

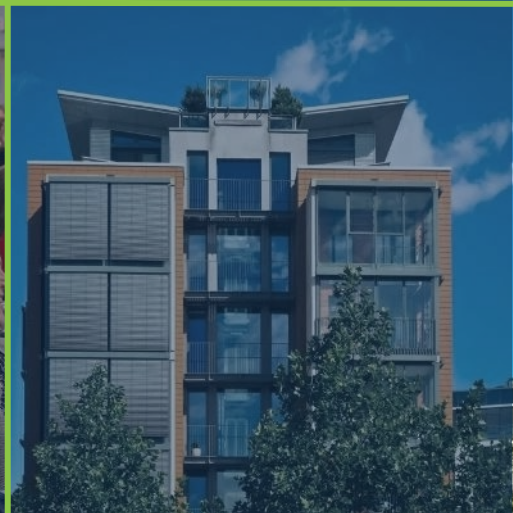


Regional Portfolio Advisory Committee

Q2 2024: Monday, May 13

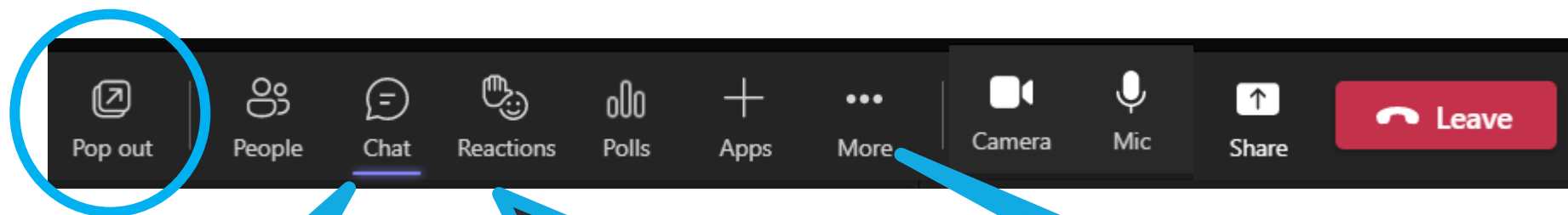
12:30-4:00pm Pacific

Hybrid @ EFX Conference Center (Spokane, WA)





Tools for Today: Engaging on Teams



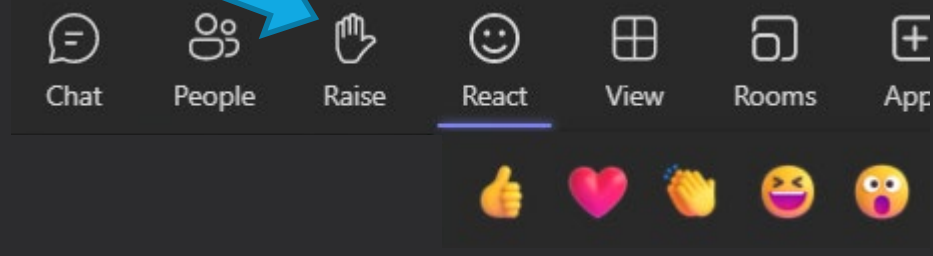
The chat is not captured in the recording.

Do you have any accessibility challenges with this technology today?



Comments/Questions?

Please raise your virtual hand or chime in
Chat & reactions also welcome



“...” More includes:

- ✓ Settings: mic & video
- ✓ Background effects

Heads up:
“Spotlighting” Speakers





Agenda

All times Pacific

12:30 - 12:50	Welcome, Introductions and Agenda
12:50 - 1:05	Housekeeping and Looking Ahead
1:05 - 1:45	RPAC Round Robin
10 min	BREAK
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	RPAC+ Marketing
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3:50 - 4:00	Public Comment, meeting debrief and adjourn



Packet Review & Informational Updates



- Tier 1: Agenda Items
 - ✓ *Electric Portfolio Update* (pg. 3)
 - ✓ *Manufactured Homes Update* (pg. 11)
 - ✓ *(RPAC+) HPWH Campaign* (pg. 12)
- Tier 2: Informational Updates
 - ✓ *Heat Pump Water Heater Innovation Prize* (pg. 13)
 - ✓ *Q1/Q2 Committee Updates* (pg. 14)
- Tier 3: Additional Resources (links on pg. 2)
Market Progress Report, committee materials (charters & recent meeting resources), functional newsletters (Market Research & Eval, Emerg Tech, Codes + Standards + New Construction)





Introductions

- Name
- Organization
- *And...*

XXX





Housekeeping & Looking Ahead

- Updates
 - Workgroups
 - Stakeholder Satisfaction Survey & Coordinating Committee Assessment
 - Cycle 7 (2025-29) Business Plan
 - End Use Load Flex
- Announcements & Reminders
 - RBSA Release
 - Heat Pump Water Heater (HPWH) Federal Standard
 - Upcoming Meetings & Events

Workgroup Updates

Federal Funding

Jonathan Belais – Jbelais@neea.org

NGAC Dual Fuel Product

Peter Christeleit – Pchristeleit@neea.org



2024 Stakeholder Engagement Activities

- 1) Stakeholder Satisfaction Survey completed in February
- 2) In-person stakeholder visits (2024)

Goals:

- Solicit feedback on stakeholders' experience working with NEEA staff; participating in NEEA forums
- Build understanding of stakeholder needs
- Discuss marketing coordination as needed
- Continue socializing Cycle 7 (2025-29) Business Plan



NEEA Coordinating Committee (CC) Assessment

- Focus areas:
 - Structure, content flexibility, # of meetings
- Goals:
 - Identify areas for improvement and support transition to Cycle 7 (2025-29)
 - Ensure regional value delivery and effective resource allocation.
- Next Steps:
 - Q2: Scenario review, input gathering w/ CCs
 - Q3: Review w/ RPAC, confirm w/ CCs



2025 – 2029 Strategic + Business Plans

Plans outline NEEA's comprehensive
five-year strategy to deliver
on its mission:

***Catalyze the most efficient use of
energy for a thriving Northwest.***



neea.org/plans



End Use Load Flex Update

(Becky Walker)



End Use Load Flex: Strategic Plan Context (2025-2029)

- **Goal 1:** Transform Markets for Energy Efficiency
- **Goal 2:** Accelerate the Adoption of Grid-Enabled End-Use Technologies through Market Transformation



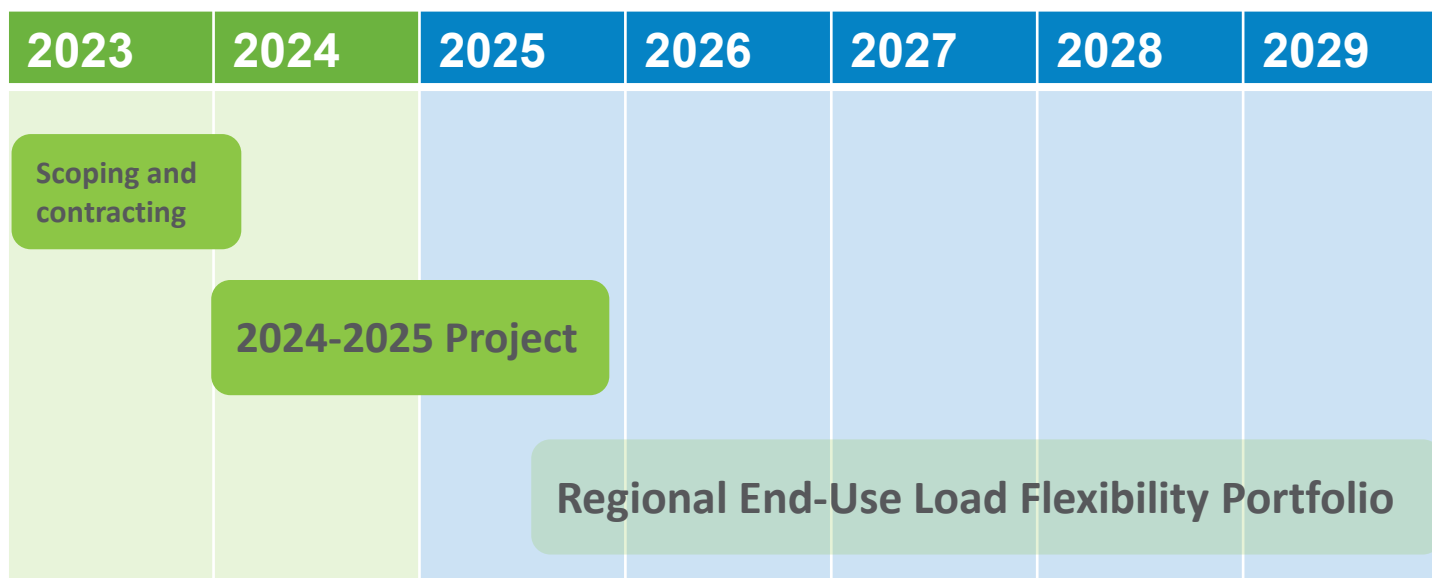
NEEA Cycle 7 (2025-2029)
Strategic Plan

Draft – September, 2023



End Use Load Flex - Approach

Timeline:



NEEA's Role:

- Convene the region
- Identify emerging technologies and solutions
- Leverage existing market relationships
- Conduct market research and collect data



2024-2025 End Use Load Flex Key Activities

Task 1: End-Use Load Flexibility Steering Committee and Portfolio Development

- Engaging and informing participants in Project Tasks
- Sharing information, best practices and lessons learned
- Developing End-use Load Flex Portfolio, overview presentation and associated contracts

Task 2: Flexible Demand Solutions

- Accelerating product advancement, testing and demonstration of smart controls for electric heating
- Developing a strategy to drive rapid adoption of electric water heaters with embedded Universal Communication Modules
- Advancing unified regional approach to influence stakeholders

Task 3: Product Prioritization and Initial Insights Research

- Prioritizing products/programs for regional implementation
- Highlighting actions supporting increased consumer participation
- Understanding consumer insights



End Use Load Flex Current Participants

Utility	Representative
Avista	Meghan Pinch
Chelan County PUD	Andrew Grassell
Clark Public Utilities	Matthew Babbitts
Emerald PUD	Tyler Boehringer
Pacific Power	Laura James
Portland General Electric	Jake Wise
Puget Sound Energy	Thomas Smith
Seattle City Light	Jennifer Finnigan
Snohomish PUD	Suzanne Frew
Tacoma Power	Jeremy Stewart



Announcements + Upcoming Events



2022 RBSA Data Reveals Northwest Energy Trends

2022 Residential Building Stock Assessment

***› Data and Findings Report
Now Available***



neea.org/rbsa



Consumer Water Heating Federal Standard



- **What** Federal standard for gas and electric consumer water heaters
- **When**
 - Final Rule – April 30, 2024
 - Effective Date – May 6, 2029
- **Regional Impact**
 - 50% market share of HPWHs in 2029
 - 300 aMW projected savings
- **Next Steps**
 - Summer 2024 webinar
 - Program focus on market readiness
 - Workforce development
 - Product assessment and quality assurance
 - National coordination

Very Small Electric Storage Water Heater	< 20 gal	Very Small	$0.5925 - (0.0059 \times V_{eff})$
		Low	$0.8642 - (0.0030 \times V_{eff})$
		Medium	$0.9096 - (0.0020 \times V_{eff})$
		High	$0.9430 - (0.0012 \times V_{eff})$
Small Electric Storage Water Heater	≥ 20 gal and ≤ 35 gal	Very Small	$0.8808 - (0.0008 \times V_{eff})$
		Low	$0.9254 - (0.0003 \times V_{eff})$
Electric Storage Water Heaters	> 20 and ≤ 55 gal (excluding small electric storage water heaters)	Very Small	2.30
		Low	2.30
		Medium	2.30
		High	2.30
	> 55 gal and ≤ 120 gal	Very Small	2.50
		Low	2.50
		Medium	2.50
		High	2.50
	> 120 gal	Very Small	$0.3574 - (0.0012 \times V_{eff})$
		Low	$0.7897 - (0.0019 \times V_{eff})$
		Medium	$0.8884 - (0.0017 \times V_{eff})$
		High	$0.9575 - (0.0013 \times V_{eff})$

Heat Pumps

HPWH = Heat Pump Water Heater



2024 RPAC Meeting Schedule

Reminder: Hybrid in Q2 + Q4





Upcoming NEEA Meetings

May (Q2)

- 22-23rd Integrated Systems Coordinating Committee (ISCC)

June (Q2)

- 24th Products Coordination Committee (PCC)
- 25th Q2 Board Meeting (Billings, MT)
- 27th Regional Emerging Technology Advisory Committee (RETAC)

August (Q3)

- 15th Integrated Systems Coordinating Committee (ISCC)
- 22nd Regional Portfolio Advisory Committee (RPAC)
- 28th Cost Effectiveness & Evaluation Advisory Committee (CEAC)



*Other regional /
industry events or
announcements?*





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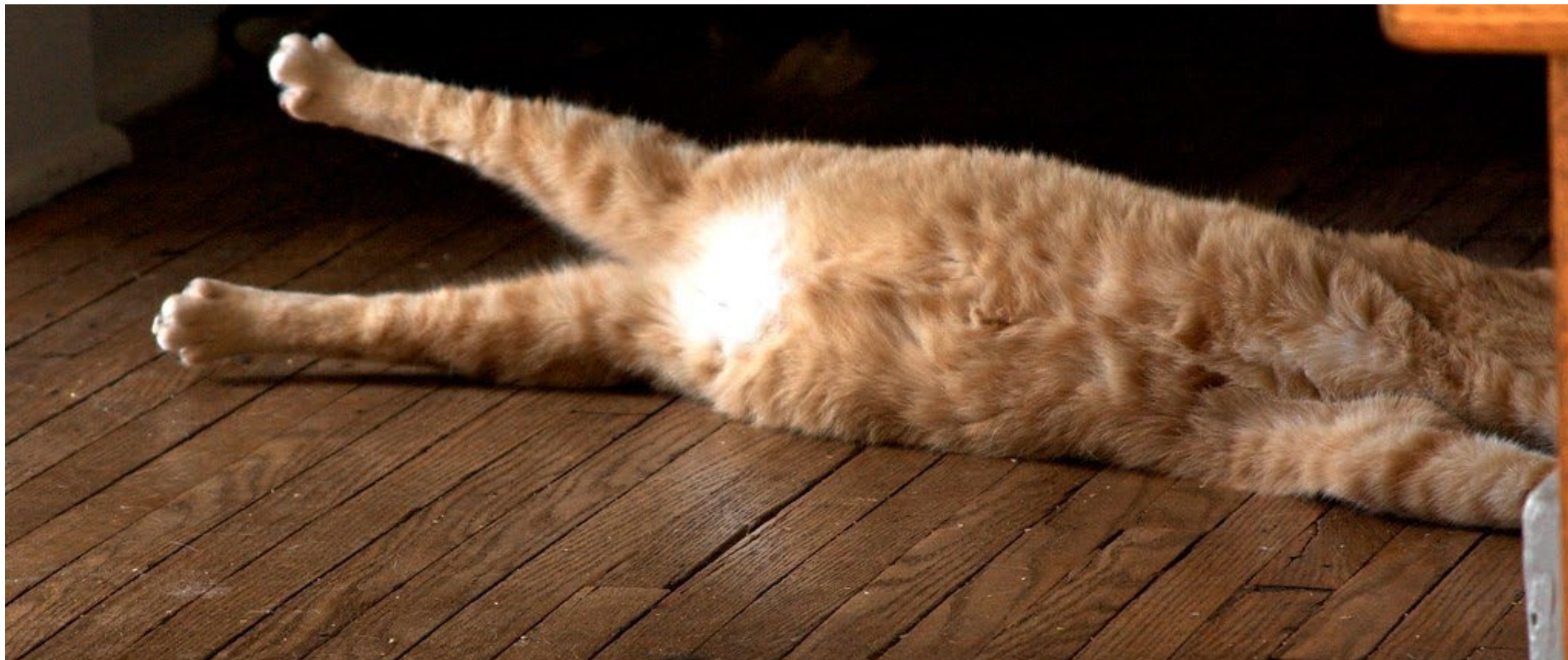
Round Robin

- Big changes (programs/personnel)
 - Current challenges, lessons learned
 - How utility activities relate to NEEA's
 - Sharable tools/materials
 - Equity, underserved markets
 - Findings, filings, IRPs





Break!





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Electric Portfolio Update & New Opportunities

Stephanie Rider

Director – Data, Planning & Analytics

Srider@neea.org

Eric Olson

Manager – Emerging Technology

EOlson@neea.org



Portfolio Topic Agenda

1. Portfolio Status
2. Look Forward in the Portfolio
3. Emerging Technology Horizon





Executive Summary

Portfolio Status

- **Market progress in mature programs is strong**
- **Recent speed bumps and new developments**
- **Energy Savings for Cycle 6 are trending to top of the Business Plan expectations set during Cycle 6 planning**

Look Forward in the Portfolio

Emerging Technology Horizon



Electric Portfolio

Status as of April 2024



50+ Emerging Markets and Technologies



High-Performance Windows



Efficient Fans



Manufactured Homes



Heat Pump Water Heaters



Retail Products Portfolio



Luminaire Level Lighting Controls



Extended Motor Products - Pumps



High-Performance HVAC



Advanced Heat Pumps

Ductless Heat Pumps

Reduced Watt Lamp Replacement

Strategic Energy Management

Efficient Homes

New Building Codes and Product Standards

concept development

program development

market transformation

SCANNING

CONCEPT ASSESSMENT



PROGRAM DEVELOPMENT

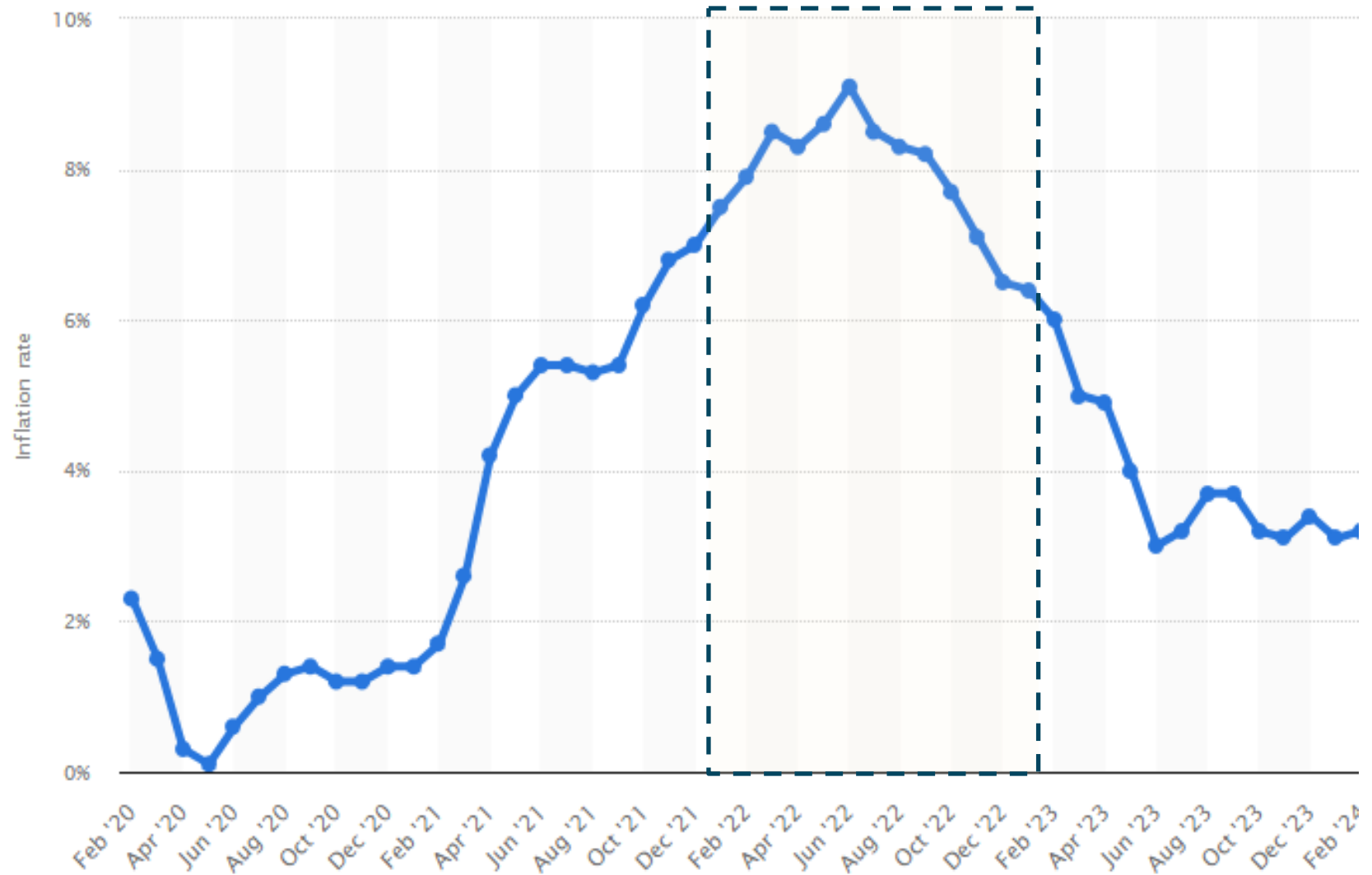


MARKET DEVELOPMENT

LONG-TERM MONITORING & TRACKING



***Inflation
has
reduced
buying
power by
20%***



Source: Bureau of Labor Statistics
© Statista 2024



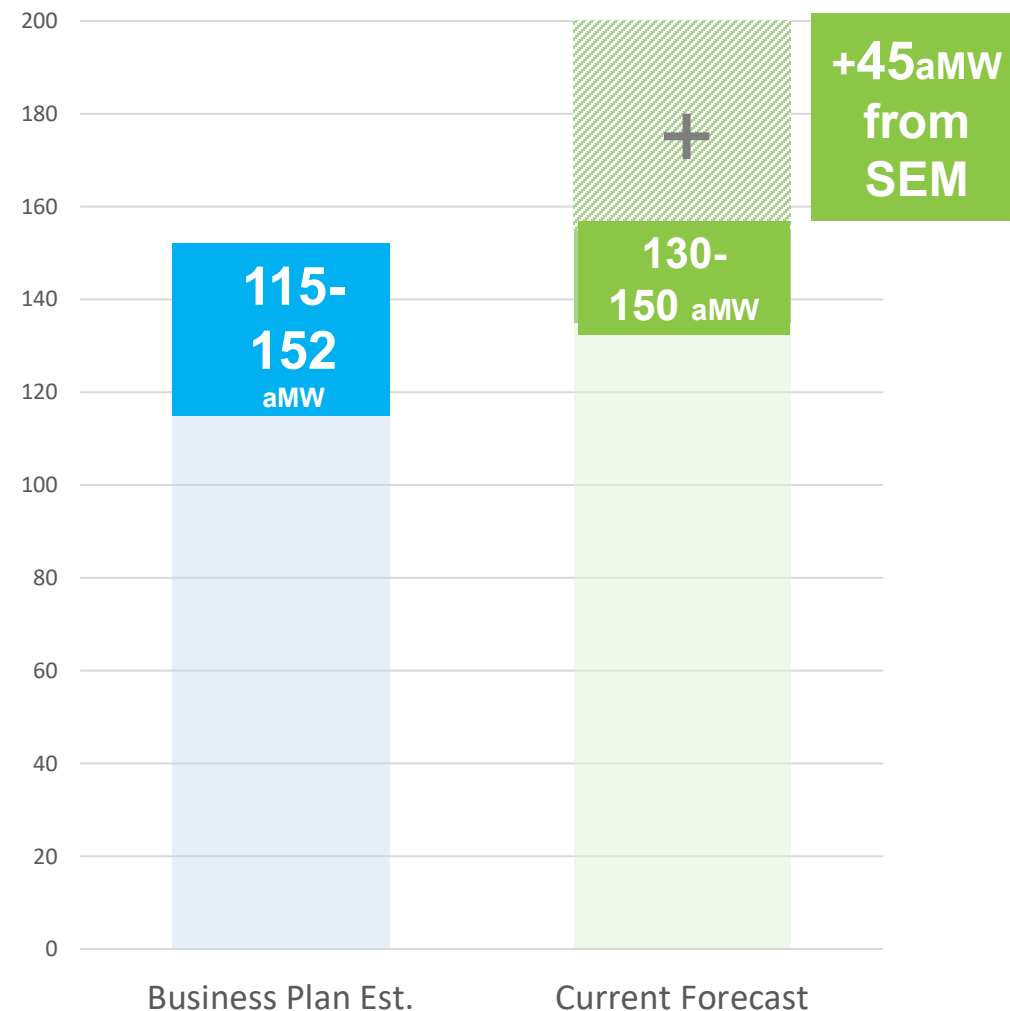
2023 Market Updates

Speed bumps in some areas

- Slower growth than usual in some areas
- Data limitations in TVs and Refrigerators
- Delays with TV manufacturer voluntary participation

New developments, new opportunities unfolding

- HVAC Supplier data access expanded
- Heat Pump technology expansion
- Luminaire Level Lighting Controls now in lighting practice standards



Market transformation progress still strong. These are short term bumps.



