

Products Coordinating Committee (PCC)

Q1 2024 Meeting Agenda



DATE: Thursday, March 21st 2024

TIME: 12:30 – 3:45 pm Pacific Standard Time

LOCATION: Online via Microsoft Teams

TEAMS LINK: [Click here to join the meeting](#) (Meeting ID: 243 738 983 184 | Passcode: xGo5Qm)

(If needed) Call-in audio only – 971-323-0535 Phone Conference ID: 891 286 383#

PCC OBJECTIVE + DESIRED OUTCOME: Collaboration on coordination and optimization of NEEA programs and related activities by (1) identifying and managing through potential implementation challenges between NEEA and local utility activities, and (2) identifying and seizing leveraging opportunities that can drive amplified market influence.

(All Times Pacific)			Page #
12:30 -12:45 (15 mins)	Welcome, Agenda & Packet Review	Anouksha Gardner	1-3
12:45- 2:05 (80 mins)	Introductions & Regional Roundtable <i>Committee members and NEEA program staff share program and organization updates, highlight areas of possible interest and coordination with others.</i> <i>Desired Outcome: All are updated on each other's activities and better understand what's happening across the region.</i>	All	--
2:05 - 2:15	BREAK	All	
2:15 – 3:00 (45 mins)	Regional Priority Topic <ul style="list-style-type: none"> Heat Pump Water Heater – Customer Messaging to Support Consideration Marketing Campaign <i>Desired Outcome: PCC member to understand campaign targeting and how they can complement/support the campaign locally to maximize campaign impact</i>	Emily Rosenbloom	4
3:00 – 3:10	BREAK		
3:10 - 3:20 (10 mins)	Q2 Topic Check In <ul style="list-style-type: none"> Advanced Heat Pumps <ul style="list-style-type: none"> Coordination on planned or ongoing field studies/pilot studies/data collection Overall future of heat pump rebate offerings Any additional relevant topics <i>Desired Outcome: Committee members confirm there is enough interest in this topic to hold time on the Q2 agenda and identify committee members on point to contribute to the topic development in the coming months.</i>	Stephanie Quinn, Anouksha Gardner	5-6
3:20 – 3:35 (15 mins)	Housekeeping <ul style="list-style-type: none"> Announcements & Upcoming Meetings/Events Regional Portfolio Advisory Committee (RPAC) Updates 	Anouksha Gardner	7
3:35 – 3:45 (10 mins)	Recap, Next Steps, Adjourn	Anouksha Gardner	--

Memorandum- *Agenda Items*



March 14th, 2024

TO: Products Coordinating Committee (PCC)

FROM: Anouksha Gardner, Stakeholder Relations Manager

SUBJECT: Meeting Packet Agenda Items, Informational Updates, and Additional Information

MEETING PACKET APPROACH

This packet continues the “tiered” approach:

- Tier-1 memos for active agenda items
- Tier-2 memos for informational updates on items not currently requiring agenda time.
- Tier-3 materials provided as additional detail for those interested, accessible via links in the Tier 1 and Tier-2 memos. All other Tier 3 materials are listed below.

AGENDA ITEMS (Tier 1)

- Page 1: Meeting Agenda
- Page 2: Meeting Packet Informational Updates
- Page 3: Meeting Topic Preparation Highlights
- Page 4: Memo: Regional Priority Topic – Heat Pump Water Heater
- Page 5: Memo: Q2 Topic – Advanced Heat Pump
- Page 6: Memo: RPAC Updates

INFORMATIONAL UPDATES (Tier 2)

- Page 7: Memo: Advanced Heat Pump Updates
- Page 9: Memo: Heat Pump Water Heater Focus Conversations
- Page 10: Memo: Coordinating Committee Assessment
- Page 11: Electric Portfolio, 2024 Flowchart
- Page 12: Products Coordinating Committee Annual Workplan

ADDITIONAL LINKS (Tier 3)

- Committee Materials (*meeting notes include links to recordings, packet, and slides*)
 - Q4 2023 ISCC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
 - Q4 2023 PCC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
 - 2024 Workplan: [Integrated Systems \(ISCC\)](#) | [Products \(PCC\)](#)
 - Charters: [RPAC](#), [ISCC](#), [PCC](#)
- [Q4 2023 Market Research and Evaluation Newsletter](#)
- [Q4 2023 Emerging Technology Newsletter](#)
- [Q4 2023 Codes, Standards and New Construction Newsletter](#)

PCC Q1 2024 – Meeting Topic Preparation Highlights



Preparation for All Committee Items:

- Review packet, including agenda, informational updates and all memos. See additional preparation for specific agenda items below.

