



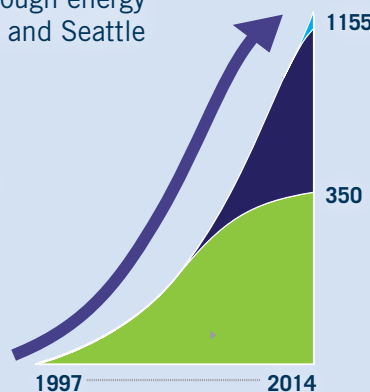
## Key Accomplishments

### NEEA delivers long-term savings at low cost

Since 1997 NEEA's work has created a virtual power plant, saving the Northwest enough energy to power the cities of Portland, Boise and Seattle combined — each year.

**1,142<sub>a</sub>MW**  
**TOTAL SAVINGS**

- 2010-2014 Funded Initiatives
- 2005-2009 Funded Initiatives
- Previously Funded Initiatives



NEEA is an alliance of more than 140 utilities and energy efficiency organizations in Idaho, Montana, Oregon, and Washington working to transform markets for energy efficiency.

### NEEA Fills the Energy Efficiency Pipeline

NEEA scans the market constantly for new sources of energy efficiency — championing innovation and driving emerging technologies.

#### Bringing Heat Pump Water Heaters to Market

Filling the energy efficiency 'pipeline' with emerging technologies is critical to the region's future. Heat pump water heaters (HPWHs) have the potential to save the region nearly 500 aMW by 2029, the equivalent to powering 381,500 homes each year. In order to achieve this potential, HPWHs need to be market-ready and reliable for the Northwest climate. NEEA made recommendations, offered product testing and ultimately helped guide HPWH manufacturers successfully to market.

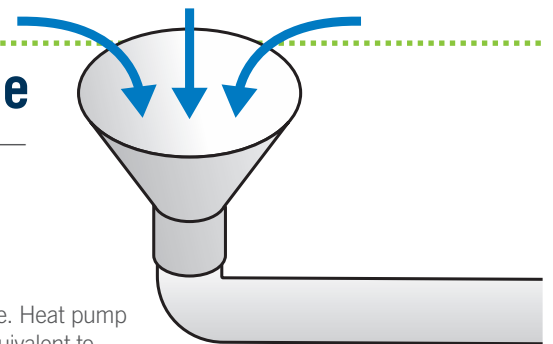
In 2011, NEEA and its partners helped draft and publish the revised Northern Climate Specification to provide energy efficiency guidance to manufacturers developing HPWHs. In 2012, NEEA validated product performance through in-home testing and collaborated with Sears on a successful market test that increased sales during the promotional period by 600%. After successful product testing and partnership with manufacturers, NEEA deployed high-performance Northern climate HPWHs to the Northwest market in 2013.

#### Warming up to Ductless Heat Pumps

NEEA partnered with Northwest utilities, Bonneville Power Administration and the Energy Trust of Oregon at the end of 2008 to pilot energy-efficient Ductless Heat Pumps (DHPs) in homes. NEEA expanded the market's ability to deliver and install DHPs through education and training and partnered with regional utilities to encourage consumer purchases through marketing and utility incentives. By the end of 2013, more than 19,000 DHPs were installed in the Northwest through a network of nearly 1,000 contractors. Together, the region demonstrated that DHPs offer homeowners lower bills and added comfort, provided a business opportunity for HVAC installers, and saved enough energy to power 4,400 homes each year.

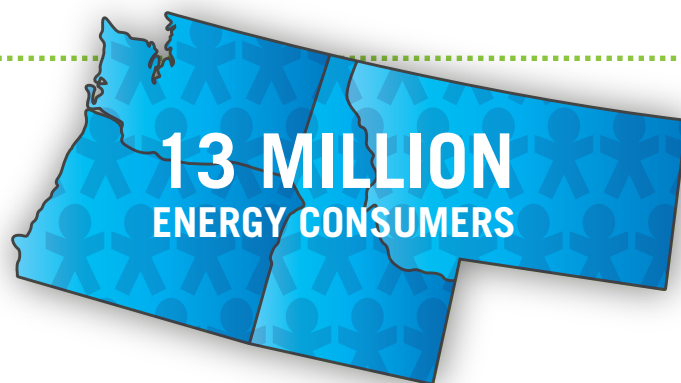
#### Powering Up Energy Savings with Energy-efficient Power Supplies

