



NEEA Quarterly Performance Report
Progress Toward Milestones
Second Quarter 2011



NEEA Quarterly Performance Report Q2 2011

Progress Toward Milestones

STATUS KEY

- Will meet objective ✓
- Not expected to meet objective ✗
- Outcome uncertain ?

Market Operations		
Residential		
Objective	Q2 2011 Market Progress	Status
Televisions <i>Increasing the presence and sale of energy-efficient televisions in retail channels</i>	<ul style="list-style-type: none"> Tracking at 93% of 2011 market share goal in Northwest for ENERGY STAR® v5 TVs. Increased TVs qualifying for ENERGY STAR v5 from 414 to 654, or 41% of total ENERGY STAR list, up from 36% (Q1). Reported sales of 93,765 TVs by participating retailers that meet or exceed ENERGY STAR v5; 16,700 TVs that exceed ENERGY STAR v5 by 20%; and 11,789 TVs that are 50 inches or greater. Efficiency is increasing for larger size TVs. Reported previously (Q1): negative change to Q2 forecast for net market effects due to revised baseline. 	✓
Desktop PCs <i>Increasing the energy efficiency of PCs by engaging manufacturers and part suppliers</i>	<ul style="list-style-type: none"> Cancelled this initiative due to insufficient case for market transformation. 	✗
Efficient Homes <i>Building market availability and consumer interest in more energy-efficient homes</i>	<ul style="list-style-type: none"> Engaged 85 new builders in 2011, with minimal loss (two builders, to date). Engaged 34 builders and 66 homes to participate in regional marketing campaign. (Goal was 30.) Reporting 1,441 certified homes year to date. Initiative is on track to meet operational objectives, ahead of market share goal. Expected to advance more by year-end. 	✓
Ductless Heat Pumps <i>Building market capability and consumer awareness of efficient new residential HVAC technology</i>	<ul style="list-style-type: none"> Recorded 1,475 ductless heat pumps installed via utility channels year to date. Increased Master Installer participation 38% year to date; participants installed 852 ductless heat pumps year to date. 	✓



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Commercial		
Existing Building Renewal <i>Creating a market-attractive pathway to large scale energy-efficient retrofits of existing buildings</i>	<ul style="list-style-type: none"> Completed request for proposal process for owner roadmap project. Work in progress with market research contractor. Developed pilot recruiting criteria and owner forms; owner agreement letter in process. Began recruiting in each state. Behind schedule on recruitment of prospective pilot projects. 	?
Business Information Technologies <i>Embedding energy-efficient practices for business IT technologies and management</i>	<ul style="list-style-type: none"> Estimated market share of 80 PLUS is 37% of all desktop personal computers. Received new data demonstrating lower savings from 80 PLUS power supplies. With lower utility participation, the 80 PLUS initiative as presently designed will expire. The broader Information Technologies initiative remains in research phase. Currently no clear path for initiative; anticipating additional research. 	x
Commercial Real Estate <i>Embedding practices of energy-efficient building management among property owners</i>	<ul style="list-style-type: none"> In Market Partners program, as of Q2 one firm sustaining/graduated, three advancing, three committed, one engaged. Conducted scoping studies on 31 buildings totaling 7.9 million square feet in Q2; to date 140 buildings with 34.5 million square feet completed scoping studies. Led eight partner real estate firms in Strategic Energy Management approach in Seattle, Portland, Boise and Spokane. Engaging 85 major Portland commercial office properties in "Carbon4Square" energy benchmarking and sustainability competition. Supporting participants to create sustainability action plans. 	✓
Healthcare <i>Embedding energy-efficient practices throughout the healthcare industry</i>	<ul style="list-style-type: none"> Collaborated with local utilities and American Society for Healthcare Engineers (ASHE) to deliver five Energy Efficiency Commitment (E2C) peer technical forums, expanding SEM knowledge and skills of 48 healthcare building operators. Delivered technical forums online via webinar and through BetterBricks, ASHE and E2C websites. 30% of hospital beds and 20% of hospitals in the region participating in the ASHE Region 10 E2C campaign. Reported previously (Q4, 2010): Some data acquisition and analysis tools are proving to be less effective than expected, leading to reduced validated savings versus forecasts. 	x
Commercial Lighting Solutions <i>Creating tools, templates and market capabilities to support continued advances in efficiency under new lighting standards</i>	<ul style="list-style-type: none"> Completed concept approval phase, with product readiness phase to follow pilots. Engaged research contractor to study existing templates and deliver report in Q3. Lighting Design Labs completed four templates used in trainings and working on four to six more of the most common retrofit opportunities. Launched pilot in Energy Trust of Oregon territory. Plan to launch pilots in Puget Sound, Idaho and Montana in Q3. 	✓
Education and Training <i>Developing and delivering education and training across the region in support of market transformation and regional collaboration for commercial lighting solutions</i>	<ul style="list-style-type: none"> Educated or trained more than 2,430 professionals at 77 events regionally. Conducted six webinars on low- or no-cost energy efficiency strategies for the healthcare market, through the Energy Efficiency Challenge (E2C) peer technical forum. 	✓



