

# ANNUAL REPORT

# 2023



## PREPARED BY:

LIZ JOHN,  
MANAGING DIRECTOR

FLETCHER BERNDT,  
COMMUNICATIONS COORDINATOR





# A WORD FROM OUR EXECUTIVE DIRECTOR

Topping 2022 was going to be difficult, but WE DID IT! In 2023 we continued our ongoing efforts and once again proved that YOUR organization is stronger than ever. Your efforts to help SPEER and our diverse group of industry stakeholders are truly making a difference, THANK YOU!

Our membership continues to be a strong point of our organization, with now more than 60 members across a myriad of the broader energy efficiency landscape. This helps to drive our organization's goals forward and increases our partnerships with a wide range of industry experts and stakeholders in Texas and Oklahoma.

Speaking of Oklahoma, in 2023 SPEER was able to work closely with the Oklahoma Department of Commerce to increase our training offerings and legislative impact, bringing even more industry professionals into the fold in our region. For 2024, we expect an even stronger presence in Oklahoma, continuing our partnerships and pushing for workforce training, code adoption, and more energy efficiency with the help of the Oklahoma utilities.

Our policy work gained traction in 2023 as well, including helping educate and inform the Texas Legislature on the many benefits of energy efficiency. The persistent and steady efforts of several working groups, including participating in the Public Utility Commission of Texas-led energy efficiency efforts have increased the depth of knowledge on how energy efficiency can be used to enhance Texas grid resiliency and add to economic growth across the state. With the 2025 Texas session around the corner, we look forward to getting our legislative agenda together to share with our members by mid-2024.

Local government programs remain a major part of the SPEER portfolio. Last year, with the aid of our local program partners, the State Energy Conservation Office, and the Houston Advanced Research Center, our efforts were far-reaching and allowed new programs to be developed, including a municipality climate cohort that will run until mid-2024. Engagement is extremely high within this program and we are excited about new possibilities in the coming year.

The Energy Codes Program did not disappoint in 2023. We expanded our training and educational offerings, training more than 3000 attendees and reaching over 1000 YouTube subscribers on our training channel. Contractors, builders, city officials, administrators, and energy efficiency stewards have all benefited from our efforts, which we expect to grow even larger in 2024.

2023 did offer unexpected challenges, all of which your Board of Directors were able to handle and remain stalwart proponents of our long and short-term vision and goals. Your organization is in great hands with the current [2024 Board of Directors](#) and their commitment to SPEER.

Finally, but certainly not least, THANK YOU to our FANTASTIC SPEER team, of which, none of this is possible without their daily relentless efforts. This group of leaders is second to none in their push to help Texas and Oklahoma become an integral part of the energy efficiency landscape. They are truly a cut above!

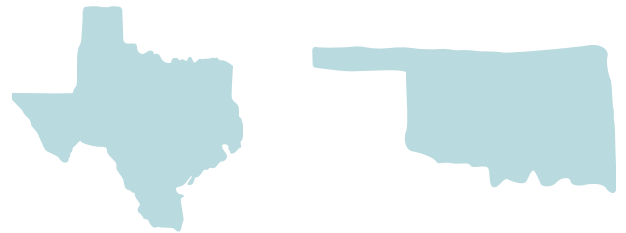
Thank you all for a great 2023, and the best is yet to come!

*Tedd*



# POLICY

## TEXAS AND OKLAHOMA



### Legislative Sessions:

2023 proved to be a busy year for both state Legislatures in our region. In that time, SPEER tracked over 180 bills in the [88th Texas Legislature](#) and over 20 bills in the first half of the [59th Oklahoma Legislature](#). In Texas, we saw the passage of bills relating to regulation of distributed energy resources, residential demand response programs, continuation of the PUCT operations, establishment of a natural gas energy conservation program for the state, and guardrails around the performance credit mechanism for grid reliability.

