



Strategic Plan: 2030

The goal of VAEEC is to champion energy efficiency as a core solution to address energy affordability, manage load growth, and drive economic opportunity across Virginia.

A. Ensure Energy Efficiency Is A Priority

Produce fact sheets, reports, educational materials, and public facing content to advance the mission

Serve as a convening authority or “think tank” for members and coalition stakeholders to work alongside one another

- Build out VAEEC member driven channels for thought leadership amplification
- Amplify member, staff, and stakeholder policy & educational research

Develop an internal legislative & regulatory tracking system and calendar to monitor energy efficiency bills that affect Virginians (Federal, State, and Local)

- Create a policy system to track legislation and provide accountability measures for Virginia policymakers regarding energy efficiency.
- Safeguard and grow energy efficiency policies:
- Create forward facing materials for VAEEC introductions with policymakers

A. Ensure Energy Efficiency Is A Priority

Participate in stakeholder convenings to amplify VAEEC policy positions

- Conduct long-term planning for guardrails around VCEA and RGGI
- Participate in utility program stakeholder engagement
- Monitor & provide testimony in utility proceedings before the SCC, to protect efficiency standards and consumer affordability
- Work with stakeholders to craft a efficiency curriculum for Virginia schools, to help drive trade certifications for tomorrow's workforce

Create VAEEC Grid Resiliency, & Broader Commercial & Industrial (C&I) Policy Outlook

- Work with Policy committee and key external partners to develop a comprehensive plan to address Virginia's Electrical Grid Resiliency
 - Work with members to develop strategy, policy, and focus areas in engaging in C&I energy efficiency & resilience measures, initiatives, or concerns that affect Virginia.

B. Organizational Growth

Increasing corporate driven membership

- Build membership expansion strategy to drive contractors, suppliers, service providers, architects, builders, large energy users, big box stores, commission based agents, municipalities, and academic institutions to obtaining VAEEC membership
- Create a revamped Membership benefits package

Build events for financial success

- Build thematic events and revolving sponsorship packages to help the Council obtain more influential keynote speakers, and increase ticket sales
- Create communications & marketing protocols designed to get views and drive non-member sales

Identifying new funding streams

- Identify and build relationships with broader grantor partners around coalition, policy, thought leadership, and wider mission related work
- Aim to build out educational curriculum and additional public facing content to create a new revenue stream
- Work with members to chase grants for specific bucketed projects, with VAEEC support for service, transaction, and administrative fees.

C. Communication & Education

Modernize & Streamline VAEEC public facing communications, marketing, and branding efforts

- Update VAEEC website, educational materials, earned media plans, press templates, and social media presence
- Document & distribute success stories and best practices as a continual content generation tool

Developing Storytelling blueprints

- Humanize the effects of energy efficiency, so that people see the effort as meaningful, rather than mundane policy

Expand accessible education strategies

- Develop contractor education resources
 - Work with stakeholders & members to create and make instructive content for contractors and trade based businesses. Use not just as educational, but as a recruitment initiative
 - Targeted & instructive webinars for wider content topics & policy instruction

D. Initiatives

Creation & Implementation of the VAEEC “Council Member” Campaign

- Create educational & instructional content for new and existing members
- Get to know your programs; government regulation instruction, and deepen knowledge base of how to help people find grants to help with their upgrades
- Goals & Data; Build curricula on macro & micro level commitments, what it means for usage and customer savings
- Target existing members, developers, HVAC distributors & installers, contractors, large retail outlets, home improvement stores, property managers, certified Real Estate agents, and find ways to incorporate broader industries
- Generate the certification requirements
 - Bigger the tent, more impact delivered
 - Restrict the ability to acquire building certificates or "VAEEC Member" designations only to members at a certain "level" of membership.

D. Initiatives

Efficiency First Campaign

- **Work with localities to build out their EECBG programs for community engagement**
 - Work with municipalities to develop and implement EECBG programs:
 - Programs for public education including training or workshops for residents and contractors focused on weatherization, efficiency retrofits, technologies, and installations
- **Seek funding opportunities to provide a more comprehensive consumer knowledge base, using mass; marketing and community outreach mechanisms**
- **Exemplary Projects Award/ Recognition Program**
 - Member Driven: Draft staff work plan to maximize nominations.
 - Developing C&I and new construction energy efficiency opportunities.