

The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization working to maximize energy efficiency through the acceleration and adoption of energy-efficient 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 100 Northwest utilities on behalf of more than 12 million energy consumers.



Who 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 to mitigate risk through shared resources, aggregate and synthesize knowledge, convene and collaborate with the region, and provide an independent perspective.

Between 2010-2014, NEEA and the region are striving to achieve 200 average megawatts (aMW) of total regional savings as part of NEEA's five-year business plan.

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 based in Portland, Oregon.

Who Are NEEA's Funders?

NEEA is currently funded by the Bonneville Power Administration (*representing roughly 130 public utilities*), the Energy Trust of Oregon (*working on behalf of Portland General Electric and Pacific Power*) and the following electric utilities: Avista Utilities, Chelan County PUD, Clark Public Utilities, Cowlitz County PUD, Eugene Water & Electric Board, Idaho Power Company, NorthWestern Energy, Pacific Power, 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, and for the five-year funding cycle beginning in 2010, NEEA's funding totals \$192 million.

How Does NEEA Use its Funding?

NEEA works in concert with its partners to:

- Build and leverage relationships to influence the market
- Design and execute strategic market interventions to expand the availability and demand for energy efficient products, services and practices
- Identify, develop and advance emerging opportunities to fill the pipeline for energy efficiency
- Deliver education and training to expand market capacity to deliver and maintain energy-efficient products, services and practices
- Facilitate regional coordination, collaboration and knowledge sharing to align interests and accelerate energy efficiency efforts
- Demonstrate and promote the value of energy efficiency to increase demand
- Develop market intelligence and resources to help our partners achieve their goals
- Advance the adoption and implementation of increasingly efficient energy codes and standards to lock in long-term savings



Why is Energy Efficiency Important?

By dramatically increasing both the long-term potential for energy efficiency and real-time results, NEEA is helping the Northwest achieve a more sustainable future. By maximizing energy efficiency, we are:

- Satisfying more than half of our new demand for energy
- Making our economy more competitive
- Creating jobs
- Saving Northwest energy consumers money
- Keeping the Northwest a healthy and vibrant place to live by reducing the need for more power generation

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, 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, with the help of the region, NEEA has saved more than 707 average megawatts (aMW) through its market transformation work—the equivalent to powering more than 560,000 homes each year.

How Is NEEA Governed?

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

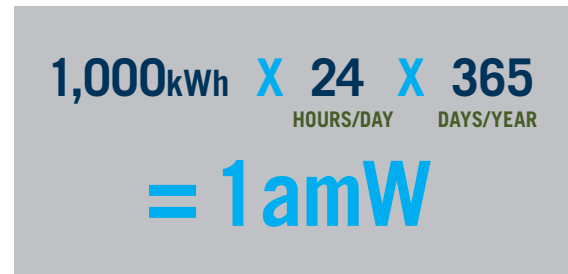
- Northwest electric utilities
- Bonneville Power Administration
- Energy Trust of Oregon
- Energy efficiency industry representatives appointed by state governors
- The public interest

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 a 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.



Maximizing energy efficiency in partnership with:

