



2020 Annual Report



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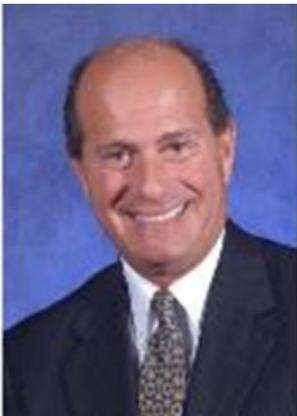
LEADERSHIP MESSAGE

The Consortium for Energy Efficiency, made up of United States and Canadian efficiency program administrators, works to develop cutting-edge strategies that accelerate commercialization of energy efficient solutions to benefit gas and electric customers, utility systems, and the environment. Members direct approximately \$7 billion of the annually budgeted \$9 billion for North American demand side management investment.

Our work is principled on identifying targets in service of the “social compact” to provide safe, reliable, and affordable service, that ultimately rewards those who create leading and successful outcomes for free market players, customers, and society. CEE members leverage resources and complement one another in the pursuit of shared market objectives. and needs.

These shared needs run across the full spectrum of public benefits and are not simply seeking to optimize energy reduction when doing so would diminish safety and system reliability, or contribute to higher customer bills or inequitable customer outcomes. CEE does not laud aspirational performance platitudes, rather, it employs a deliberate and consistent strategy to mitigate unintended consequences and instill market confidence and to reward those who achieve the specified performance objectives sought.

We invite you to learn more about CEE, our 2020 accomplishments, and look forward to working with you to serve important objectives in the years to come.



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Duke Energy	PNM	American Council for an Energy-Efficient Economy
Efficiency Maine	PSEG Long Island	California Energy Commission
Efficiency Nova Scotia	Puget Sound Energy	California Institute for Energy and Environment
Efficiency Vermont	Sacramento Municipal Utility District	Fraunhofer Center for Sustainable Energy
Enbridge Gas	Seattle City Light	Systems CSE
Énergir	Snohomish County PUD	Lawrence Berkeley National Laboratory
Energy Trust of Oregon	South Jersey Gas	National Renewable Energy Laboratory
Eversource	Southern California Edison	Natural Resources Defense Council
Focus on Energy—Wisconsin	SoCalGas	Northwest Energy Efficiency Alliance
FortisBC	Southern Company	Oak Ridge National Laboratory
Georgia Power	Southern Connecticut Gas	Pacific Northwest National Laboratory
Hawai'i Energy	Southern Minnesota Municipal Power Agency	Southwest Energy Efficiency Project
Hydro-Québec	Southwest Gas	
Idaho Power	Tacoma Power	
IESO		
Los Angeles Department of Water & Power		

2020 SECTOR ACCOMPLISHMENTS

Commercial & Industrial

Strategic Energy Management

The goal of the CEE SEM Initiative is to accelerate adoption of SEM as a standard business practice across the US and Canada. The Initiative offers consistent definitions, program design support, collected program industry data, and credibility of CEE and its members to assist program administrators to obtain internal and regulatory support to develop new or enhanced SEM programs for their customers. The CEE SEM Committee determined the Committee's existing SEM Minimum Elements and Program Summary resources left a gap in necessary support. While they addressed what the minimum bar for practicing SEM is, they did not provide support for how to meet the bar, and what aspects led to measurable energy savings. The Committee determined a CEE SEM Program Framework resource that documented different SEM program approaches to supporting customers and the corresponding energy savings was necessary to achieve the Initiative goals. In 2020 the Committee developed the Program Framework concept and collected program data from 11 organizations representing 15 different SEM programs in a spreadsheet that allows for comparison. In 2021 the Committee will assess the existing data to identify consistent approaches and continue to seek additional program data to build out the dataset.

C&I Pump Systems

CEE launched the C&I Pump Systems Initiative following CEE Board approval in January 2020. The Initiative goals and directions for support were shared with industry partners at the Hydraulic Institute Annual Meeting in February. Additionally, during the Meeting, CEE accepted the HI Pump Industry Excellence Award for Energy Efficiency. HI developed the award to recognize significant impact on the advancement of energy efficiency in North America and was sponsored by TACO, a pump manufacturer and active HI member. The initial CEE Pumps Qualified Product List was published for members to review and provide feedback. Utilities may leverage the QPL to develop programs to support the initiative. It was made available to the public upon request to communicate CEE priorities. The next iteration CEE Pump QPL will be launched in 2021 and incorporate member and industry stakeholder feedback.

2020 SECTOR ACCOMPLISHMENTS

Commercial & Industrial

Commercial Whole Building Performance

The Commercial Whole Building Performance Committee continues to examine whole building program designs to identify common barriers and opportunities and explore potential roles for the Consortium to influence markets that could support building-level energy savings opportunities. This year, the Committee has been working on the second phase of the CEE Whole Building Program Overviews project. In this phase, the CEE staff worked with program administrators to profile five additional programs. The project scope included tools like EMIS and new elements such as non-energy benefits, load flexibility, and other IDSM values prioritized by the CEE Board.

The Committee continued to provide program administrator perspective input to the Energy Management Information Systems (EMIS) Field Validation Protocols Development project, led by Berkeley Lab. The project aims to define EMIS performance criteria, quantify EMIS tools' benefits, help customers reduce energy use, and strategically manage their energy. And the Committee intends to leverage the project findings to advance Committee consideration of the role of EMIS in whole building programs, including how to demonstrate how EMIS can provide value to a C&I energy management portfolio.

In addition to continuous CEE members engagements for input to the project, CEE Staff contacted 17 program leaders to gather their feedback and comments on the draft EMIS protocols and explore whether a demonstration of the protocol in a real-life program would be possible. Three program leaders provided their input to the draft protocol. Following exchanges with individual Committee participants, engagements with Berkeley Lab, and new datasets like the Smart Energy Analytics Campaign, the Committee has the opportunity in 2021 to test whether program administrator-defined criteria for EMIS coupled with shared approaches to maximizing the value of EMIS for energy efficiency and other IDSM values can lead to confidence in consistent, transferable whole building energy savings outcomes.

Commercial Water Heating

The Commercial water heating market has seen increased viability of new commercial water heater technologies such as gas and electric heat pump water heaters (HPWH), along with changes to federal minimum standards and test procedures. As a result, CEE members have been revisiting the market strategies and minimum performance criteria in the Commercial Gas Water Heating Initia-

2020 SECTOR ACCOMPLISHMENTS

Commercial & Industrial

tive launched in 2012. In 2019, the Committee decided to integrate the higher-efficient technologies HPWH into the Initiative and guide the move from focusing on equipment to commercial water heating systems with higher than 100% efficiency.

In January 2020, the Committee developed a plan for revising the Initiative. The first steps entailed market research and a review of CEE members' technology assessments, in partnership with the CEE Emerging Technologies Collaborative, CEE Gas Committee, leading HPWH manufacturers, and other industry participants. This effort required months of conversations by CEE staff, individually with members, the CEE Committees, the ETC, and in the last quarter with eight leading HPWH manufacturers and the 2020 Remote Industry Partners Meeting.

Through the series of discussions, the Committee helped update the technical, market, and demonstration/pilot program information and understanding of the commercial HPWH products, along with details about test applications into specific market segments and climate conditions. Subsequently, the Committee is poised to draft an update to the Commercial Water Heating Initiative's critical elements. The initial details to change are the minimum performance levels criteria of commercial water heating equipment, including introducing an advanced tier criterion that will encompass all climates and prioritize adopting higher-performing technologies like HPWH with comparable performance levels. The new criterion will also support commercial water heating program administrators consistently meeting their performance targets. As the Committee advances, in partnerships with key industry stakeholders, the Committee will develop supporting resources and tools to support program activities such as equipment sizing, savings estimation, training, education, marketing, and promotion.