NEEA was the first to invest in 80 PLUS, a national program to improve the energy efficiency of computer and server power supplies. In addition, NEEA worked with EPA on an updated specification for ENERGY STAR® PCs that, as of 2007, requires power supplies to meet the 80 PLUS criteria. The 80 PLUS program has partnered with leading North American computer manufacturers, such as HP, Dell and Lenovo, to bring these energy-efficient power supplies to market. Market share of 80 PLUS certified power supplies grew from 0 percent in 2005 to an estimated 70 percent of desktop PCs (including 80 PLUS or equivalent power supplies) sold in the U.S. in 2012.



## NEEA Creates Market Conditions

As NEEA tests and vets emerging opportunities, it develops markets for sustained adoption, successful utility programs, and accelerated benefits for the end-use customer.



### Building a Foundation through Energy Codes

Over the past five years, Idaho, Montana, Oregon and Washington adopted new residential or commercial codes that reduced energy use in new buildings by 20 percent. NEEA played a key role in these code adoptions with strong support from utilities and other stakeholders. To help the states implement the aggressive code changes, NEEA provided training and education in urban and rural communities across the region, working with utility and state partners. More than 4,000 building officials, architects, engineers, builders and subcontractors participated.

### Tuning into Energy-Efficient TVs

In coordination with major California utilities and ENERGY STAR, NEEA and the region launched an initiative that increased the availability of super-efficient TVs on retail shelves. NEEA's work resulted in aggressive growth in market share of most efficient TVs. As of 2014, nearly 90 percent of televisions sold meet the ENERGY STAR® 5.3 specification. Oregon and California adopted state standards and the ENERGY STAR® specification improves on a consistent schedule. The average television in today's market is 55 percent more efficient than when the pilot program began in 2009.

### Taking Stock of Building Energy Use

NEEA serves as a central repository of regional data, including a repository of regional sales data across a variety of products, and provides enhanced analytical capabilities. Working closely with the region, NEEA concluded several years of region-wide building stock assessments in the residential, commercial, and industrial sectors in 2013-14.

The Industrial Facility Site Assessment (IFSA) is the first study of its kind on industrial building energy-use characteristics to support regional and local power planning. The Northwest had no precedent for a residential field study of the size and representative nature of the Residential Building Stock Assessment (RBSA). This characterization of energy use in the residential sector will inform future energy planning efforts, as well as energy efficiency utility programs and rebates offered by the region's utilities, the Energy Trust of Oregon and the Bonneville Power Administration.

### Achieving Sustained, Long Term Savings

Successful market transformation means that energy savings continue long after NEEA and its partners deliberately "exit" a market:

- **Windows Become Market Standard:** In 1997, market share for ENERGY STAR qualified windows was at only 12 percent. Using its core market transformation strategies of marketing, sales training, technical assistance and incentives, NEEA helped to influence window manufacturers, builders, retailers and distributors. In just four years, market share rose to 75 percent. Today in the Northwest, ENERGY STAR windows are sold almost exclusively and have saved the region enough energy to power more than 12,000 U.S. households each year.
- **Compact Fluorescent Light Bulb Sales Top 24 Million:** From 1997 to 2008, NEEA and its partners worked to increase sales of ENERGY STAR® qualified compact fluorescent light bulbs (CFLs) by addressing customer concerns with bulb size and performance, product availability and retail cost. In 2008, Northwest sales of ENERGY STAR qualified CFLs exceeded 24 million. Today, one out of every four bulbs sold in the region is a CFL, and NEEA's investment continues to pay dividends.

Through collaboration and pooling of resources, the region's utilities and stakeholders harness their collective influence to drive market adoption of energy efficiency products, services and practices for the benefit of utilities, consumers and the region.



Accelerating energy efficiency in partnership with:

