

## FAST FACTS



NEEA is a nonprofit organization working to encourage the development and adoption of energy-efficient technologies and business practices. NEEA is supported by electric utilities, Bonneville Power Administration, Energy Trust of Oregon, state governments and energy efficiency industry representatives. This unique partnership has helped the Northwest be viewed as a national leader in energy efficiency and sustainability.

### WHO IS THE NORTHWEST ENERGY EFFICIENCY ALLIANCE?

The Northwest Energy Efficiency Alliance (NEEA) is a nonprofit organization committed to mobilizing the Northwest to become increasingly energy efficient for a sustainable future. Formed in 1996, NEEA is funded and supported by more than 140 Northwest utilities, as well as Bonneville Power Administration and Energy Trust of Oregon. Through these pooled resources and partnerships, the region is able to deliver greater energy savings. NEEA promotes voluntary, market-based programs in the residential, commercial and industrial sectors through its initiatives including Northwest ENERGY STAR®, BetterBricks and its Industrial Initiative, respectively. NEEA also works with local, state and national governments to raise the bar on building codes and standards. Overall, NEEA hopes to transform markets to accelerate the adoption of energy-saving products and services.

#### WHAT IS NEEA'S MISSION?

NEEA's mission is to make the Northwest more energy efficient for the benefit of electric ratepayers. NEEA works in alliance with utilities to catalyze the marketplace to adopt energy-efficient products and services.

#### WHERE DOES NEEA WORK?

NEEA works on market transformation efforts in Washington, Oregon, Montana and Idaho.

#### WHO ARE NEEA'S OWNERS?

NEEA's owners are the energy consumers of the region; this includes 12 electric utilities, the Bonneville Power Administration and Energy Trust of Oregon.

#### HOW MUCH FUNDING DOES NEEA RECEIVE?

Annual funding from NEEA's owners is approximately \$20 million or \$100 million over a five-year funding cycle.

#### HOW DOES NEEA USE ITS FUNDING?

NEEA's initiatives work in concert with its partners to transform markets in favor of energy efficiency through voluntary programs and through codes and standards. NEEA complements its partners' energy efficiency efforts in three ways:

- NEEA leverages the resources and influence of its partners to achieve regional economies of scale for energy-efficient products and services. By working together, NEEA is able to have a greater impact on the Northwest marketplace.
- New technologies ready for commercialization are brought to the Northwest where NEEA works to encourage market adoption of these energy-saving products and services.
- Regional resources including market strategies, relationships with experts in the marketplace, as well as training and marketing platforms provide additional opportunities for NEEA's partners to connect with their customers.

### WHY IS ENERGY EFFICIENCY IMPORTANT?

Meeting the region's growing energy needs requires a diverse portfolio of resources with energy efficiency as its cornerstone. Energy efficiency has historically been the lowest-cost, lowest-risk energy resource. For every megawatt saved during the past decade, the region has added a megawatt of new electric load, and the region's population continues to rise putting additional stress on our power supply. Simply put, when we use less energy, there is less energy we need to generate at power plants, which reduces greenhouse gas emissions and improves the quality of our air.

### WHY DO SOME UTILITIES TALK ABOUT ENERGY EFFICIENCY AS A 'FIRST FUEL'?

Energy efficiency is first and foremost an energy resource, just like traditional power generation options. Furthermore, it is typically the lowest cost resource available. Many Northwest utilities are committed to energy efficiency as their "first fuel" choice before considering more expensive generation options that may have a negative impact on the environment and on their customers' wallets.

### DOES NEEA ALSO WORK ON GETTING RENEWABLES IN THE MARKET?

NEEA believes that a sustainable, clean energy supply for the region must include both energy efficiency and renewable energy technologies. NEEA's focus has been on transforming markets to be more energy efficient; the organization does not at this time invest in renewable energy technologies, however it does take a holistic view of energy savings opportunities for the region. Most of NEEA's partners independently support the research and adoption of renewables, as do many other regional organizations, yet it is not within NEEA's mission.

### HOW MUCH ELECTRICITY HAS BEEN SAVED?

Since 1997, the Northwest, working under the banner of NEEA, has achieved cumulative savings of 210 aMW from the net market effects of current and past projects from across the region. This is enough energy to power more than 145,000 homes for an entire year.

### HOW DOES ENERGY EFFICIENCY PROMOTE A SUSTAINABLE FUTURE?

Energy efficiency does positively impact the environment. The numbers show that on a regional scale, energy efficiency has the ability to prevent an entire power plant from having to be constructed. Put another way, working together, NEEA and the region have saved 210 aMW of energy to date. This has prevented greenhouse gas emissions equivalent to planting trees across the entire city of Portland, Oregon two times over.

### 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
- State and local governments
- State regulators
- Consumer representatives and interest groups
- Energy Efficiency industry representatives

### WHAT IS THE POPULATION IN THE NORTHWEST?

The total population in the Northwest in 2006 was 12,507,653. The break-out by state was as follows:

- Idaho 1,466,465
- Montana 944,632
- Oregon 3,700,758
- Washington 6,395,798

## WHY DOES NEEA REPORT ITS SAVING IN TERMS OF AVERAGE MEGAWATTS (AMW) WHEN OTHER NATIONAL ORGANIZATIONS MEASURE SAVINGS IN KILOWATT-HOURS OR 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.

## HOW MUCH IS A MEGAWATT?

- Average Megawatt (aMW) = 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
- Kilowatt-hour = Number of watts (of electrical device) x hours of operation ÷ 1000
- One kWh will run a 100-watt light bulb for 10 hours.
- Number of households served by 1 aMW: 730
- Typical household's annual electrical use: 12,000 kWh

<i>Convert from:</i>	<i>Convert to:</i>	<i>Equation:</i>
Kilowatt-hour (kWh)	Megawatt-hours (MWh)	$kWh \div 1000 = MWh$
Megawatt hours	Average megawatt	$MWh \div 8760 (\# \text{ hours/year}) = aMW$

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