PRSV success leading to SPEC sunset

The Commercial Kitchens Committee conducted industry review of a proposal to sunset the CEE Pre-Rinse Spray Valve Specification and revise the initiative strategy to recommend to that program administrators consider using PRSVs as an entry point to engage customers in energy efficiency. The Committee considered industry input and finalized the proposal for consideration by the CEE Board of Directors. After participating in the development of relevant ASTM test metrics and the 2013 EPA WaterSense PRSV specification, CEE launch its two-tiered specification in 2014 that leveraged and complemented the WaterSense program. Since then there has been both an increase in the number

2020 SECTOR ACCOMPLISHMENTS

Commercial & Industrial

of highly efficient PRSVs in the market rising from 22 in 2014 to 40 in 2017, and growing support of PRSVs by CEE members with 54 members offering incentive programs in 2019. CEE and WaterSense helped to transform the market culminating in the 2019 US federal energy conservation standards that decreased the maximum allowable flow rate criteria to levels aligned with or more stringent than the WaterSense/CEE Tier 1 requirements, an improvement of 20 percent to 60 percent compared to the previous standard established in 2006.

UV-C webinar

In response to increased market interest in germicidal ultraviolet irradiation (GUVI) technologies as a tool to help mitigate the spread of coronavirus, the CEE Commercial Lighting Committee hosted a webinar on August 25 with experts from the American Lighting Association and the Rensselaer Polytechnic Institute (RPI) Lighting Research Center (LRC). Participants discussed GUVI technologies, application, and safety considerations. Over 90 individuals representing 33 member organizations attended. The presenters emphasized that GUVI disinfection solutions are always application based, not technology or product based, and that safety is a critical issue. The webinar supports CEE member utilities build on their reputations as trusted energy advisors and sources of lighting expertise for customers to provide insight on potential application of GUV technologies.

HVAC Panel at IP

The Commercial Air Conditioning and Heat Pumps Committee hosted a crosscutting commercial HVAC breakout session on Optimizing Commercial HVAC Systems for Health and Efficiency. Participants heard from a panel of six HVAC and efficiency program industry leaders regarding the energy consumption implications and energy efficiency opportunities associated with implementing the ASHRAE Epidemic Task Force recommended strategies for reducing the risk of spreading the novel coronavirus and making buildings safe for reopening in the near term. CEE staff conveyed the Consortium's efforts to develop the automated energy management platform (AEM) to co-optimize products and information to manage for multiple IDSM values, including potentially indoor environmental quality (IEQ). Forty-one individuals from thirty-three member and industry partner organizations attended.

2020 SECTOR ACCOMPLISHMENTS

Residential

The CEE Integrated Home

CEE established an Integrated Home Working Group to develop draft content for a new CEE Integrated Home Initiative. This Initiative supports the membership's Integrated Demand Side Management (IDSMS) objectives by providing a suite of binational specifications for residential devices and systems that deliver to four core tenets – energy efficiency, demand flexibility, customer amenity, and security and privacy. Version 1.0 of the Initiative focuses on encouraging the manufacture, distribution, purchase, and installation of connected products that follow the core tenets. Members identified the key connected products that can act as grid and distribution system resources through adoption of capabilities defined through a series of Minimum Elements.

Lighting & Homes for Tomorrow

The first Lighting & Homes for Tomorrow (LHFT) competition was launched, an evolution of the longstanding Lighting for Tomorrow platform. The requirements of the revised competition support the objectives and specifications of the aforementioned Integrated Home Initiative. In 2020, the competition sought residential connected lighting, lighting controls, and ceiling fans, connected plug load controls, connected HVAC and thermostats, connected windows and window attachments, and other connected home devices that successfully deliver a positive consumer experience, energy management, and grid benefits. 44 products entered in the above categories, and a judging panel of experts met in October for a live viewing of the entries. Winners will be recognized at relevant industry events, promoted locally through member offerings, and showcased in various brochures and news articles.

