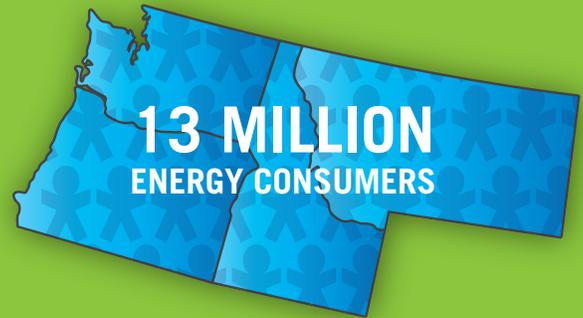


The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization that creates market conditions to accelerate and sustain adoption of energy efficiency products, services and practices within the commercial, industrial and residential sectors. NEEA is supported by and works in collaboration with the Bonneville Power Administration, Energy Trust of Oregon and more than 140 Northwest utilities on behalf of more than 13 million energy consumers.



## *What is the Northwest Energy Efficiency Alliance?*

NEEA works in collaboration with its funders and other strategic market partners to accelerate the innovation and adoption of energy-efficient products, services and practices.

NEEA accomplishes this by using its regional advantage within the commercial, industrial and residential sectors to mitigate risk through shared resources, aggregate and synthesize knowledge, convene and collaborate with the region, and provide an independent perspective.

Between 2015-2019, NEEA and the region are striving to achieve 145 average megawatts (aMW) of total regional electric savings, and over 280 million Therms of gas savings annually, as part of NEEA's five-year plans.

### **What is NEEA's Mission?**

NEEA's mission is to mobilize the Northwest to become increasingly energy efficient for a sustainable future.

### **Where Does NEEA Work?**

NEEA works to accelerate the innovation and adoption of energy-efficient products, services and practices in Idaho, Montana, Oregon and Washington. Its headquarters are in Portland, Oregon.

### **Who Are NEEA's Funders?**

NEEA is currently funded by the Bonneville Power Administration, the Energy Trust of Oregon, and the following utilities: Avista Utilities, Cascade Natural Gas, Clark Public Utilities, Chelan County PUD, Cowlitz County PUD, Grant PUD, Idaho Power Company, NorthWestern Energy, NW Natural, Pacific Power, Portland General Electric, Puget Sound Energy, Seattle City Light, Snohomish County PUD and Tacoma Power.

### **How Much Funding Does NEEA Receive?**

NEEA is funded over five-year cycles. From 2015-2019, NEEA anticipates funding of \$168.6 million for electric efficiency and \$18.3 million for natural gas market transformation.

### **How Does NEEA Use its Funding?**

NEEA works in concert with its partners to mobilize the Northwest to become increasingly energy efficient for a sustainable future by:

- Building and leveraging relationships to influence the market
- Designing and executing strategic market interventions to expand the availability and demand for energy efficient products, services and practices
- Identifying, developing and advancing emerging opportunities to fill the pipeline for energy efficiency
- Delivering education and training to expand market capacity to deliver and maintain energy-efficient products, services and practices
- Facilitating regional coordination, collaboration and knowledge sharing to align interests and accelerate energy efficiency efforts
- Demonstrating and promoting the value of energy efficiency to increase demand
- Developing market intelligence and resources to help our partners achieve their goals
- Advancing the adoption and implementation of increasingly efficient energy codes and standards to lock in long-term savings



## Why Do Some Utilities Talk About Energy Efficiency as a First Fuel?

Energy efficiency is first and foremost an energy resource, like traditional power generation options. Many Northwest utilities are committed to energy efficiency as their first fuel choice because it typically is the lowest cost resource and is a sustainable way to meet our energy needs without negatively impacting the environment.

## Does NEEA Also Support Renewable Energy?

NEEA believes that a sustainable, clean energy supply for the region must include both energy efficiency and renewable energy technologies. NEEA's focus is on the acceleration and adoption of energy-efficient products, services and practices. The organization does not currently invest in renewable energy technologies.

## How Much Electricity Have We Saved?

Since 1997, together we have saved more than 1,142 average megawatts (aMW) through our market transformation work—the equivalent to powering more than 900,000 homes each year.

## How Is NEEA Governed?

NEEA is a non-profit corporation governed by a board with representatives from:

- Northwest electric utilities
- Bonneville Power Administration
- Energy Trust of Oregon
- Energy efficiency industry representatives appointed by four state governors
- The public interest

## Why Does NEEA Report its Savings in Terms of Average Megawatts?

Because the majority of the electric power in the Northwest is derived from a continuous flow of energy from the Columbia River, the region measures its electricity supply based on this energy metric rather than measuring by kilowatt-hour.

## How Much is an Average Megawatt?

An average megawatt (aMW) is a unit of energy output that is equivalent to the energy produced by the continuous operation of 1 megawatt of capacity over a period of one year.

**1,000 kWh X 24 X 365**  
HOURS/DAY DAYS/YEAR  
**= 1 aMW**



Accelerating energy efficiency in partnership with:

