

Representing the Region

Our interactions with our customers, stakeholders and partners directly affect the success of our work in the Northwest. By conducting ourselves in a manner that benefits our reputation, we are doing more to accomplish our goals by creating an environment that is proactive, courteous and responsive to the region's needs.

Accountability

We take personal responsibility for our decisions, actions and results. We set clear goals and establish measurements and standards for success. We clearly define expectations, roles and responsibilities, and will ask for the help and collaboration necessary to accomplish our mission. We proactively interact, exchange ideas, seek input and share information.

Continuous Improvement

We adapt quickly to changes in market dynamics. We make fact-based decisions and conduct ongoing market research and evaluation to accelerate learning and improvement reflected in our work.

Operational Efficiency

We are accountable to funders and ensure excellent stewardship of resources deployed to cost-effectively achieve regional energy efficiency goals. We are thorough and maintain a high level of rigor in our analytical processes. We commit to best practices in: portfolio management; development, delivery and evaluation of programs; contractor management; and budget and expenditure controls. We provide a high level of visibility to all of our organizational assets to assure funders that an investment in a regional alliance is in the best interest of each funder.

Supportive Work Environment

We are committed to a supportive environment for our talented staff, including work-life balance, and a culture of respect and kindness.

Integrity

Integrity includes honesty—both by the organization and the individual conduct of staff and management—as well as transparency and openness. We are committed to an open and transparent process by which the region's dollars will be used to transform markets, and how value is determined and results reported. The NEEA Board directs criteria for these investments at the highest level. Key functional areas of NEEA operate with input from Advisory Committees and through the work of many stakeholder workgroups, staff and contractors.

Collaboration

We value utility, advisory committee and stakeholder input to help shape our work—and believe that two-way collaboration is necessary for success. We are committed to improve the structure, process and timeliness of decision-making.

Innovation

We are committed to advancing our work through new ideas and approaches, and refuse to accept the status quo. We take informed risks while considering the progress, resources and potential savings associated with new opportunities. We welcome change, clarify ambiguity and are open to new mission-related opportunities.

Sustainability

We are committed to the practice of sustainability in our day-to-day operations and decision-making. The organization is committed to “walking our talk.”

Long-Term Orientation and Lasting Change

Our core work is the long-term development of emerging, cost-effective energy efficiency resources via market transformation. Our activities aim for lasting changes in the structure and function of markets resulting in the market adoption of emerging opportunities. We are committed to ensuring that our market transformation process is fine-tuned, collaborative and transparent.

Long-Term Complementary Approach

Our work complements and supports utilities' local program activities; and local programs support regional work. As such, we focus on activities with market participants who are "upstream" from utility customers. We recognize the importance of the utility/customer relationship and commit to collaborate with utilities as those utilities deem appropriate on specific market transformation efforts that involve direct customer engagement. We will develop coordinated efforts that engage local programs in a way that maximizes the overall market transformation effort while upholding and enhancing customer relationships and service.

Equity

We balance our portfolio of work to deliver value equitably across the region, recognizing the needs of stakeholders in all four states and in both rural and urban settings. In so doing, we address and balance the needs of both large and small utilities and other energy efficiency organizations. This balance includes the mix of region-wide and limited geographic opportunities as well as operational differences, such as the rate of market transformation and product adoption across the region.

TOGETHER *We Are Transforming the Northwest*



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