October 3, 2019

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

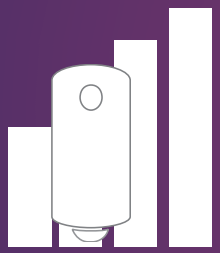
NEEA's Regional Role

Regional Equity

neea

How does NEEA transform markets?

Emerging Technologies



Market Development

Regional Studies

Research & Evaluation

Codes & Standards

Program History

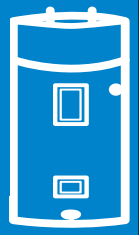
1997 1999 2001 2005 2008 2010 2015

Current Electric Portfolio
Residential

Next Step Homes

Retail Product Portfolio

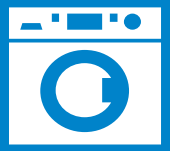
Heat Pump Water Heaters



Window Attachments

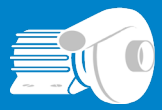
Ductless Heat Pumps

Super-Efficient Dryers

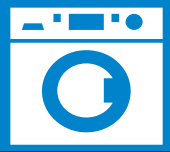


Manufactured Homes

Extended Motor Products



Clothes Washer



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

12

Marketing Campaign

Increase consumer awareness

Marketing Campaign

Drive traffic to utility websites and leads to installers

neea

Next Step Homes

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

neea

Consumer Activities

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

Savings Potential

Technical Potential: 110 aMW

Estimated Achievable 20-year Potential: 45 aMW

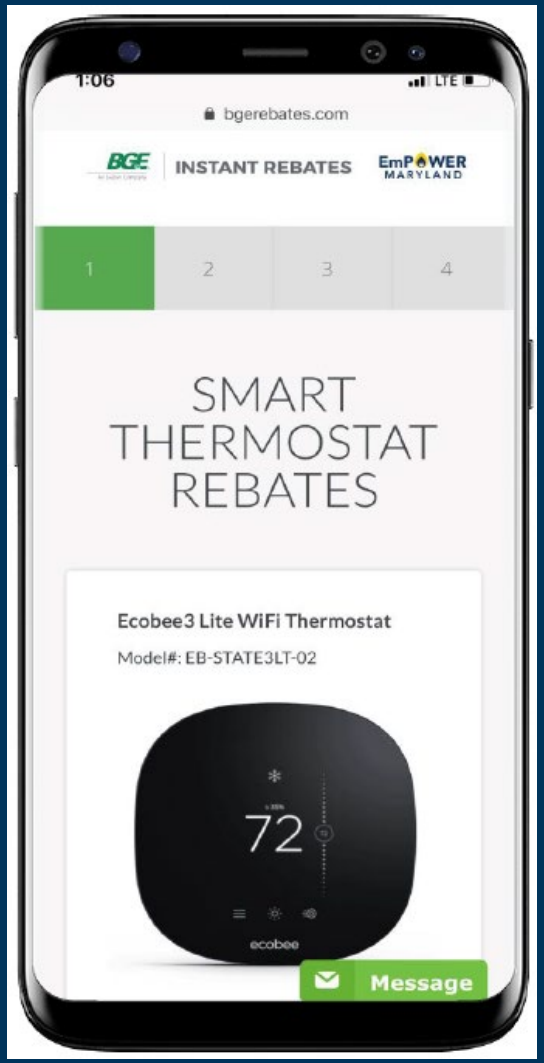
Smart Thermostat Research Project

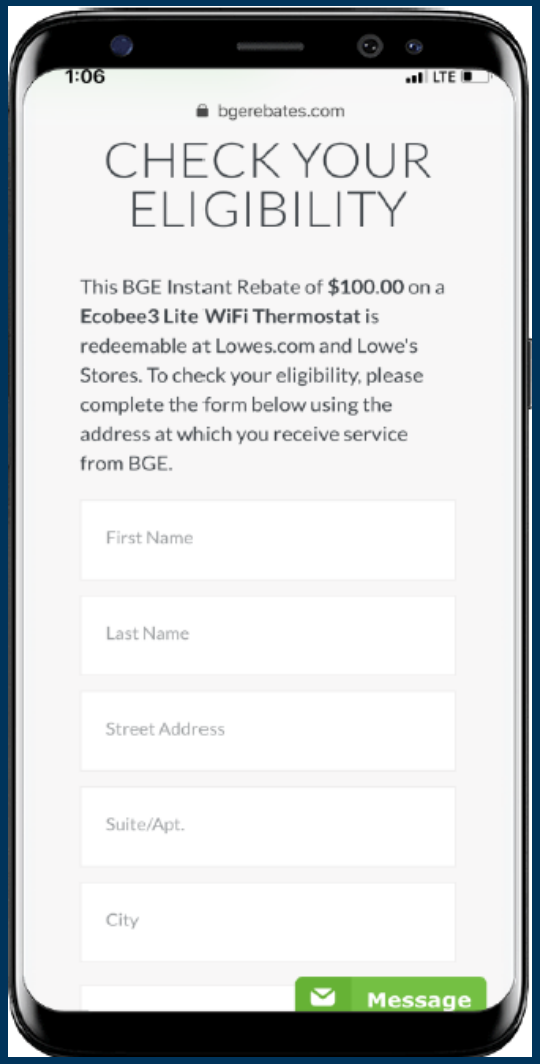
Participating Stakeholders

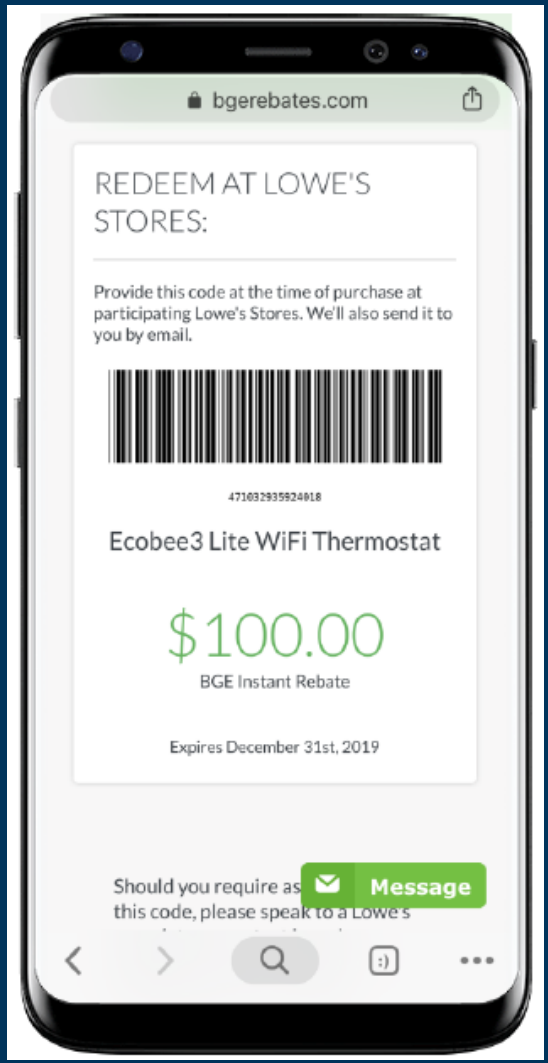
Bonneville Power Administration
Chelan County PUD
Clark County PUD
Seattle City Light
Snohomish County PUD
Tacoma Power
Energy Trust of Oregon
Idaho Power
Northwest Power and Conversation Council
Puget Sound Energy

Digital Coupons

Mail-in goes Digital







Product Selection → **Customer Eligibility** → **Validation** → **Redemption**

neea

NEEA's Role

Create "Regional validation tool"

Match eligibility input to specific utility

Leverage existing GIS shape files

Utility Responsibility

In- Store Training

Instore Signage

Field Implementation

neea

Data Collected

Customer Info (who)

Digital Coupon (where)

Product Info (what)

The issued digital coupon links customer and product information

Feedback
Questions?

TOGETHER We Are Transforming the Northwest

Avista · Bonneville Power Administration · Cascade Natural Gas Corporation · Chelan County P.U.D. · Clark Public Utilities · EnergyTrust of Oregon · Grant PUD · Idaho Power (An IDACORP Company) · NorthWestern Energy · NW Natural · Pacific Power · PGE · PSE Puget Sound Energy · Seattle City Light · Snohomish County PUD No. 1 · Tacoma Power (Tacoma Public Utilities)