THROUGHOUT 2016, VIRGINIA ENERGY EFFICIENCY COUNCIL continued to play a pivotal role in expanding the general sphere of influence on energy efficiency policy and programs in the Commonwealth. We accomplished this by: creating a fresh new brand — including a new logo — that represents our growing and vibrant organization; providing opportunities to our membership to engage with decision-makers; and recognizing superior energy efficiency achievements with the inaugural Virginia Energy Efficiency Leadership Awards ceremony to honor the winners. Together we are creating, implementing, and sharing energy efficiency solutions that keep costs down for residents and businesses, while improving the quality of life in our work and home environments.

VAEEC BY THE NUMBERS

1. New website and logo
2. New board members
2. Member meetings
3. Webinars
18. Virginia Energy Efficiency Leadership Awards
21. Percent growth in membership

2016 MEMBERSHIP

- Business Platinum
- Business Gold
- Government
- Business Silver
- Academic
- Associate
- Individual

WWW.VAEEC.ORG | 804.464.8233 | INFO@VAEEC.ORG
THIS YEAR, THE VIRGINIA ENERGY EFFICIENCY COUNCIL (VAEEC) concentrated on strategies to expand our membership base and general sphere of influence on energy efficiency policy. One important strategy we implemented was creating a more professional brand that represented our growing and vibrant organization. In addition to launching a new logo, we updated our website to make it more user-friendly and engaging, providing more resources for people who visit, and better promotion of energy efficiency benefits.

**MEMBERSHIP**
Enhanced communication with membership through monthly e-newsletters, member surveys, increased social media presence, and frequent blog posts; highlighted member success stories via social media and other channels.

**REGULATORY**
Participated in both gas and electric utility proceedings before the SCC; submitted written comments and testified in the SCC EM+V protocol proceeding; hosted a workshop on EM+V 2.0 for our utility members and SCC staff; met with commissioners to introduce them to our work.

**PACE**
Launched awareness campaigns in Norfolk and Richmond; participated in the ongoing Richmond Stakeholder group reviewing the feasibility of the city implementing PACE programming; met with Roanoke City officials to discuss the merits of PACE financing; held one webinar.

**GOVERNOR’S EXECUTIVE COMMITTEE ON ENERGY EFFICIENCY**
Invited to speak at several gatherings of our local government members; facilitated stakeholder meetings to identify opportunities for using consistent messaging across multiple entities who regularly communicate with residential consumers about energy efficient home renovations; participated in several meetings identifying new opportunities to capture more energy savings that can be used towards the Commonwealth’s voluntary 10% energy reduction goal.

**SUCCESSES BY PROGRAM**

**REGULATORY**
- Participated in both gas and electric utility proceedings before the SCC;
- Submitted written comments and testified in the SCC EM+V protocol proceeding;
- Hosted a workshop on EM+V 2.0 for our utility members and SCC staff;
- Met with commissioners to introduce them to our work.

**MEMBERSHIP**
- Enhanced communication with membership through monthly e-newsletters, member surveys, increased social media presence, and frequent blog posts;
- Highlighted member success stories via social media and other channels.

**PACE**
- Launched awareness campaigns in Norfolk and Richmond;
- Participated in the ongoing Richmond Stakeholder group reviewing the feasibility of the city implementing PACE programming;
- Met with Roanoke City officials to discuss the merits of PACE financing;
- Held one webinar.

**GOVERNOR’S EXECUTIVE COMMITTEE ON ENERGY EFFICIENCY**
- Invited to speak at several gatherings of our local government members;
- Facilitated stakeholder meetings to identify opportunities for using consistent messaging across multiple entities who regularly communicate with residential consumers about energy efficient home renovations;
- Participated in several meetings identifying new opportunities to capture more energy savings that can be used towards the Commonwealth’s voluntary 10% energy reduction goal.

**2016 REVENUE**
- Sponsorship
- Federal Funding
- Membership
- Grants

**2016 EXPENSES**
- Programs
- Marketing & Outreach
- Administrative
- Meeting Expenses