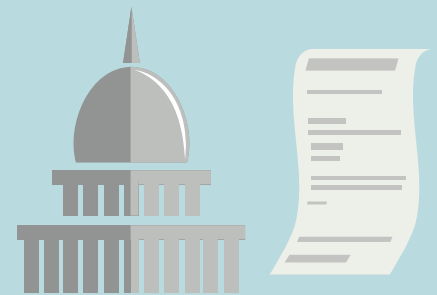
There were also several bills that garnered bipartisan support on both statewide investor-owned utilities energy efficiency goals and energy code adoption, however they did not become statute this year. SPEER was proud to provide expert witness testimony on several bills and worked closely with policymakers, staff, and stakeholders to promote the many benefits of energy efficiency. In Oklahoma, building code regulations and alternative ratemaking procedures were the main topics we followed. We were also excited to share our experiences and knowledge of legislative actions at a number of webinars and conferences throughout 2023.



## PUCT and Railroad Commission Efforts:

The PUCT efforts in 2023 were filled with questions and proposed solutions for building reliability and resiliency within the Texas grid. A key effort was the establishment of working groups facilitated by the State's Evaluation, Measurement & Verification contractor to review and identify possible changes to the investor-owned utilities energy efficiency programs. The working groups looked at the program goals, planning aspects, low-income and underserved segments, and the role of demand response. SPEER was honored to participate as a member of the program planning group to provide our unique insights into how to enhance the programs through administrative and regulatory changes. In addition to these efforts, SPEER participated in several dockets this past year relating to the Energy Efficiency Implementation Project [No. 38578](#), Legislative Implementation [No. 55156](#), Transmission and Distribution Resiliency Plans [No. 55250](#), and Winter Preparedness [No. 55633](#). In these comments, we touted the importance of energy efficiency and demand response for the Lone Star state and how focusing on demand-side strategies increases grid resiliency and reliability while lowering energy costs to all Texans.

Following the passage of HB 2263, the Railroad Commission of Texas (RRC) was tasked with developing rules for a new natural gas energy conservation program for distribution companies in Texas. SPEER worked with stakeholders across the state to develop redline edits and recommendations for how this new program should look in its formative years of development. [These recommendations](#) circled around establishing a cost-effective criterion, focus on low-income households, development of a technical reference manual, and a robust stakeholder engagement process. The RRC will likely consider approval of rules in 2024.



## Heat Pump Working Group:

It was another busy year for SPEER's Heat Pump Working Group (HPWG). The team met as a group quarterly, along with individual meetings throughout the legislative session to keep everyone involved with ongoing legislative activities. The team also kicked off the SPEER 2023 Policy and Industry Workshop with an incredible panel reviewing the work of the HPWG, technology updates, and topics to pay attention to moving forward. Through the efforts of the members in previously submitted comments on the Texas Technical Reference Manual update process at the PUCT, the agency began the process of developing its own heat pump working group to address the concerns and recommendations for more accurate heat pump single speed and variable speed metrics in energy efficiency program reporting.

## SPEER Policy Program Engagement:

The State and Local Policy Program made engagement a top priority in 2023, beginning with a [monthly policy newsletter](#) reviewing the monthly happenings around the region relating to policy and regulatory challenges and opportunities. Regular updates to our legislative trackers for both Texas and Oklahoma on the [SPEER Policy webpage](#) were provided frequently throughout the sessions. We participated as presenters and/or panelists at seven different events to discuss energy efficiency programs, legislative activities, and the policy work that SPEER does daily. We also presented legislative wrap-up information at two webinars, and hosted a webinar highlighting the American Council for an Energy-Efficient Economy (ACEEE) energy efficiency scorecard reviewing our regions' scores and how they can be improved in future years.

Another major priority of our policy engagement in 2023 was to build up our network in Oklahoma. In April, Executive Director, Todd McAlister, and Policy Manager, Noah Oaks, had the great opportunity to meet with several key stakeholders in the state to identify new ways for SPEER collaboration to further promote energy efficiency, workforce development trainings, and Oklahoma PACE growth.





SPEER



## ENERGY CODES

### What is the SPEER Ambassador Program?

- SPEER operates the largest Energy Code Ambassador Program in the country. The program is recognized by the International Code Council (ICC) and implemented in collaboration with the State Energy Conservation Office (SECO) and the Building Codes Assistance Project (BCAP).

- SPEER's Energy Code Ambassadors initiative is a dynamic and dedicated group of passionate individuals that gather monthly to address concerns & challenges related to the adoption of updating energy codes in cities across Texas with the goal of promoting and improving energy-efficient practices in our built environment.

- Comprised of architects, engineers, energy consultants, environmentalists, 3rd party verifiers, and policymakers, among others, these ambassadors actively engage with local authorities, community leaders, and relevant stakeholders to facilitate the successful adoption and integration of stronger building codes. They understand code compliance front to back.

YEAR 2023



**SPEER**  
The South-central Partnership for Energy Efficiency as a Resource

Adoption and enforcement of new energy codes can be difficult for everyone involved in the industry. Through education, training, and our implementation efforts, we aim to make this transition as easy as possible by making sure necessary parties understand what the code says, what it means, and what compliance looks like. **More than 2,500 attended a total of 65 trainings and seminars that included material on building and energy code, HVAC system sizing and performance, and building science processes across the Texas and Oklahoma regions.**

## 2023 Training & Education by the Numbers

**37** In-Person trainings with **1,116** attendees

**28** Webinar offerings with **1,412** attendees

- **42%** (1062) work directly with cities
- **48%** (1213) are 3rd party verification, implementation & enforcement
- **10%** (253) are contractors

Our voice for positive change within the code and building industry will allow for increased grid resiliency and increased energy savings. SPEER partnered with numerous organizations such as the Air Conditioning Contractors Association (ACCA), Texas State Energy Conservation Office (SECO), Pacific Northwest National Laboratory (PNNL), and the North American Insulation Manufacturers Association (NAIMA). These partnerships strengthen our ability to campaign and educate for code enhancements that continue the constructive impact that the South-central region deserves. SPEER was able to share these best practice efforts and support code implementation with our partners and participate in National Compliance Collaborative efforts. Fostering a collaborative environment will remain a top priority for the SPEER building and energy code work.

### Topics Included:

- 2021 and 2024 IECC Code covering Residential and Commercial requirements
- 2021 IECC vs Older code cycles and some of the differences
- HVAC Best Practices, Field Verification Items, Manual J, S, and D reviews
- HVAC Ductwork best practices and proper installation
- HVAC Mechanical Ventilation verification and testing requirements
- Energy Star for Homes V3.1 checklist and field verification training





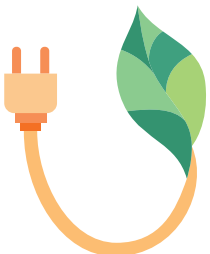
## LOCAL GOVERNMENTS

The local government program for energy efficiency focuses on demonstrating leadership in energy management through various initiatives including implementing energy management programs and efficiency projects to maintain buildings and equipment more effectively, resulting in savings on public utility expenses.

### Local Government Training:

SPEER has focused on growing the [Community Efficiency Leadership Coalition \(CELC\)](#) as a statewide collaborative of Texas cities of all sizes and other public entities. In 2023, SPEER created a partnership with local government agencies, including cities, counties, and councils of Government, to develop a comprehensive training program framework for staff transitions. The framework will assist in creating a training to provide valuable resources for employees as they transition within these agencies, ensuring they have a strong foundation of knowledge about the industry's subject matter.

As part of this initiative, SPEER worked closely with municipalities to identify gaps in the workforce and training needs to develop a scalable program that other mid-size communities can use. The training program will focus on local and national funding opportunities, staffing, resiliency planning, and hazard mitigation needs.





## Statewide Survey:

SPEER, in partnership with the Texas State Energy Conservation Office (SECO), launched a statewide Texas Energy Engagement Group to assess local government and public sector energy needs. The survey has highlighted the urgent need for proactive measures to address the growing risks of natural disasters and climate change. Results revealed that many local governments lack the resources and expertise to develop and implement effective resiliency plans. Our team of experts is committed to working with local governments to provide customized solutions that meet their unique needs and budget constraints.



