A Collaboration of the region’s utilities working to advance energy efficiency in the Northwest

Eugene Rosolie, Stakeholder Relations
Agenda

NEEA Refresh

Program Review

What’s Coming Up?

Feedback and Discussion
Purpose of the Alliance

Benefit of consumers in the Northwest

Pool Resources & Share Risks

Transform the market
The Alliance

Companies listed:
- Avista
- Bonneville Power Administration
- Cascade Natural Gas Corporation
- Chelan County
- Clark Public Utilities
- Energy Trust of Oregon
- Grant PUD
- Idaho Power
- NorthWestern Energy
- NW Natural
- Pacific Power
- PGE
- PUD
- Seattle City Light
- Snohomish County PUD
- Tacoma Power
NEEA’s Regional Role
Regional Equity

THE ALLIANCE

neea
How does NEEA transform markets?

Emerging Technologies

Market Development

Regional Studies

Research & Evaluation

Codes & Standards
Program History

1997
1999
2001
2005
2008
2010
2015
Current Electric Portfolio
Commercial/Industrial

- Luminaire Level Lighting Controls
- Top-Tier Trade Ally
- Commercial Lighting Regional Resources
- High Performance HVAC
- Industrial Technical Training
- Commercial Real Estate
- Window Attachments
- Extended Motor Products
- Commercial Code Enhancement
- Strategic Energy Management
Heat Pump
Water Heater
How Does NEEA Help?

- Promotions
- Contractor Training
- Marketing Support
- Consumer Awareness
- Resource Development
### Marketing Campaign

**It’s Time to Say Goodbye to Your Old Electric Water Heater**

It’s not just old, it’s wasting up to $300 per year on your electric bills. And if it’s nearing the end of its 10-year lifespan, it could cause a whole lot of water damage too.

<table>
<thead>
<tr>
<th>Heat Pump Water Heater</th>
<th>Old Electric Water Heater</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saves up to $300 per year</td>
<td>...doesn’t</td>
</tr>
<tr>
<td>10-year warranty</td>
<td>...afraid not</td>
</tr>
<tr>
<td>Instant discounts and rebates</td>
<td>...uh... pass?</td>
</tr>
</tbody>
</table>

**Upgrade and Save with Utility Name Here**

Get a rebate up to $XX when you install a new heat pump water heater.

Call our energy experts at 555-555-5555 to get started.

**Utility Logo Here**

Find local installers and retailers at [HotWaterSolutionsNW.org](http://HotWaterSolutionsNW.org)

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**Increase consumer awareness**
Marketing Campaign

Drive traffic to utility websites and leads to installers

STANDARD ELECTRIC WATER HEATER
- Heats Water
- Built To Last
- High Quality
- Uses Up To 50% Less Energy

HEAT PUMP WATER HEATER
- Heats Water
- Built To Last
- High Quality
- Uses Up To 50% Less Energy

JUST BECAUSE THEY LOOK THE SAME DOESN'T MEAN THEY WORK THE SAME. That's because heat pump water heaters work much more efficiently than their standard electric counterparts. And that means you can save up to 50% on your monthly electric water heating costs for years to come.

LEARN MORE AT <<COMPANYWEBSITE.COM>>
Utility Programs currently in the Performance Path

- Benton REA
- Benton PUD
- Central Electric Coop
- Clark PUD
- Inland Power (starting Fall 2019)
- Snohomish PUD
- Idaho Power
- Pacific Power (WA)
- Puget Sound Energy (PSE)
Performance Path Utility Program Overview and Launch Guide

Contents
Introduction
Getting Started
Program Planning & Design
Program Launch
Program Management
Next Steps
Manufactured Homes
NEEM+
Manufacturer & Retailer Activities
Consumer Activities

Smart Investment

The lower energy bills associated with an ENERGY STAR-qualified manufacturer can pay for the upgrade so homeowners will have more money in their pocket at the end of the month.

COMFORT LIVES HERE

See Inside >>
Luminaire Level Lighting Control
Luminaire Level Lighting Control

An integrated lighting system designed to work together
Strong Product Availability

June 2016 Design Lights Consortium launches QPL
- 4 LLLC products

November 2018 update to QPL
- 20 LLLC products
Moving Forward

Supply Chain

Building Awareness

Education
What’s in the Works
Clothes Washers
Timeline

2000
NEEA Initiative Ends

2016
NEEA adds to Retail Products Portfolio

2017
RTF updates UES

2018
Laundry Deep Dive

2019
Concept Development
Technical Potential: 110 aMW

Estimated Achievable 20-year Potential: 45 aMW
Smart Thermostat Research Project
Participating Stakeholders

Bonneville Power Administration
Chelan County PUD
Clark County PUD
Seattle City Light
Snohomish County PUD
Tacoma Power
Energy Trust of Oregon
Idaho Power
Northwest Power and Conversation Council
Puget Sound Energy
Digital Coupons
Mail-in goes Digital

Product Selection → Customer Eligibility → Validation → Redemption

SMART THERMOSTAT REBATES

Ecobee3 Lite WiFi Thermostat
Model#: EE-STATE3LT-02

CHECK YOUR ELIGIBILITY

This BGE Instant Rebate of $100.00 on a Ecobee3 Lite WiFi Thermostat is redeemable at Lowes.com and Lowe's Stores. To check your eligibility, please complete the form below using the address at which you receive service from BGE.

First Name
Last Name
Street Address
Suite/Apt.
City

REDEEM AT LOWE'S STORES:

Ecobee3 Lite WiFi Thermostat

$100.00
BGE Instant Rebate
Expires December 31st, 2019

Should you require assistance with this code, please speak to a Lowe's employee.
NEEA’s Role

Create “Regional validation tool”

Match eligibility input to specific utility

Leverage existing GIS shape files
Utility Responsibility

In-Store Training

Get a $100 Instant Rebate
On Select ENERGY STAR® certified Smart Thermostats
Visit BGErebates.com to check eligibility, and get your coupon code to scan at the register or use online.
See terms and conditions at BGErebates.com

Instore Signage

Field Implementation
The issued digital coupon links customer and product information.
Feedback Questions?

Together We Are Transforming the Northwest