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New Building Design <i>Advancing practice toward Net Zero Energy Buildings, including achieving interim 2030 Challenge targets</i>	<ul style="list-style-type: none"> As planned, negotiated smaller contracts with Integrated Design Labs (IDL) for 2011, decreasing funding by 25%. Bullitt Foundation office on track to obtain the lowest energy use intensity in the nation with assistance from IDLs. American Institute of Architects + 2030 professional series course ongoing in Portland. Planning fall course in Boise. Targeting 100 seminars at five firms and 10-part series on performance modeling in Seattle, and presentations at Montana Energy Conference. 	✓
Additional Information	<ul style="list-style-type: none"> With NorthWestern Energy, presented Montana BetterBricks Awards. Event continues increased attendance, drawing 75 building professionals to honor leadership in the use of energy and other resources in commercial buildings. Completed “night walk” video series for building owners, property managers and building operators showing how to identify “hidden” energy waste when occupants have left, and potential operational improvements are most visible. Published Green Building Opportunity Index with extensive regional and national coverage by press and trade media. 	
Industrial		
Agriculture <i>Characterizing the market to identify barriers and opportunities for energy-efficient practices</i>	<ul style="list-style-type: none"> <i>Agriculture Energy Efficiency Characterization Study in the Northwest</i> draft report distributed on Conduit website and presented at three webinars. Engaged the Dairy Management Institute Innovation Center as part of strategy to find leveraged entry to the market. Completed comprehensive map of agricultural market actors. 	✓
Food Processors <i>Embedding Strategic Energy Management with the Northwest food processing industry</i>	<ul style="list-style-type: none"> Completed baseline study of Strategic Energy Management end-user awareness. Completed Northwest Energy Management Demonstration Pilot; ISO released (International standard of energy management of the International Organization for Standardization). Continue to monitor and collect annual savings reports from food processing firms that have implemented NEEA Continuous Energy Improvement systems at 14 facilities. On track to meet 2011 objectives. NEEA’s modeling techniques are advancing, allowing us to recognize market impacts that can be attributed to NEEA beyond the forms of direct engagement. 	✓
Small/Medium Industrial <i>Embedding Strategic Energy Management into small- to medium-sized industrial businesses</i>	<ul style="list-style-type: none"> Obtained product readiness approval from NEEA leadership; strategy approval scheduled for Q4. Oregon Association of Nurseries created and adopted an Energy Roadmap outlining strategies and tactics to reach 25% reduction in energy intensity. Preparing for similar goal-setting by second small/medium industry group. Wine industry groups Winery Wise, Low Input Viticulture and Enology and Washington Wine Grape Growers Association have signaled interest. 	✓
Marketing	<ul style="list-style-type: none"> Participating with Climate Solutions on videos promoting efforts of Oregon Association of Nurseries and Northwest Food Processors Association. Launched 25in10sity.org website and online Energy Leader series at neea.org/25inTENSity.org. As a result of the campaign, Washington wine industry interested in pursuing goal-setting. 	✓
Education and Training	<ul style="list-style-type: none"> Coordinated Compressed Air Challenge training in Twin Falls, Idaho; reporting 100% attendee satisfaction. Coordinated training on variable frequency drives and energy efficiency in Butte, Montana; 95% attendee satisfaction. 	✓



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Codes and Standards

Objective	Q2 2011 Market Progress	Status
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Codes

<p><i>Helping to create new and more stringent building codes and providing technical support plus training after adoption</i></p>	<ul style="list-style-type: none"> No code processes completed in Q2. This objective is reviewed every three years in each Northwest state as part of that state's code cycle. Completed 36 site visits to jurisdictions—15 in Idaho, five each in Montana and Oregon, and 11 in Washington. Discussions focused on data collection and compliance. Completed report on viability of re-implementing a third-party code certification system in Washington. Identified continuous air barriers in commercial buildings as an area of low code compliance in Oregon and Washington. Developing related training curriculum. 	
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Standards

<p><i>Participating in the U.S. Dept. of Energy rulemaking process serving as a technical expert to encourage the adoption of optimal efficiency federal appliance and equipment standards</i></p>	<ul style="list-style-type: none"> Incremental addition in Q2: heat pump /air conditioning standard rules were adopted, effective 2015, and are estimated to deliver an additional 35 aMW regionally by 2030. 	
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Emerging Technology

Objective	Q2 2011 Market Progress	Status
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General

<p>Portfolio <i>Create project portfolio with 20-year potential savings of 300+ aMW; one or more projects applies across all four states</i></p>	<ul style="list-style-type: none"> Developed Emerging Technology portfolio with technical savings potential of 1,700 aMW. Have reached the scanning phase for 836 aMW of this total. Developing concepts, conducting assessment and validation for the remaining 865 aMW. Represents 40 projects, with 26 in scanning, eight in concept development and six in assessment and validation. 	
<p>Regional Collaboration</p>	<ul style="list-style-type: none"> Hosted a heat pump water heater workshop in Seattle with good regional participation (BPA, Energy Trust of Oregon, Snohomish County PUD, Seattle City Light, Puget Sound Energy and Idaho Power) and participants outside the region (Electric Power Research Institute, British Columbia Ministry of Energy, Northeast Energy Efficiency Partnerships). Held Regional Energy Technical Advisory Committee meeting in May; BPA presented its vision for regional work in developing variable capacity heat pumps. Initiated discussion with Seattle City Light regarding emerging technology projects for large commercial buildings. Working with Pacific Northwest National Lab (PNNL) regarding the commercial test bed project; submitted joint proposal with PNNL to U.S. departments of energy and commerce. 	



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Residential		
Ductless Heat Pumps <i>Continued support of the Northwest Ductless Heat Pump Pilot Project</i>	<ul style="list-style-type: none"> Removed ductless heat pump metering equipment from detailed metered sample of 100 homes as planned; data analysis underway. Cold climate metering is continuing. 	✓
Heat Pump Water Heaters <i>Market delivery and performance measurement of at least one market-ready heat pump water heater meeting the Northern Climate specification</i>	<ul style="list-style-type: none"> Held regional heat pump water heater workshop in Seattle May 25-26. Participants from around the region, Canada and Northeast U.S. Two working collaboratives formed on technical issues and regional program design. Revised Northern Climate Spec. based on input of May workshop and testing results; draft issued for comment. Completed second test of heat pump water heater compliant with Northern Climate Specification, with a major manufacturer participating. Further tests in Q3. Submitted comments supporting revised ENERGY STAR® requirements. Presented testing findings and market intervention strategies at American Council for an Energy-Efficient Economy Hot Water Forum conference. Participated in American Society of Heating, Refrigeration and Air-conditioning Engineers committee on revised test standard. Placed point-of-purchase materials at 95% Home Depot/Lowes and 79% Sears stores region-wide. Identified market actors in water heating supply channel and delivered point-of-purchase materials to 9% of total. 	✓
High Performance Windows <i>Enhanced market readiness for high-performance R-5 windows</i>	<ul style="list-style-type: none"> Initiated a contract for high performance window product and program development, savings assessment and barrier assessment. Moved from scanning to concept development. 	✓
Super-Efficient Dryers <i>Assessment of performance for super-efficient dryers</i>	<ul style="list-style-type: none"> No new activity; anticipate opportunity assessment contract in early Q3. 	?
Other: Residential Test Bed <i>Project not included in the Operations Plan. To create a proving ground for new energy-efficient products, services, and practices, allowing researchers to conduct experiments under typical real-world operating conditions.</i>	<ul style="list-style-type: none"> Developed final residential test bed study design and funding prospectus. Secured funding commitments for 90 homes out of proposed 105. 	



