nation free of charge.

Building industry professionals came from 17 states to connect and discuss the latest innovations and policy developments in energy codes and benchmarking.

2019 MIDWEST ENERGY SOLUTIONS CONFERENCE

February 20-22, 2019 in Chicago, IL

Our annual conference united innovators and decision makers from across the industry for three days of unparalleled networking and educational sessions on innovative technologies, energy equity, the health benefits of energy efficiency and more.

- 679 attendees - our largest conference ever
- 72% of attendees were managers or higher
- 55 sponsors and exhibitors

"By far, [MES] is the best conference for networking in the Midwest." - MES 2019 attendee

2019 INSPIRING EFFICIENCY AWARD WINNERS

February 21, 2019 in Chicago, IL

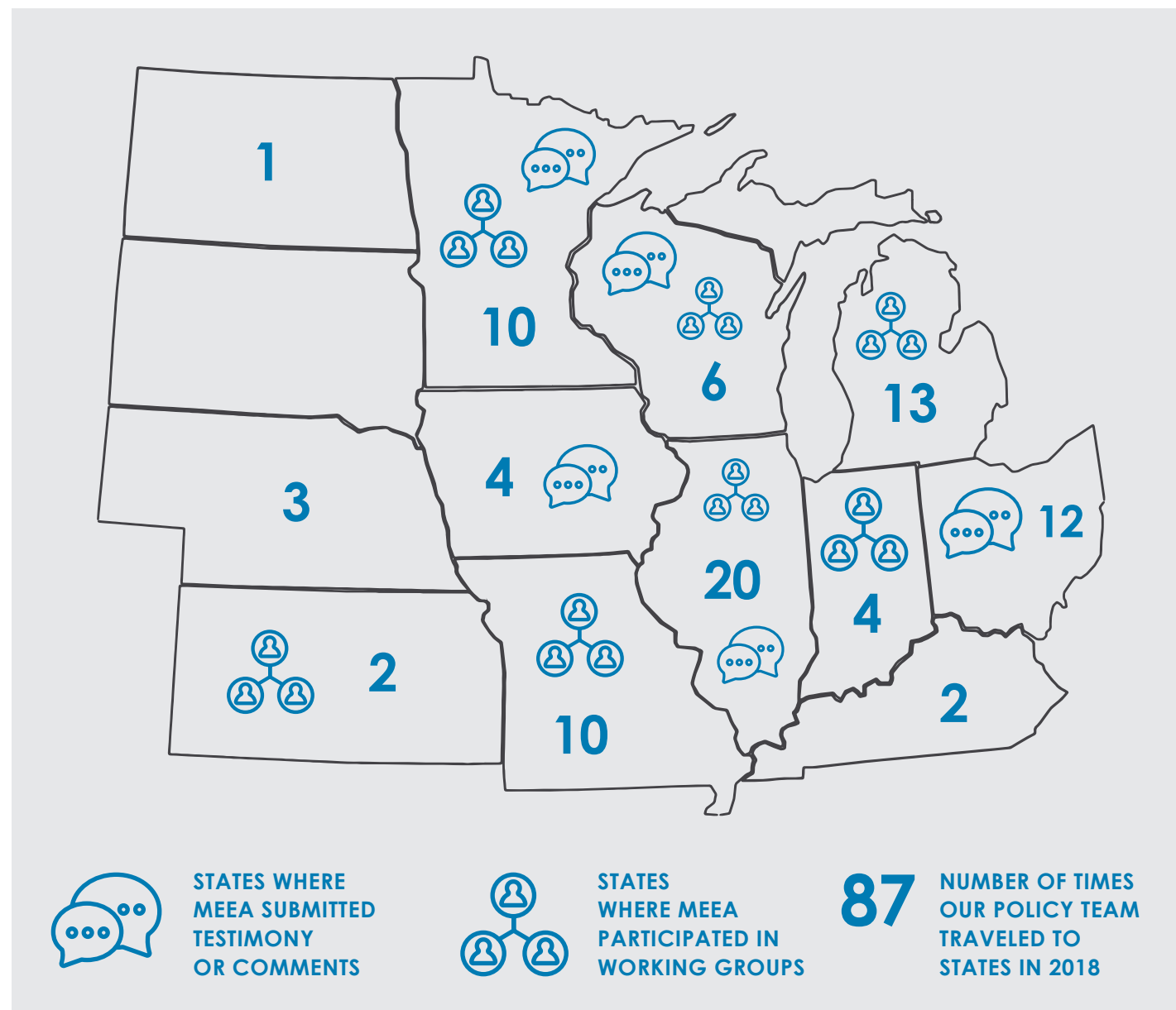
- Leadership: Mayor Rahm Emanuel, City of Chicago
- Leadership: Richard Mark, Chairman & President of Ameren Illinois
- Education: Ameren Illinois
- Impact: Minnesota Army National Guard
- Innovation: Focus on Energy's Wisconsin SEM Leaders Initiative
- Marketing: Focus on Energy "Wisconsin Is In" campaign

ADVOCACY

MEEA's Policy & Building Policy Teams are trusted by decision makers across the region for their expertise and bipartisan approach. In 2018, we presented testimony, met with state legislators, provided technical assistance and facilitated discussions between advocates and policymakers to advance energy efficiency.

40 the number of policymakers, regulators and advocates MEEA's Policy Team visited in 2018

\$278 million the amount of money that will be saved from energy code updates passed in 2018



STATE HIGHLIGHTS

- OHIO**
MEEA submitted comments, testified and engaged Governor Kasich's office about the impacts of H.B. 114, a bill that would have significantly curtailed Ohio's energy efficiency resource standard. The bill failed to pass, which was a victory for Ohio's 123,000 clean energy workers, customers' energy bills and the environment.
- MICHIGAN**
MEEA worked with the Michigan Public Service Commission to reestablish a stakeholder collaborative committed to low income energy efficiency programs, funding and coordination with all stakeholders. MEEA facilitated meetings, developed agendas and performed outreach to impacted communities to bolster participation.
- INDIANA**
MEEA participated in the integrated resource planning process by submitting comments to the Indiana Utility Regulatory Commission and each utility.
- IOWA**
MEEA visited state representatives, senators and the governor's staff to discuss the value of energy efficiency as the Iowa Legislature was considering passing SF 2311, which capped utility investments in energy efficiency and created a broad opt-out provision for all customers.
- FEDERAL**
MEEA submitted comments to the U.S. EPA regarding their "Affordable Clean Energy" (ACE) proposed rule. MEEA expressed concern that the proposed rule eliminates opportunities for states to advance energy efficiency.



ENERGY CODE VICTORIES

We supported successful residential and commercial energy code updates in Ohio, Wisconsin and St. Louis, MO, which will collectively save **1.8 billion kWh**, **109 million therms**, **\$278 million** and **2.1 million tons of CO²** equivalent over the next decade.

Our experts also provided technical assistance for on-going code adoption efforts in Illinois, Indiana, Minnesota, Missouri, Nebraska, Ohio, Wisconsin and promoted creative building efficiency policies in Illinois and Minnesota.

TRAINING & CERTIFICATION

RESIDENTIAL



128 contractors trained in 2018

BUILDING SCIENCE TRAINING SERIES

Drawing upon local and regional experts, the Building Science Training Series prepares contractors to complete quality whole-home energy upgrades with classes on envelope tightness, air leakage, combustion safety and more.

"[BSTS] has provided value to my business and my continuing education of the home performance industry."
-Building Science Training Series Student



100+ HVAC professionals trained on quality installation practices

HVAC SAVE

HVAC SAVE is a training and certification program that provides contractors the tools and know-how to install and optimize HVAC systems efficiently.

"The SAVE Certification allows us the opportunity to 'dial in' the equipment to its optimum performance and specs. In doing that we ensure the equipment has been run through all its paces and operating properly."
- Dirk Thierer, Wyckoff Heating and Cooling



1,247 ENERGY STAR certificates of completion issued through Illinois Home Performance in 2018

ILLINOIS HOME PERFORMANCE

Illinois Home Performance with ENERGY STAR® (IHP) connects homeowners with qualified contractors to make energy upgrades that lower energy bills and increase the comfort, safety and value of their homes. The Illinois Home Performance program was recognized with a 2018 ENERGY STAR Partner of the Year award.

"It is always exciting at the end of the job to report they have earned the ENERGY STAR certificate for their home. The certificate is the icing on the cake after working for a more comfortable, healthier and energy efficient home."

- IHP Participating Contractor



COMMERCIAL

93%

of BOC graduates go on to implement an energy-saving project at their facility.

BUILDING OPERATOR CERTIFICATION

Building Operator Certification (BOC) is a training program for operations and maintenance professionals that prepares them to implement energy efficiency upgrades in their facilities. The program is proven to save energy and money while helping graduates advance in their careers. BOC now serves 11 Midwest states.

95%

of BOC graduates would recommend the training to a colleague or friend.

"I recommend BOC for all Facility Managers!"
- BOC graduate

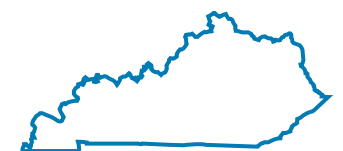
"BOC was a wonderful opportunity to learn more about building operations and maintenance."
- BOC graduate



291 graduates



22 courses



Expanded the program into Kentucky

OUTREACH

K-12 FACILITIES STAFF

Through outreach and in-person events, MEEA and the Energy Resources Center teamed up to connect K-12 schools in ComEd territory with energy efficiency opportunities and financial incentives.



Facility assessments completed



Total Annual kWh Savings Achieved — that's enough energy to charge 140 million smartphones

OHIO INDUSTRIAL CUSTOMERS

After a November 2017 workshop MEEA organized for approximately 25 industrial customers around Dayton, OH, participants saved more than 3.6 million kWh and earned nearly \$400,000 in rebates in 2018. That's enough energy to power 312 homes for a year!

REAL ESTATE PROFESSIONALS

- In 2018, we launched a program focused on educating real estate agents on grid modernization, real time pricing and peak time rebate programs thanks to funding from the Illinois Science and Energy Innovation Foundation.
- 158 real estate agents and appraisers learned about energy efficiency programs through lunch-and-learns and green designation courses in the first program year in Illinois.

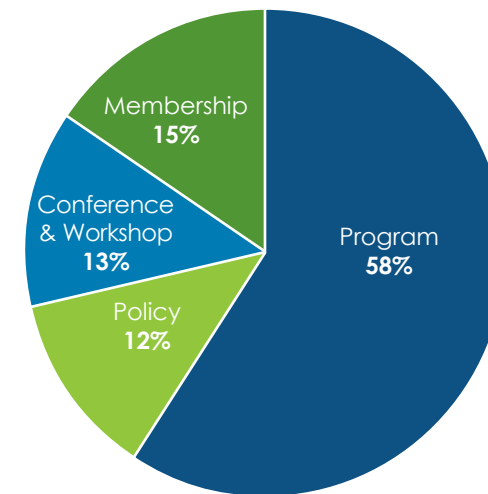
#EEDAY2018

On Friday, October 5, MEEA joined partners from across the country to celebrate Energy Efficiency Day, an annual campaign to spread awareness and enthusiasm for saving energy.

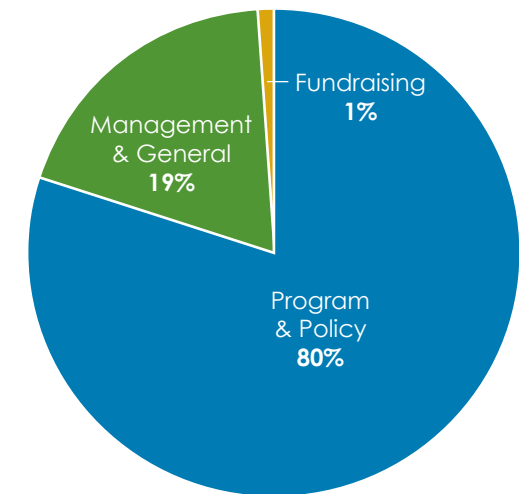
- 300+ partners participated, including nonprofits, utilities and businesses
- 11 Midwest governments officially declared October 5 "Energy Efficiency Day"
- MEEA's #EEMixtape hashtag game was seen by more than 174,000 users on Twitter

FINANCIALS

REVENUE



EXPENSES



SUPPORT AND REVENUE

Program	\$2,848,641
Policy	\$632,214
Conference and Workshop Income	\$657,831
Membership	\$717,769
Other	\$21,883
Total Support	\$4,878,338

EXPENSES

Program and Policy	\$3,699,017
Management and General	\$904,111
Fundraising	\$10,154
Total Expenses	\$4,613,282



WWW.MWALLIANCE.ORG

FOLLOW MEEA ON SOCIAL MEDIA



@MEEAee



Midwest Energy Efficiency Alliance