

Summary of NEEA's 2015-2019 Business Plan Activities



		Regional Strategic Market Plans					
Activities		Consumer Products	Residential New Construction	Commercial Lighting	Commercial New Construction	Commercial Buildings	Industrial/Agriculture
Initiatives	(Coordinated set of MT market interventions)	Retail Product Portfolio (RPP) Ductless Heat Pumps (DHPs) Heat Pump Water Heaters (HPWHs) Super Efficient Dryers	Next Step Site-Built Homes	Reduced Wattage Replacement Lamps Luminaire Level Lighting Controls			Certified Refrigeration Energy Specialist (CRES) Certification
	Platforms (Streamlined delivery mechanisms to support multiple programs)	Retail Platform		Upstream Lighting Platform			
Market Transformation Infrastructure	Market Resources (Best practices, tools and training to build market capability)			Regional Resources Top-Tier Trade Ally Advanced Training	Integrated Design Labs	Strategic Energy Management Commercial Real Estate Industrial Technical Training	
	Strategic Partnerships (Ongoing market partnerships that provide regional leverage)	Major Manufacturers	High Performance Building Programs	Manufacturers & Distributors	Building Developers	Property Owners & Managers	Industry Associations
		National Retailers	Homebuilders	Contractors & TANs	Architects & Engineers	Service Providers	Industry Supplier Associations
		National Distributors / Buying Cooperatives	Home Performance Professionals	Reg'l & Nat'l Efficiency Orgs	State & National Code Orgs	Industry Associations	Industry Standards Orgs
		Trade Groups	State & National Code Orgs	Product Rating & Spec Orgs		Local Governments	
Emerging Technologies	(Identify and develop promising technologies)	<ul style="list-style-type: none"> Combo Hot Water & Space Heating DHP Clothes Washers Advanced Water Heater Systems Window Attachments Ultra High Definition TVs 	<ul style="list-style-type: none"> Manufactured Homes 	<ul style="list-style-type: none"> Product options for Upstream Platform 	<ul style="list-style-type: none"> Codes Advancement 	<ul style="list-style-type: none"> Advanced Roof Top Units Business IT Secondary Glazing Systems 	<ul style="list-style-type: none"> Pivot Commissioning Extended Products for Motor Driven Systems Pump Operator Certification
Codes & Standards	(Support new building codes and appliance and equipment standards)	Federal & regional standard support	Regional code adoption & implementation support National code development	Regional code training Advocacy for improved national efficiency standards for ballasts	Regional code adoption & implementation support National code development	Regional code adoption & implementation support Advocacy for improved national equipment standards	Support for irrigation standards Advocacy for improved national standard for pumps & motors

- **Regional Strategic Market Plans** - Ensure regional alignment and coordination on the 10+ year strategic views of selected markets, including shared vision, goals, strategies and responsibilities for Northwest utilities, NEEA and other regional energy efficiency organizations.
- **Initiatives** - Implement a coordinated set of market interventions to achieve specific market transformation goals and long-term energy savings.
- **Infrastructure** - Provides an integrated set of resources to support utilities and the market in building market capability, awareness and demand for energy-efficient products and practices.
- **Platforms** - Support multiple initiatives and utility programs and speed the time to market for new efficiency opportunities. Leverage strategic partnerships to ensure uniform product specifications, streamlined data collection, common marketing, and/or leveraged incentive structures.
- **Market Resources** - Provide best practices, technical resources, tools and training curriculum that address a specific market need and expand market actor knowledge and capability.
- **Strategic Partnerships** - Ensure collaboration with key market partners and provide access to regional and national decision makers in order to increase the flow of energy-efficient products and services.
- **Scanning & Emerging Technologies** - Identify and evaluate new, promising technologies to fill the energy efficiency pipeline.
- **Codes & Standards** - Support implementation of more stringent building codes and appliance standards.