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Existing Building Renewal <i>Develop and demonstrate key supporting components for existing building renewal including development of financial-grade assessment tools, high-performance glazing retrofit approaches, and high efficiency flexible HVAC approaches</i>	<ul style="list-style-type: none"> Completed research with New Buildings Institute (NBI) to identify and assess examples of existing building renewal across the US. Identified and analyzed 30 example buildings projects with more than 30% savings; results presented regionally via webinar. Identified reliable, simple, transparent evaluation measurement and verification as a key barrier/opportunity; identified a promising technological solution and contracted with NBI to test concept of an “energy savings meter.” Installed and metered two new high performance rooftop HVAC systems that promise 50% savings over conventional systems; partnered with Idaho Power to install the units on two buildings in Boise area. 	✓
Commercial Electronics/Lighting <i>Support for consumer electronics and residential lighting products</i>	<ul style="list-style-type: none"> Identified large field test sites for EnLighted lighting controls demonstration (promises savings of 40- 60%); completed report on Unico headquarters proof of concept project. Completed third-party market research in personal computers, network energy management and server virtualization. Continued lead role in national Design Lights Consortium; more than 2,000 solid state lighting products now qualified. 	✓
High Performance Outdoor Lighting <i>Market support for high performance outdoor lighting with emphasis on network controls for street & area lighting</i>	<ul style="list-style-type: none"> Issued contract for visual acuity demonstration of solid state street lighting on Seattle arterials. 	✓
Building Operations <i>Enhanced building operations tools</i>	<ul style="list-style-type: none"> Have not identified clear cost-effective technology though scanning that ranks higher than alternatives for the commercial market such as existing building renewal and high performance street lighting. 	?
Industrial		
Agriculture <i>Confirm performance of at least one agricultural energy efficiency opportunity identified in 2010 market characterization</i>	<ul style="list-style-type: none"> Confirmed concept of a group of new irrigation technologies for large and medium-sized farms. 	✓
Industrial Refrigeration <i>Establish and demonstrate high efficiency refrigeration best practices and technologies</i>	<ul style="list-style-type: none"> Completed opportunity assessment for industrial refrigeration and best practice identification; in scanning. Conducted preliminary discussions regarding concept development; contracts for development to be issued in Q3. 	?
Green Pumps <i>Establish standardized savings from green pump” refurbishment</i>	<ul style="list-style-type: none"> No change. 	✓



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Voltage Optimization <i>Demonstrate performance of at least one product or practice targeted toward small to medium industrial facilities</i>	<ul style="list-style-type: none"> Completed market and opportunity assessment; as no promising opportunities were identified. Recommend stopping work in this area for now. 	✘
Stakeholder Services		
Objective	Q2 2011 Market Progress	Status
General		
Establish NEEA value delivery and improve overall relationship with stakeholders	<ul style="list-style-type: none"> Advanced Value Metrics Project with McKinsey & Company. Continued stakeholder outreach and internal “test drive” to filter and simplify possible metrics. Regional workshop on proposed metrics scheduled for September 12. Delivered variety of NEEA communications—including quarterly and annual reports, funder-specific reports, stakeholder bulletins, and public relations activities—focused on value delivery. Completed Stakeholder Communications System Review. Identified recommendations to improve effectiveness and efficiency of NEEA’s stakeholder communications system, to be implemented over the course of the next 18 months. Annual stakeholder perceptions survey will determine progress. 	?
Partner Services		
Foster and facilitate information sharing, coordination and collaboration among stakeholders in order to support Northwest utilities and other energy efficiency organizations in achieving their goals.		
Deliver regional conferences, training, events	<ul style="list-style-type: none"> On track in planning for second EFFICIENCY CONNECTIONS NORTHWEST, scheduled for November 2-3 in Tacoma, Washington. Additional events, including training programs, not yet identified in 2011. 	?
Deliver regional resources to facilitate information sharing, coordination and collaboration	<ul style="list-style-type: none"> Launched Conduit in May 2011 	✓
Develop stakeholder outreach program for small/rural utilities	<ul style="list-style-type: none"> Brought new Stakeholder Relationship Manager on board in June; program to be developed in Q3. 	✓
Identify, facilitate and potentially project manage regional coordination initiatives, as prioritized by the region	<ul style="list-style-type: none"> Initiated the regional energy efficiency marketing toolkit project and the regional coordination potential assessment. 	✓



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Evaluation and Market Research

Provide ongoing evaluation and market research in a timely manner that facilitates planning, decision making, and continuous improvement.