Swimming Pools Initiative

CEE staff finalized and published a revised Residential Swimming Pools Initiative in October 2020. The Swimming Pool Committee and Connected Committee met on several occasions to develop the proposal, and industry provided additional input throughout the process. The primary objective of the revised Initiative is to encourage the manufacture, purchase, and proper installation of high efficiency, connected swimming pool equipment capable of automated load management to deliver untapped energy savings. Changes include updates to CEE specification efficiency criteria for residential pool pumps using the new DOE testing metric, weighted energy factor (WEF), new engagement and outreach requirements, and new optional connected criteria.

2020 SECTOR ACCOMPLISHMENTS

Residential

Residential HVAC

CEE continued working to revise the Residential Heating and Cooling Systems Initiative, for anticipated Board authorization in early 2021. The scope of draft changes includes 1) expansion of Initiative goals and strategies to accommodate the growing complexity of equipment options in the market as well as diverse program needs; 2) increased and modified performance requirements for residential electric and natural gas product specifications; 3) incorporation of connected criteria and automated functionality that enable products to deliver upon members' diverse integrated demand side management (IDSM) objectives; and 4) differentiating HVAC systems that are well suited to maintaining heating capacity at low ambient conditions.

Program Summaries

The Residential team developed and published eleven 2019 CEE Residential Program Summaries, which reveal program landscape insights using data gathered from over one hundred CEE member programs across the United States and Canada. These member resources provide a tool for tracking Initiative participation and market impact and help inform future direction of Initiative revisions or support. The 2019 Program Summaries included Existing Homes, New Construction, Low Income, Windows, HVAC, Water Heating, Swimming Pools, Appliances, Consumer Electronics, Lighting, and Electric Vehicles (new).

COVID-19

CEE members convened on several occasions to discuss and assess the impacts of COVID-19 on residential portfolios. Several Committees held calls to share updates as well as lessons learned, and CEE hosted a session at the Industry Partners Meeting on how the collective industry is working to address health and safety within the residential sector. Throughout the pandemic, staff have tracked member response and program implications as a means to understand potential trends or future outcomes of these changes in 2020.

2020 SECTOR ACCOMPLISHMENTS

Evaluation, Research & Behavior

International Collaboration to Engage Hard to Reach Customers

- CEE staff continued to collaborate with nine CEE member sponsors as part of the International Energy Agency (IEA) Hard to Reach (HTR) Annex and collaborated with US DOE, NRCAN, and other participating countries to address the topic of how to better engage customer audiences who haven't historically participated in energy efficiency programs.
- CEE staff wrote a Characterization of "Hard to Reach" audiences (largely informed by CEE member priorities and input, and published by IEA), that summarizes HTR audiences, definitions, barriers, potential approaches, and metrics for assessing potential cross-country transferability.
- CEE staff developed a summary of the lengthy "Hard to Reach" literature review developed by the IEA Operating Agent and National Experts, synthesizing and focusing on the findings most relevant to program administrators in the U.S. and Canada.
- CEE staff developed a process for prioritizing the HTR audiences that would be most valuable and actionable for sponsors and members to focus on in the development of HTR case studies. This prioritization process was based on multiple layers of sponsor input and will focus on elements such as the prevalence of a given HTR audience in members' service territories, energy efficiency potential, and equity considerations, just to name a few.

Behavior Committee

- CEE published the 2020 Behavior Program Summary detailing members' behavioral programs and how they are being evaluated. This overview includes more than 100 programs each year and is the only annual compilation of energy efficiency behavior programs on such a scale. For the first time this year, the program information gathered included the impact and resulting program adaptations in light of the COVID-19 pandemic.
- CEE staff developed an overview of the challenges wrought by the COVID-19 pandemic and how members have pivoted as a result.
- Staff updated the ongoing tracking list of regulatory decisions that impact program administrators' ability to claim savings from behavior-based programs with eight new decisions. Relevant decisions are now included for most states and provinces.

2020 SECTOR ACCOMPLISHMENTS

Evaluation, Research & Behavior

Evaluation Committee

- The Evaluation Committee continued exploring the challenges associated with evaluating Strategic Energy Management (SEM) programs as a subcommittee. This subcommittee, formed in 2019, leverages the collective knowledge of the SEM and Evaluation Committees to inform the evaluation of this comprehensive program approach and will continue to work together to develop a collective understanding of shared challenges and common practices, how members have addressed those in their evaluation practices, and develop a resource in order to benefit those CEE members evaluating SEM programs.
- The Evaluation Committee continued its routine Committee meetings to collectively improve and advance evaluation considerations when implementing programs and assessing program effectiveness in a flexible and nimble forum for members to share their insights. The Evaluation Committee held a joint call with the residential committees focused on the evaluation of integrated product programs, a call looking at the significance of evaluation of energy programs relative to integrated resource planning, a call on non-energy impacts and how they are valued in program evaluation, and a call on evaluation based on meter-based savings.
- CEE staff continue to disseminate effective evaluation practices among regulators through meetings and work with U.S. National Association of Regulatory Utility Commissioners (NARUC) communicating effective practices to regulators allowing for improved program design, implementation, and evaluation across all jurisdictions. These practices are from member experience as identified through committee projects and CEE in-person meetings.
- CEE continues to inform members of important industry-wide or national initiatives to advance or standardize EM&V practices and procedures. CEE informs members of opportunities to comment on such standardization initiatives. Staff continue to inform members of updates to practice manuals such as the National Standard Practice Manual (NSPM), which recently incorporated considerations of distributed energy resources (such as renewables and storage), as well as those updates from the DOE Uniform Method Project (UMP) and SEE Action EM&V and behavior related working group developments.

Research

- CEE staff analyzed data reflecting more than 300 program administrators to successfully publish the CEE 2019 Annual Industry Report, creating a consistent and accurate picture of program

2020 SECTOR ACCOMPLISHMENTS

Evaluation, Research & Behavior

expenditures, budgets and savings across 50 states, the District of Columbia, and nine Canadian provinces. This was the fourteenth consecutive CEE annual report offering members and industry a credible resource demonstrating the annual size and impact of the DSM industry, as well as historical growths and trends.

- While the landmark fifteenth consecutive Annual Industry Report data collection was underway, CEE staff took the opportunity to assess the content and implementation of this, CEE's largest research effort. CEE staff also explored engaging with additional collaborators on this work to build relationships with sister organizations conducting similar research in order to enhance the data collection process and relieve response burden on program administrators, and to improve the representativeness of the data.
- CEE staff continue to support the research effort of the ENERGY STAR Household Awareness Survey allowing CEE to maintain and enhance its role as a leading source for energy efficiency data and information externally for members and non-members, stakeholders, government agencies, and other efficiency industry audiences. The report for the 18th national survey for consumer awareness of ENERGY STAR was released this past spring and demonstrated that the ENERGY STAR label continues to evoke strong recognition and use among US households.
- During the 2020 work cycle, important steps were made in the CEE Program Performance Benchmarking project to improve data quality from prior years' data population efforts in an effort to improve the value and confidence in the learnings of the dataset. In January, participants prioritized and selected the most valuable and relevant metrics for data cleansing which included:
 - o Cost-effectiveness of programs, as measured by cost per unit saved
 - o Savings achieved by program measure
 - o Program cost breakdowns
 - o Rebate cycle time
 - o Comparison of program characteristics (e.g., prescriptive vs. custom, or direct install vs. downstream programs)
 - o Staff size

CEE staff held one on one discussions with those who had provided data in the past to confirm irregularities. Sponsors and former sponsors were asked to revise data irregularities and resubmit their data. Participants in the project, both past and present, received copies of these revised cost profile and driver metrics tables.

2020 SECTOR ACCOMPLISHMENTS

Natural Gas

Gas Heat Pump (GHPs) for Residential HVAC Specification revision and the Commercial Water Heating initiative

Assisting with the draft initiative setting of the tier level and additional reporting metrics. GHPs employ a significantly different type of heating technology than traditional gas appliances therefore, they require different test procedures, performance and reporting metrics to sufficiently describe them for utility program integration.

In 2020 CEE staff invested significant time validating the energy savings of gas heat pumps, and researching gas heat pump products and technologies in the North America, Europe and Asia by engaging directly with relevant manufacturers. One main concern regarding the use of GHPs for either residential or small commercial application is their cold weather performance. Northern climate field testing for equipment from two different manufacturers indicates adequate heat output down to -20°F. Field testing in northern Wisconsin during the Polar Vortex in 2019 showed an 80 MBH GHP effectively heated a 2700 ft² home as well as providing domestic hot water service as well down to -25°F. Additional field testing in the Chicago and Toronto area showed effective extremely cold weather performance as well.

Conducted a “New Gas Technologies” meeting this summer to bring CEE membership up to speed regarding the advantages and disadvantages of GHP equipment and to describe the latest developments in this field. There were 16 attendees representing 14 member programs, the DOE and EPA. Despite keen program interest in GHPs for their >100% thermal performance program administrators are challenged as to how to describe the annual savings, lack of product awareness and availability, high installation cost, and what application considerations are required for a successful pilot program. Consensus encouraged collaboration between manufacturers, trade associations and program administrators to work to increase awareness and demonstrate how GHPs can be cost effectively applied. Consensus was reached that CEE must facilitate collaboration among manufacturers, trade associations and program administrators to work to increase awareness and demonstrate how GHPs can be cost effectively installed in buildings. Additionally, CEE members expressed interest in consideration of a “Golden Carrot” prize as a way to highlight GHP products and encourage the HVAC industry to embrace GHP technology.

2020 SECTOR ACCOMPLISHMENTS

Natural Gas

Accepted the Gas Technology Institute offer for Ray Keller to join the ANSI Z21.40.4 Task Force for the testing and rating of gas-fired, air-conditioning and heat pump appliances. CEE involvement is helping to harmonize the ANSI standard revision with the CEE efforts for market transformation. This is important to be able to compare GHP AFUE (seasonal performance) with the AFUE generated from standard boiler / furnace AFUE since they are derived from two different test methods. Traditional gas equipment manufacturers are concerned that this isn't a fair comparison, but CEE has conferred with GTI and the manufactures that have tested GHP equipment to the ANSI Z21.40.4 standard and the data agrees with field test results even in cold climates.

- Introduced the connected boiler exploration which seeks to leverage commercially available but costly digital boiler system controls and convince these manufactures to develop controls for smaller boiler applications. Initial research indicates that there are ~120,000 commercial boilers in the US and Canada that could realize significant energy savings as previously discussed and would connect the largest thermal load for a building with the load that it is serving.
- Began to assess how to reduce the utility administrative burden of mechanical insulation projects through software enhancements used by the insulation industry, which may also enable going from custom analysis to prescriptive processing of incentives.

2020 FINANCIALS

2019 FINANCIALS (AUDITED)	in 1000s		
Statement of Financial Position			
Assets		Liabilities and net assets	
Cash and investments	\$2,506	Current liabilities	\$971
Government grants and memberships receivable	\$464	Long-term liabilities	\$0
Fixed assets, net of depreciation	\$44	Unrestricted net assets	\$1,638
Other assets	\$128	Temporarily restricted net assets	\$533
Total assets	\$3,142	Total liabilities and net assets	\$3,142
Statement of Activities			
Revenue and support from operations		Operating expense	
Membership dues and government grants	\$2,783		
Net assets released from restrictions	\$510	Program	\$2,308
Other income	\$225	Administration	\$833
Total revenue and support from operations	\$3,518	Total operating expenses	\$3,141
		Nonoperating activities	
		Increase (decrease) in net assets from operations	\$377
		Unrealized gain on investments	\$29
		Total increase (decrease) in net assets	\$406
		Net assets, beginning of year	\$1,765
		Net assets, end of year	\$2,171