➤ **ROUNDTABLE**

Committee Members & NEEA Program Managers will share highlights from their work, programs and/or organization since the Q4 meeting.

Specific topics for Committee Members to consider highlighting include:

- Program and organizational updates
- Any questions of your peers?

➤ **REGIONAL PRIORITY TOPIC For HEAT PUMP WATER HEATERS**

Customer Messaging to Support Consideration Marketing Campaign

Topic format is expected to be a shareout by NEEA PM Emily Rosenbloom on the Heat Pump Water Heater consumer campaign and discussion around maximizing its impact.

Review Tier 1 memo on p. 4 and **come prepared to:**

- (1) Learn about NEEA's efforts to ensure the readiness of the supply chain
- (2) Discuss how utilities can locally complement and support the campaign to maximize its impact

REGIONAL TOPIC CHECK IN

A review of the regional priority topics slated for Q2 (24th and 25th June) 2024 and checking in regarding collaborators and relevance of topic.

Review Tier 1 memo on p. 5 and **come prepared to:**

- (1) Hear about Advanced Heat Pump topic for Q2 and the asks prepared by NEEA PM Suzi Asmus
- (2) Bring Ad Hoc topics you'd like to discuss in Q2

Memorandum – Agenda Item (Tier 1)



March 14th, 2024

TO: Product Coordinating Committee (PCC)

FROM: Emily Rosenbloom — Senior Program Manager, Heat Pump Water Heater

SUBJECT: Proposed Heat Pump Water Heater (HPWH) Consumer Campaign

Our Ask of You:

Please take a moment to review the summary provided below. Join the Q1 PCC meeting to hear a concise overview of our proposed HPWH consumer campaign. Learn about NEEA's efforts to ensure the readiness of the supply chain and discuss how you can locally complement and support the campaign to maximize its impact.

Brief Overview:

NEEA ran two consumer-focused campaigns in the past three years during which consumer awareness doubled. The most recent campaign in 2022 was optimized from the previous year to increase awareness specifically in rural areas. The targeted rural audiences engaged with the campaign at a rate higher than anticipated, indicating interest in learning more about HPWHs.

These marketing campaigns play an important role in helping shift consumers from their current understanding of HPWHs (the awareness phase) to the next step (the consideration phase). This is necessary to ensure these consumers are aware of the HPWH value proposition and proactively ask for a HPWH when they need to replace their existing water heater (the conversion phase). The proposed 2024 campaign will ensure the Program is continuing to move consumers along their journey and ultimately drive long-term downstream demand for HPWHs.

NEEA engages all levels of the supply chain leading up to the campaign to identify opportunities to increase impact and ensure qualifying product is stocked across the region. Direct communication, promotions or other consumer activities driven by utilities can amplify the campaign efforts.

Please contact [Emily Rosenbloom](#) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS



Memorandum – *Agenda Item (Tier 1)*



March 14th, 2024

TO: Products Coordinating Committee

FROM: Suzi Asmus, Senior Program Manager, Integrated Systems

SUBJECT: Advanced Heat Pumps – Teeing up the Q2 Agenda Items

Our Ask of You:

Please review and reflect on the two Advanced Heat Pump workplan topics described below and consider what you and/or your organization can contribute to the discussion(s). During the Q1 March meeting, Committee members will decide if there is enough continued interest in these topics to hold time on the Q2 agenda.

If confirmed, during the March committee meeting, NEEA will solicit committee members who will commit to contributing to the topic in the Q2 meeting. Please consider if you will have content to contribute in June on behalf of your organization. In addition, NEEA will solicit one or two committee members to co-develop and facilitate the discussion alongside NEEA. Please consider volunteering for a time commitment of two hours in May to help NEEA staff shape the specific ask of fellow committee members, design the discussion facilitation, and help lead the discussion during the June committee meeting.

Brief Overview:

Preparation for the Q2 Products Coordinating Committee Topics:

As per the 2024 PCC workplan, [linked here](#) the Committee will discuss the following Advanced Heat Pump related topics at the June committee meeting.

- *Coordination on planned or ongoing field studies/pilot studies/data collection*
 - Many alliance members, and NEEA itself, are currently running or in the planning stages of various residential heat pump lab studies, field studies, pilot programs, and data collection. The Committee will use this time in June to share among committee members the work, objectives, findings, timelines, and to learn from one another or find common objectives.
- *Overall future of heat pump rebate offerings*
 - The RTF plans to take up heat pump measure review in March. NEEA's Advanced Heat Pump program is looking into system improvements to lock in more savings for residential heat pumps. Federal and State funding are supporting the switch to heat pumps. How are these informing utility rebates and program design? The Committee will use this time in June to share among committee members how your programs are changing and adjusting in this landscape – or not.

Desired Outcomes:

1. Confirm with committee members continued interest in these topics for Q2 committee meeting
2. Identify 1 or 2 committee members to work with NEEA and co-develop and facilitate the Q2 topic
3. Identify committee members who have content to contribute to the Q2 discussion

Please contact [Suzi Asmus](#) if you have questions about this memo.

Memorandum – *Agenda Item (Tier 1)*



March 14th, 2024

TO: Products Coordinating Committee

FROM: Anouksha Gardner, Stakeholder Relations Manager

SUBJECT: Regional Portfolio Advisory Committee (RPAC) Updates

Our Ask of You:

Please review the [Products Coordinating Committee charter](#) and get re-familiarized with the information. If you have any suggested edits, questions, or concerns, please share during the RPAC updates section under housekeeping during the Q1 (March 21st) meeting.

Brief Overview:

In Q1 (February 5th), the Regional Portfolio Advisory Committee (RPAC) reviewed the charter for RPAC and the Coordinating Committees. The ask was to review the charter and offer edits as needed; NEEA staff did not recommend any changes to either the RPAC charter or coordinating committee charters for this year.

Other key highlights from the February 5 meeting included:

- a recap of recent dual fuel workgroup meetings (measurement and product);
- an overview of the upcoming Heat Pump Water Heater (HPWH) consumer campaign (set to run in July);
- and, in an effort to help contextualize Market Transformation (MT) concepts, two MT highlights/stories: Luminaire Level Lighting Controls (LLLC) and Retail Products Portfolio (RPP).

You can find the materials related to this meeting here: [Packet](#) | [Slides](#)

Federal Funding Workgroup Update:

Nothing major to report, topics covered in the February session included home rebates program and energy audit training program type content.

2024 Stakeholder Engagement Activities:

This year we conducted a stakeholder satisfaction survey in January/February, and in-person visits in the coming months. One of the goals of the stakeholder survey and in-person visits is to inform a review of the coordinating committee structure and process. Ultimately, we want to ensure the committees are structured and resourced to provide the highest value to the region. We're not expecting a whole-sale revamp of the charter or purpose (which we went through a couple of years ago), but more of right-sizing and assessment of the coordinating committees.

Please contact [Anouksha Gardner](#) if you have questions about this memo.

Memorandum – *Informational Update* (Tier 2)



March 14th, 2024

TO: Products Coordinating Committee

FROM: Suzi Asmus, Senior Program Manager, Integrated Systems

SUBJECT: Advanced Heat Pumps

Our Asks of You:

1. **Review the information below** and reach out to [Suzi Asmus](#) or [Christopher Dymond](#) with any questions.
2. **Register ahead [here](#)** if you plan to attend the April 2 Product Council on Low Load Efficient heat pumps.
3. **Contact Suzi** if you or someone from your team would like to establish a new user account for full access to the NEEP Cold Climate Air Source Heat Pump database.
4. **Register ahead [here](#)** for the NEEP list updates webinar.

Informational Updates:

I am really looking forward to seeing many of you at the upcoming Efficiency Exchange! So many committee members are hosting panels or presentations. I cannot wait to learn more about what you are doing.

March 15 & March 19 - Regional Technical Forum Residential Heat Pumps Topics

On March 15 the Regional Technical Forum (RTF) will present to and solicit feedback from the [Air Source Heat Pump Subcommittee](#) on the technical details of residential centrally ducted air source heat pump conversions from electric forced air furnaces measures. Results of this subcommittee meeting will be reported out at the [March 19 RTF meeting](#). The regional Advanced Heat Pump Charette hosted by NEEA in November 2023 explored many of these topics to help inform RTF plans for these residential heat pump measures. If you missed the Charette in November or NEEA's Key Takeaways webinar in February, you can watch the [Key Takeaways webinar here](#).

March 21; 8:00am PST - NEEP Cold Climate Air Source Heat Pump Database webinar and call for user accounts

Since 2019, Northeast Energy Efficiency Partnerships (NEEP) has been managing subscription-level full-access to their Cold Climate Air Source Heat Pump database ("the NEEP list"). NEEA funders have the option to set up individual user accounts under NEEA's subscription to the NEEP list. If you have not already set up a user account but would like one, please contact sasmus@neea.org to request one or to learn more. NEEP will be hosting a webinar on March 21 to present updates and improvements to the tool and how to use it for improved heat pump sizing. [More information here](#) and [register here](#). For a refresher on content, functionality, application, and value of the NEEP list, you can watch this [NEEA's 2023 Product Council webinar recording](#). Find the public access to the NEEP list here: <https://ashp.neep.org/#/>

April 2; 10:30 AM - 12:00 PM PST - Advanced Heat Pump Product Council

TOPIC: Low Load Efficient Heat Pump Research Results

Join Christopher Dymond at NEEA's April 2 Product Council to hear the latest about Low Load Efficient heat pump findings. Modeling and lab testing research revealed that some heat pumps work significantly better under part-load (low-load) conditions, resulting in significant annual energy savings with little to no differentiation in retail price. This update includes new findings from the second phase of research - a detailed virtual "paper" tear-down of many different heat pump systems to determine the source of low-load efficiency and what, if any, hard costs can be associated with such systems. Learn more

at this link: [Product Council - Upcoming Events](#). Remember to register ahead of time: [Registration Link](#) – NOTE: If you receive an error message, try a different browser, or open in a private/incognito browser tab. If this does not work, email productcouncil@neea.org for further assistance.

New Resources for Residential Heat Pump Education & Installation Guidance

Over the past two years, NEEA and other members of the Consortium for Energy Efficiency (CEE), Residential Heating and Cooling Systems Initiative contributed to a special project to establish consensus-based market resources to address heat pump consumer education and installation challenges, in collaboration with industry partners, that CEE members can deploy locally. As programs work to significantly ramp up heat pump adoption, the stakes of realizing savings while maintaining comfort will rise proportionally. NEEA encourages funders to review [this suite of brand new customer and installer-facing resources](#) and use them as you see a need in your programs. Funders can also contact CEE’s Emma Hanson (ehanson@cee1.org) for access to white labeled versions you can customize with your own branding.

Request for Proposals – Advanced Heat Pump Program Implementation and Technical Support

On February 7 NEEA published a [Request for Proposals \(RFP\)](#) for implementation and technical support of the Advanced Heat Pump Program. Bids were due March 13, and a contractor will be selected in early April. NEEA aims to have contractor(s) kicking off their work in June.

Please contact [Suzi Asmus](#) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS



Memorandum – *Informational Item (Tier 2)*



March 14th, 2024

TO: Product Coordinating Committee (PCC)

FROM: Emily Rosenbloom — Senior Program Manager, Heat Pump Water Heater

SUBJECT: Focused Heat Pump Water Heater (HPWH) Conversations

Our Ask of You:

Please review the summary below and **no later than April 15**, provide [Emily Rosenbloom](#) with contact information for individual(s) responsible for HPWH program design within your organization.

Brief Overview:

Because there has been interest in additional HPWH topics beyond what is currently prioritized for PCC, NEEA is proposing to facilitate this conversation in May as a standalone webinar.

NEEA would like to host a targeted discussion with utility staff that have firsthand knowledge and experience with their HPWH programs and their design. In this discussion NEEA will be acting in our convener role to hear from utility program staff about their current and long-term rebate strategies for incentivizing HPWHs. NEEA is interested in learning if there is an opportunity to better coordinate rebate programs across the region and discuss how the market might respond to more consistent offerings.

Based on the outcome for this conversation, NEEA will assess the need for future discussions.

During this discussion, we expect to cover the following topics:

- Rebate Strategies
 - Manufacturer and distributor feedback
 - NEEA provide feedback from supply chain
 - Utilities to share their current strategies and long term plans
 - What's working/what's not working.
 - Discussion

PROGRAM LIFECYCLE STATUS



Memorandum



March 14th, 2024

TO: Products Coordinating Committee

FROM: Anouksha Gardner, Stakeholder Relations Manager
Virginia Mersereau, VP, Corporate Strategy Relations, & Communications

SUBJECT: Planned 2024 Coordinating Committee Assessment

Our Ask: Please review and bring any questions to the Q1 Products Coordinating Committee Meeting on March 21st.

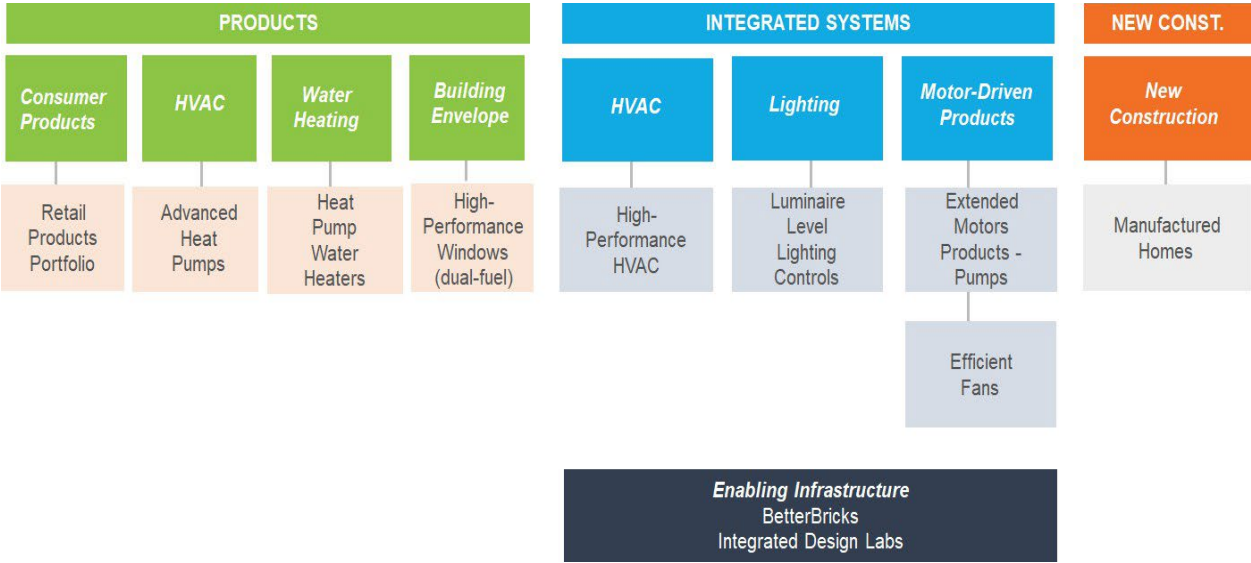
Need to Know:

In 2024, staff are assessing NEEA's coordinating committee process to ensure these forums are structured and resourced to provide the highest value to the region. Our intention is to ensure that the value derived from the committees is commensurate with the time required to participate. The assessment will look at committee structure, meeting frequency, length and cadence and annual planning among other things. To inform this process, NEEA staff are soliciting input from committee participants as follows:

- **On-line Stakeholder Satisfaction Survey (February 2024):**
 - Committee members were asked to participate in an online stakeholder satisfaction survey, which included questions related to coordination and coordinating committees. Thank you to those who completed this survey. If you did not have a chance to complete the survey, please see the following two bullets if you would like to give additional feedback.
- **In-person Outreach (March-April 2024):**
 - NEEA staff are planning in-person stakeholder visits in early 2024 to follow-up on the results of the stakeholder satisfaction survey, better understand individual funder needs and alignment opportunities, and socialize the Cycle 7 Business Plan.
 - Staff will work with RPAC members to coordinate these visits and identify key members of each organization to attend (Board members will be copied).
- **1:1 Meetings with Committee Members (ad hoc)**

Next Steps:

- Q1 – NEEA staff gather feedback and develop draft recommendations.
- Q2 – NEEA staff share findings and draft recommendations with coordinating committee members; members provide feedback and input.
- Q3 – NEEA staff share final recommendations with coordinating members and RPAC.
- Q4 – Annual planning for 2025 begins.



Products Coordinating Committee (PCC) 2024 Annual Workplan



Products Coordinating Committee 2024 Annual Workplan

Snapshot of Regional Priority Topics

Click on the dates in the table heading to review additional details

Q1 Meeting 21 st March, Thursday	Q2 Meeting Day 1 24 th June, Monday	Q2 Meeting Day 2 25 th June, Tuesday	Q3 Meeting 12 th September, Thursday	Q4 Meeting Day 1 3 rd December, Tuesday	Q4 Meeting Day 2 4 th December, Wednesday
WATER HEATING: Heat Pump Water Heaters (HPWH) Inform from NEEA Topic: Customer Messaging to Support Consideration Marketing Campaign (45 minutes)	HVAC (Residential) Advanced Heat Pumps TOPIC: Coordination on planned or ongoing field studies/pilot studies/data collection. (90 minutes)	HVAC (Residential) Advanced Heat Pumps TOPIC: Overall future of heat pump rebate offerings (60-90 minutes)	WATER HEATING: Heat Pump Water Heaters (HPWH) Topic: How to increase Installation Competency (this encompasses both the DIY audience & contractors) (60-90 minutes)	CONSUMER PRODUCTS: Retail Products Portfolio (RPP) Topic: ENERGY STAR and affordability: Present findings from research on pricing differentials between ENERGY STAR and non-ENERGY STAR products in the refrigerator, clothes washer and clothes dryer categories and, if needed, strategies to address these differentials. (60 minutes) HVAC (Residential) Advanced Heat Pumps TOPIC: Coordination on Installer Training content/requirements (TBD)	Annual Planning Session either in 2024 Q4's Day 2 or 2025 Q1