Initiative Evaluation & Market Research	<ul style="list-style-type: none"> Completed BetterBricks <i>Market Progress Evaluation Report #5</i>, which reported the initiative had met many objectives in each of its four target markets but was unable to associate changed business practices with energy savings that could be validated by a third party. Published 2010 Industrial Energy Savings Memo, which reports final energy savings (2.6 aMW) from 2010 direct involvement of Continuous Energy Improvement at food processing facilities 	✓
Long-Term Monitoring & Tracking	<ul style="list-style-type: none"> Published <i>2010 Long-Term Monitoring and Tracking Study</i>, which reported on the market activity, baseline activity and per-unit savings for previously funded initiatives: Building Operator Certification, BacGen, Drive Power, Windows and SAV-Air. Report showed estimated 2010 incremental savings of 2.9 aMW from these five previously funded initiatives. 	✓
Regional Studies	<ul style="list-style-type: none"> Began contractor initial audits for the Residential Building Stock Assessment in late June. A sub-set of the audits will include blower-door testing, duct-blasting and sub-metering of selected end-uses. Through the regional advisory group, determined timetable and draft plan for the Commercial Building Stock Assessment; anticipate having completed market characterization by year-end and start of data collection early 2012. 	✓
Regional Coordination	<ul style="list-style-type: none"> Convened Northwest Research Group in NEEA Portland office to discuss regional research gaps/overlaps as well as findings from recent evaluations; members also observed demonstrations of Co-Star (a subscription data source for commercial buildings) and the data collection tablet currently used in the Residential Building Stock Assessment. 	✓

Corporate Communications

Deliver clear, consistent communications that demonstrate NEEA value and performance, and increase market influence.

Deliver effective stakeholder communications	Completed a communications systems assessment that defines an effective, efficient stakeholder communications system to meet stakeholder needs and NEEA communications objectives; recommendations include increased focus on engagement and relationships, and a formal organization-wide communications system.	✓
Steward the NEEA brand to ensure stakeholder perceptions and understanding of value	<ul style="list-style-type: none"> Launched NEEA third-party branding program with goal of improving NEEA market influence and stakeholder relations. To increase market influence, signed on as Founding Partner for the Climate Solutions <i>Solutions Stories Project</i>; videos feature food processors and nurseries and are publicized online, with focused recognition of NEEA funders. To ensure stakeholders understand NEEA's role in accelerating markets, launched story campaign to stakeholders. 	✓
Improve results reporting	<ul style="list-style-type: none"> Produced the 2010 Annual Report for July distribution to funders, governments, associations and other stakeholder audiences; report debuts new look and feel and highlights 2010 results at an executive level. Delivered Q1 Quarterly Performance Report . Highlights key accomplishments; notes any variance against goals. 	✓
Serve as resource to staff and funders	<ul style="list-style-type: none"> Delivered individual funder reports to key funders, highlighting service delivery in their territories through our regional effort. 	✓



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Business Administration

Objective	Q2 2011 Market Progress	Status
Increase operational effectiveness and efficiency.		
Complete major infrastructure, system and/or process enhancement	<ul style="list-style-type: none"> Revamped and simplified the hiring process, reducing average hiring time by more than six weeks. Launched payroll system conversion project, targeting completion in January. Defined plan to reduce monthly financial closing cycle by seven days; expecting implementation for the August closing. 	?
Maintain NEEA infrastructure, facilities and systems	<ul style="list-style-type: none"> Implemented migration to Microsoft Exchange 2010 for email. Completed and submitted application for LEED Platinum Certification. 	✓
Enhance workforce capabilities	<ul style="list-style-type: none"> Filled twelve positions through Q2. 	✓
Ensure robust management control systems.		
Develop and use appropriate documented policies and procedures	<ul style="list-style-type: none"> Achieved an unqualified financial audit for 2010 with no negative findings. Developed anti-harassment training, with first session held in July. 	✓