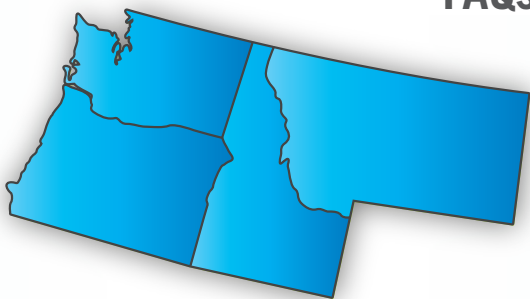


Regional Strategic Market Planning FAQs



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What is Regional Strategic Market Planning?

Regional Strategic Market Planning is a collaborative process among Northwest utilities, NEEA and other regional energy efficiency organizations. The purpose is to align the region on longer-term goals in specific markets, improve coordination in the region, and maximize cost-effective, long-term energy efficiency opportunities.

What will the plans address?

The plans provide a 10+ year strategic view of the markets, set shared vision and goals, and identify key strategies and roles & responsibilities for Northwest utilities, NEEA and other regional energy efficiency organizations.

What are the selected strategic markets?

Strategic markets are those in which a coordinated regional strategy can deliver the highest value to the region. Currently, the region has identified the following markets to focus on: Commercial Lighting, Consumer Products, Commercial New Construction and Residential New Construction.

Who's creating the plans?

Staff from organizations operating energy efficiency programs across the Northwest region, including utilities, public benefit administrators, Bonneville Power Administration, NEEA and state energy offices are collaborating on these region-wide plans. This collaborative effort draws upon the membership of NEEA's Regional Portfolio Advisory Committee (RPAC), an existing entity that represents leadership of many of these organizations.

How will these plans benefit the region?

These Regional Strategic Market Plans are for the Northwest at large. The overarching goal is to align the region on a shared vision and maximize long-term, cost-effective energy efficiency opportunities. As these opportunities become smaller and more diverse, collaboration is an increasingly important tool. Clarity in roles and responsibilities and improved regional coordination should help all participants better achieve savings in dynamic markets and cost-effectively meet their own organizational goals.

What is NEEA staff's role in Regional Strategic Market Planning?

NEEA staff have two distinct, but separate roles: providing logistical and facilitation support for planning, and also actively participating in developing and implementing the plans.

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What is the process to develop these plans?

Regional organizations will collaborate through a series of workshops to develop each plan. NEEA staff, as facilitators, will coordinate the workshops and help to draft the plans. Collaborative members will review and approve the plans, and have accountability for their organization's role in the plan implementation and monitor progress towards plan goals on ongoing basis.

What happens after the region develops these plans?

The plans will become living documents to help ensure continued regional alignment among energy efficiency program operators. Collaborative members will have accountability for their organization's role in the plan implementation and monitor progress towards plan goals on ongoing basis. As progress is made towards goals and the market changes, the members may update the plans over time.

Is there opportunity for public comment?

Yes. Other market actors and interested parties can provide feedback, comment and ask questions on the plans. For information and updates follow our Conduit group, [Regional Strategic Market Planning](#).

What's the time frame for these plans?

The region completed the Commercial Lighting Regional Strategic Market Plan in 2015, and is currently working on implementation and strategies. The Consumer Products Regional Strategic Market Plan is underway for 2016.

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