Who We Are
The Energy Efficiency Alliance (EEA) is a non-profit, tax-exempt 501(c)3 corporation dedicated to advancing energy efficiency in the Mid-Atlantic through education and awareness. EEA’s mission is carried out on the ground by two 501(c)6 trade organizations: the Keystone Energy Efficiency Alliance (KEEA) and the Energy Efficiency Alliance of New Jersey (EEA-NJ). Representing more than 70 member businesses, KEEA and EEA-NJ engage with legislative and regulatory bodies to educate decision-makers on the benefits of energy efficiency.

Our Mission
The Energy Efficiency Alliance deploys education, strategic outreach, and policy innovation to expand the market for energy efficiency in the mid-Atlantic region. As the largest and fastest-growing industry in the energy sector, our efforts are focused on growing a local workforce that cannot be outsourced, while reducing pollution and bolstering the local economy.

“Our membership with EEA has provided an invaluable opportunity of networking with other industry changemakers that will be instrumental in our efforts to drive more meaningful impact in the communities we serve and ultimately lead the way in the clean energy revolution.”
- Lloyd Kass, Franklin Energy

“It’s a Golden Opportunity…”
Years ago, my older brother was charged with overseeing my “driving practice” to graduate from a learner’s permit to a full license. Although my parents would have ‘split their seams’ had they known, if he deemed circumstances to be reasonably safe, he urged me at a yellow traffic light to “Floor it!” adding, “That’s a golden opportunity!”

There’s no doubt that today we are at an inflection point in our industry. All of us who work in energy efficiency and the broader clean energy sector must navigate a sea-change juncture: record demand for climate change solutions; exceptional levels of investment and funding resources; and an extraordinary array of technologies, trends, and issues commanding our attention. Whether it’s grid independence, zero carbon buildings, demand management, electrification, or workforce development, each aspect of our industry is exploding with vibrant activity. At the same time, we face stunning oppositional forces.

We know that our work at KEEA and EEA-NJ is making an impact. Our work has advanced the Regional Greenhouse Gas Initiative and expansion of Commercial Property Assessed Clean Energy in Pennsylvania. We’re excited to be moving Act 129 programs toward long-envisioned true “whole building” measures. Our work in New Jersey led to this exciting new chapter of utility-run energy efficiency programs, and we are keeping a watchful eye and an active voice over these unfolding efforts. We’re driving Garden State progress on other fronts, from updating appliance standards to getting funding for small contractors.

More than anything, we are making the voice of business heard. As we move into 2022, expect to see even more amplification of business voices to underscore the economic value of energy efficiency—delivering results for customers, growth for businesses, and jobs for workers.

At KEEA and EEA-NJ, we know it’s no time for hesitation as our market rockets forward. We’ll be there with it, anticipating members’ needs and seizing this “golden opportunity” for advocacy.

Sincerely,

Jeanneen A. Zappa
Executive Director
A Financial Snapshot

From advancing the Regional Greenhouse Gas Initiative in Pennsylvania to shaping the newly-launched utility energy efficiency programs in New Jersey, it’s been quite the year for energy efficiency! And none of it would have been possible without the support of our members, sponsors, and funders.

Member dues give KEA and EEA-NJ the financial support and the political muscle to advocate for stronger energy efficiency policies in Trenton and Harrisburg. Event sponsorships help create platforms for industry leaders, key stakeholders, utility representatives, and government partners to discuss the next generation of energy efficiency technologies, programs, and policies.

The support of our generous funders—including the Energy Foundation, the George & Miriam Martin Foundation, the Heinz Endowments, the Hillman Family Foundation, the Metropolitan Edison & Pennsylvania Electric Sustainable Energy Fund, and the Staso Family Foundation—enables EEA to elevate energy efficiency success stories and shine a spotlight on the tangible benefits of energy efficiency in the Mid-Atlantic.

The Energy Efficiency Alliance and our affiliate trade associations are deeply grateful to our members, sponsors, and funders for their financial support. Thank you!

2021: A Year of Impact

“WeSD has been part of KEA since its founding, and our membership is one of our most valuable business development investments. There are lots of organizations that do national policy. But KEA and EEA-NJ focus on what’s happening NOW at the state level and what PSD needs to do to make sure our voice is heard.”

- Kathy Greely, PSD

We’re pleased to share a combined snapshot of EEA, KEA, and EEA-NJ’s financials from May 2020 through October 2021. For more detail on revenue and expenses, please feel free to peruse each organization’s 990 from FY2020.
KEEA and EEA-NJ Membership

KEEA and EEA-NJ represent a diverse membership of companies actively engaged in helping residents and businesses save energy and money while addressing the climate, socio-economic, and energy issues we currently face. Our members implement utility programs, help NJ and PA residents identify and act on energy-saving solutions, manufacture energy-saving equipment that businesses across the country use to lower costs and hire more people, and train a growing energy efficiency workforce.

**NUMBER OF EMPLOYEES**

- Small (1-5) = 16
- Medium (6-25) = 18
- Large (26-100) = 20
- Global (100+) = 20

**SECTORS SERVED**

- All Three: 28%
- Commercial Only: 16%
- Residential Only: 16%
- Residential & Commercial: 8%
- Commercial & Industrial: 32%

Headquarters of KEEA and EEA-NJ members

Sustaining Members

Business Members
Why Is DMI KEEA’s 2021 Energy Efficiency Champion?
It’s easier for policymakers to “connect the dots” between saving money, cutting pollution, and creating jobs when they can look at a company that makes stuff—a company like DMI. That’s why KEEA frequently calls on DMI to engage with policymakers, and DMI picks up the phone every time. The DMI team has lent us invaluable access to their expertise, their resources, and their time.

Member: DMI Companies | Size: 414 Employees
Founding Date: 1978 | CEO: Ray Yeager
Location: Headquarters in Charleroi, PA. Manufacturing facilities in Lodi, CA; Wagoner, OK; Portsmouth, VA; Monongahela, PA

Business Description
Manufacturer of commercial and industrial HVAC ducting and ducting components.

Why Are You a KEEA Member?
“Being a member of KEEA provides us with consistent and clear insight into energy regulations and ongoing legislation. As a manufacturer of energy-saving HVAC ducting products, being able to quickly learn about developments in the energy field is essential to our operations. Our KEEA membership allows us to tap into a wealth of information from a variety of advocates and stakeholders, allowing us to grow our sustainable impact within our organization and community.”

Why Is Sealed EEA-NJ’s 2021 Energy Efficiency Champion?
Sealed has demonstrated a level of engagement with our organization that shows not only their commitment to their own mission, but a commitment to helping the energy efficiency industry thrive and grow in New Jersey. From robust participation in our member meetings and committees down to their willingness to lend their strong technical expertise, Sealed has become an invaluable member of our organization.

Member: Sealed | Size: 80 Employees
Founding Date: 2012 | CEO: Andy Frank
Location: Headquartered in New York City, operating in New York, New Jersey, and Pennsylvania

Business Description:
Sealed is a home wellness company on a mission to make homes healthy, comfortable, and clean for the planet. Sealed modernizes home heating and cooling with upgrades like insulation and HVAC technology. Sealed matches the right contractor, covers the upfront costs, and stands behind the work: Sealed only gets paid if your house saves energy.

Why Are You an EEA-NJ Member?
Through our membership with EEA-NJ we are able to understand and plug into the most important energy efficiency policies and programs in New Jersey. With EEA-NJ, we know our voice can be heard and, more importantly, our local contractor partners’ voices can be heard as they grow their businesses and create good energy efficiency jobs in New Jersey.
KEEA At Work

Growing the Industry with RGGI

The Regional Greenhouse Gas Initiative, or RGGI, is a multistate cap-and-trade agreement that creates a market-driven carbon pricing mechanism. Thanks to the hard work of KEEA and other advocates, Pennsylvania is about to become RGGI’s twelfth member state. Pennsylvania’s auction proceeds will generate hundreds of millions of dollars annually for re-investment in Commonwealth communities. If PA follows other states’ leads, the majority of those investments will go towards energy efficiency.

In 2021, KEEA submitted multiple comments to the Department of Environmental Protection, participated in roundtable discussions, and testified at milestone committee meetings. On the legislative front, KEEA fought anti-RGGI bills with legislator education. We organized a business-led press conference, facilitated meetings between legislators and business constituents, and helped members publish pro-RGGI Op-Eds and Letters to the Editor.

To shape our RGGI conversations with decision-makers, KEEA gathered member input on RGGI investment plans throughout the year and during a special members-only August focus group. To shape our RGGI conversations with decision-makers, KEEA grew the industry with RGGI.

Jobs have been created because of the work of EEA. Fortunately, these jobs also have another positive outcome by benefitting the environment. It’s a win-win.”

- Wendy Staso, Huckestein Mechanical

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KEEA Member DMI supports RGGI because of the positive impact proceeds could have on their ductwork manufacturing and installing business. Environmental Protection, participated in roundtable discussions, and during a special members-only August focus group.

To shape our RGGI conversations with decision-makers, KEEA gathered member input on RGGI investment plans throughout the year and during a special members-only August focus group. In 2022, look for KEEA to continue battling all legislative attempts to undo PA’s pending RGGI membership—and to actively champion energy efficiency, equity, and workforce development in RGGI investment plans.
Guiding Act 129 Into Phase IV

Pennsylvania’s flagship energy efficiency law, Act 129, continues to be a KEEA priority. We filed comments in PUC dockets for major Energy Efficiency & Conservation (EE&C) programs in early 2021, advocating for meaningful program improvements such as holistic whole-building approaches. Phase IV rollout of EE&C programs, which began in June 2021, incorporated several KEEA recommendations. In July, KEEA released summaries of all seven settlements in a member-exclusive document. As Phase IV programs guide utilities over the next five years, KEEA will continue to monitor for opportunities to improve Act 129.

KEEA Members Shape Whole-Home Policy

In Fall 2021, Senator Nikil Saval (D–1) contacted KEEA about draft legislation to create a Whole-Home Repairs program. KEEA members held a focus group with the Senator to share their expertise, and in December he introduced a co-sponsor memo and held a Policy Committee hearing. KEEA submitted supportive comments and continues facilitating discussions between members and Sen. Saval.

Creating Finance Opportunities Through C-PACE

KEEA was instrumental in passing the 2018 law that created PA’s C-PACE program. C-PACE, or Commercial Property Assessed Clean Energy, is a financing structure that helps property owners pay for energy efficiency projects.

In 2021, KEEA co-lead a coalition working to make multifamily properties eligible for C-PACE. Through letters and legislative meetings, we ensured that energy efficiency businesses were heard loudly and clearly. Months of advocacy led to a unanimous vote of approval from the Senate Community, Economic and Recreational Development Committee in September on SB635, and a unanimous vote of approval in December from both the House Commerce Committee on HB1760 and the Senate Appropriations Committee on SB635. On December 15, SB635 passed the full Senate and will move to the other chamber for consideration in 2022.

Three virtual events sustained momentum for these bills, and brought C-PACE one step closer for Pennsylvania’s many multifamily properties. In 2022, we’ll continue driving C-PACE expansion in PA towards the legislative finish line. We anticipate passage in 2022.

County-by-County C-PACE Progress

PA counties must adopt C-PACE ordinances before regional projects can access financing. KEEA has worked with the Sustainable Energy Fund to educate county officials across the Commonwealth about C-PACE. These outreach efforts yielded results: Westmoreland, Erie, Luzerne, and Bucks counties adopted C-PACE resolutions in 2021, bringing the total number of PA C-PACE counties to 18.

“`The utility side of this industry is completely regulatory-driven, and no single company is going to be able to stay on top of all of the things that influence that regulatory construct. That is what makes association groups like KEEA invaluable.”`

- Stephen Moritz, Encentiv Energy

Senator Saval and KEEA members and staff hold a members-only focus group on Whole-Home Repairs.
In August 2021, Governor Murphy signed Assembly Bill A2374 and enabled Commercial Property Assessed Clean Energy (C-PACE) in the Garden State. EEA-NJ has worked closely with other New Jersey groups to move this bill forward, leaning on KEEA's hard-won C-PACE expertise throughout the legislative process.

Now, EEA-NJ is tapping that experience to guide and accelerate program implementation in NJ. We've set up meetings between staff at the NJ Economic Development Authority (NJEDA) and NJ clean energy businesses, and we've connected NJEDA to PA C-PACE experts to ensure this program starts soon and on the right foot.

By the time Senate Bill 3324 was introduced in early 2021, New Jersey had not seen an update to its appliance efficiency standards in a decade and a half. EEA-NJ brought a business perspective to a coalition effort to update standards.

In addition to circulating a member sign-on letter, EEA-NJ met with legislators to secure bill sponsors and worked with members to place an op-ed supporting legislative action. In May 2021, staff testified at virtual hearings in support of the legislation. On December 20, the coalition's efforts paid off: S-3324 passed a vote on the Senate floor and heads to the General Assembly next, where we expect passage in early 2022.

In mid-2021, the BPU approved almost all new utility-run energy efficiency programs mandated by the 2018 Clean Energy Act. As intervenors in multiple dockets, EEA-NJ kept members “in-the-know” and distributed a members-exclusive document summarizing the settlements.

The BPU invited EEA-NJ to participate in two closed-door working groups—equity and workforce development—overseeing the program rollout. We continue to advocate for our members’ interests in these groups, and we’ve published an ongoing blog series (accessible at www.eeaofnj.org) covering the program rollout.

To ensure that our members can receive updates and provide guidance regarding our working group participation, EEA-NJ holds monthly members-only ad-hoc sessions. These discussions shape our ongoing BPU advocacy on workforce development, equity, evaluation, and other crucial elements of successful EE programs.

EEA-NJ filed comments in early 2021 advocating for utility customer shut-off protection, a policy the BPU ultimately extended to the end of the year. The BPU also thanked us for our comments in support of reallocating funds towards the high-demand Existing Homes program.

Other 2021 comments advocated for common-sense Advanced Metering Infrastructure (AMI) program features and (in joint comments) including effective benchmarking in the NJ Clean Energy Program’s (NJCEP) yearly budget. Formal and informal replies from the BPU, such as acknowledgment and a progress report on implementing benchmarking in the final NJCEP budget, show that EEA-NJ’s voice is getting heard.

In addition to formal comments and testimony, EEA-NJ maintains ongoing dialogue with the BPU and has become a valued voice to regulators and utilities. BPU workforce development discussions sparked our fall hiring survey, which gathered data from nearly 50 EE businesses across PA and NJ to influence workforce development efforts in both states.

EEA-NJ at Work

Providing an Industry Voice During Program Transitions

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Expertise and Advocacy at the BPU

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NJ’s C-PACE Program Crosses the Finish Line

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Now, EEA-NJ is tapping that experience to guide and accelerate program implementation in NJ. We’ve set up meetings between staff at the NJ Economic Development Authority (NJEDA) and NJ clean energy businesses, and we’ve connected NJEDA to PA C-PACE experts to ensure this program starts soon and on the right foot.

“Our New Jersey Clean Energy Act of 2018 triggered a significant transition for energy efficiency programs, and there has never been a more crucial time to have an organization like EEA-NJ advocating on behalf of service providers, contractors, and building owners to ensure that programs are equitable and effective.”

- Amanda Clevinger, Bright Power
Our History

The Keystone Energy Efficiency Alliance (KEEA) was founded in 2006 by a handful of committed energy efficiency professionals who saw the need to bring Pennsylvania policy in line with national best practices. Their lobbying efforts led to the passage of Act 129, Pennsylvania’s flagship energy efficiency law, in 2008.

Soon, KEEA was officially incorporated as a trade association. For more than a decade, KEEA has successfully defended Act 129 and advocated for policies that would grow the energy efficiency industry in Pennsylvania. In 2018, KEEA extended its reach eastward to seize a once-in-a-generation opportunity to shift the energy landscape in the Garden State. Even before formal incorporation, EEA-NJ engaged in regulatory processes in New Jersey to shape the framework for robust energy efficiency programs.

Along the way, KEEA and EEA-NJ established a sister non-profit organization to complement their advocacy with outreach, education, and engagement. That organization is now the Energy Efficiency Alliance (EEA)—a 501(c)3 nonprofit that increases energy efficiency awareness and encourages energy efficiency action.

Today, a team of six staff at KEEA and EEA-NJ works alongside a dedicated Board of Directors and in concert with 70+ members to advocate for the energy efficiency industry in our home states, focusing on saving energy, growing the workforce, and decarbonizing buildings.