### By the Stats:

- SPEER served **22,590,893** residents in non-attainment regions through our Energy Reporting Program. Over **276** agencies + local governments participated and engaged in our events.
- The Community Efficiency Leadership Coalition newsletter mailing list has an average open rate of **45%**!
- **39%** increase in energy reporting participation.
- Our highest-viewed CELC Webinar was: [LoanSTAR, and SECO Local Government Program Updates](#)

## 2023 Training & Education by the Numbers:

- Provided education through **12** webinars with over **449** attendees.
- **54%** work directly with cities.
- **16%** are Private Industry (Consultants, Real Estate, and Finance).
- **10%** are Nonprofits.
- **Topics Included**
  - Air Quality Related to Energy Efficiency
  - College Campuses Energy Efficiency Success
  - How to Use Data to Create Stories
  - Identifying Energy Burdens & improving Energy Equity
  - Optimizing Industrial Efficiency
  - Plug Loads Management
  - What can a County do to Move the Needle Forward in Energy



# COMMUNICATIONS & SOCIAL MEDIA



## • LinkedIn

- **45%** increase in followers in 2023
- **Most engagement** of any SPEER channel

## • Newsletter

- In 2023 we had over 114,500 newsletter sends with a **34%** open rate & **11%** click. Stay informed and [subscribe now](#).

## • YouTube

- **22,700** views in 2023
  - **11%** increase from 2022 numbers
- Surpassed **1,000** subscribers on our channel
- **Top video:** [Residential HVAC Load Calculations](#)
  - Received **5,297** views

## Keep up with SPEER

We want to connect with you!



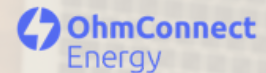
Stay informed -  
subscribe to our  
newsletter(s)!



SPEER

YEAR 2023

# MEMBERSHIP



SPEER gained **14 new members** during the 2023 year, and we are proud to be entering 2024 with a strong membership base of **61 members**. We want to thank ALL of our members, both new and those that have supported our organization and mission since SPEER's inception in 2011. **Welcome to our newest members!**

**By the numbers:**

93% Member Retention Rate

14% Increase in Membership

## Consider Joining SPEER!

By becoming a member of SPEER you enable your organization with the ability to connect with industry leaders and experts both in Texas & Oklahoma as well as across the country. SPEER membership opens the door for speaking and logo positioning opportunities on our highly attended webinars, YouTube channel, marketing materials, and collaboration for studies and reports. Join today and you will receive free attendance to our member industry workshop in the fall, networking opportunities to meet with colleagues, regional branded member happy hours + learning sessions, and stay informed on new innovations, program designs, and technologies within our industry. Check out [all our incredible members](#) and become part of the energy efficiency movement.



# COLLABORATION + EVENTS

## Events:

In 2023 we launched a series of regional workshops and happy hours focused on issues most important to Texas, and ways to expand energy efficiency to ensure grid reliability. These included vital topics such as Texas energy policies, shifting load with energy efficiency and demand response, federal funding opportunities (including state energy programs and IRA funds), and grid resiliency. We were also joined by representatives from the Department of Energy. These took place in San Antonio, Dallas, and Austin. [Take a look at the events and presentation recaps.](#)



## SPEER staff spoke at:

- PowerHouse Texas Energy Innovation Forum
- Texas Energy Summit
- CleanTX's GridNEXT Clean Energy Economy workshop
- ACEEE's 2023 National Conference on Energy Efficiency as a Resource
- Gulf Coast Power Association's 38th Annual Fall Conference & Exhibition
- 2023 RESNET Conference
- Texas State University - Emerging Energy Efficiency positions

# SPEER'S POLICY + INDUSTRY WORKSHOP

SPEER's 2023 Policy + Industry Workshop registration exceeded our expectations, with 45% higher attendance than the previous year. The event was a huge success – industry leaders across the sector and region focused on grid challenges, energy efficiency solutions, utility and gas efficiency programs, heat pumps, DERs, and their impacts on Texas and Oklahoma. We were thrilled to hear directly from the PUC Interim Chair, Kathleen Jackson, on the importance of energy efficiency to meet the growing demand for electricity in Texas. If you would like to review the materials presented during the event, please visit our [event recap page](#).