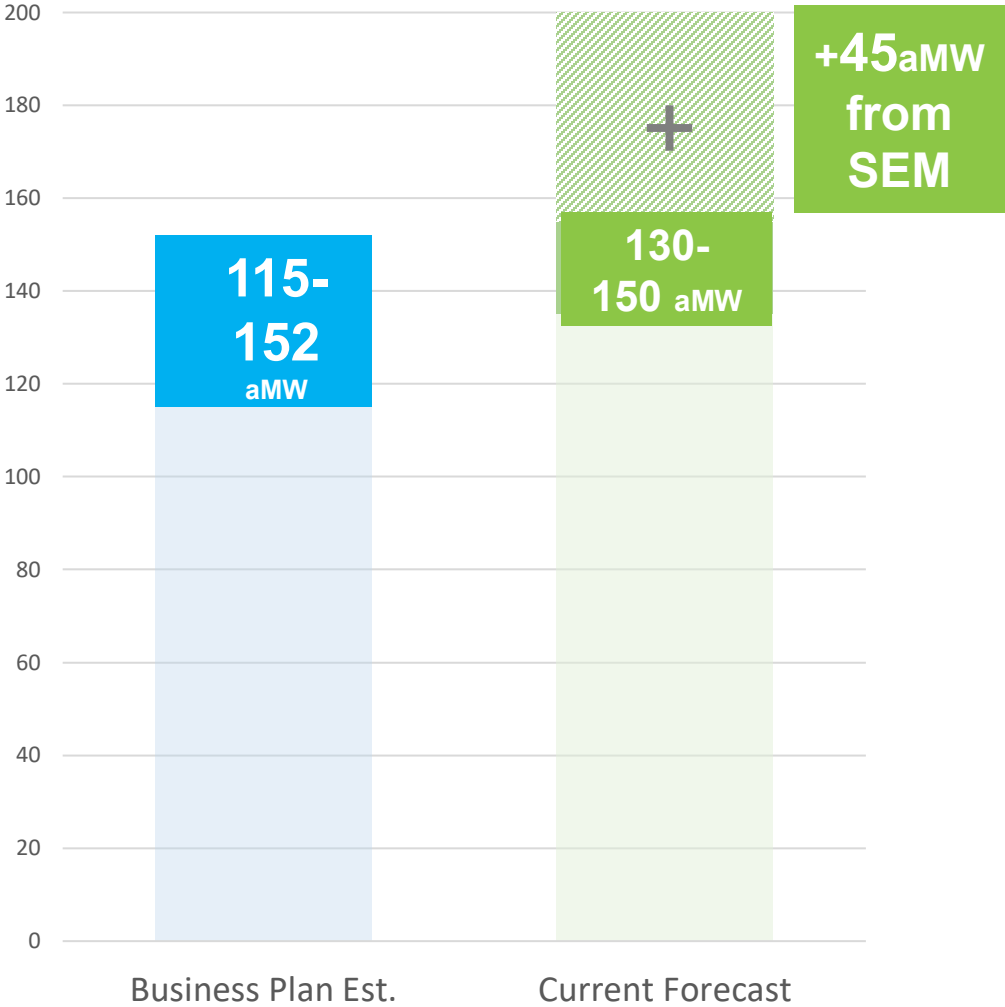
Current Cycle 6 (2020-2024) Business Plan Outlook

Expecting 175-200 aMW of co-create electric energy savings

Equates to

Up to 900,000 tons of carbon reduction

Up to 400 MW of peak reduction (winter)





Achieved our Portfolio Goals for Cycle 6 (2020-2024)

Figure 2: Diversification contributions of new programs introduced in Cycle 6

	Increases Near Term Savings Potential	Balances Risk Profile	Balances Long Term Sector Profile
XMP Pumps			<i>tbd</i>
TVs			
HP Windows			
Advanced HP		<i>tbd</i>	
Efficient Fans	<i>tbd</i>	<i>tbd</i>	



Executive Summary

Portfolio Status

Look Forward in the Portfolio

- **Current portfolio carrying forward into Cycle 7 (2025-29)**
- **Looking at expansion opportunities**

Emerging Technology Horizon



Electric Portfolio Carrying Forward to Cycle 7

Forecast for 2025



50+ Emerging Markets and Technologies

Funding for 2-3 new programs to advance (2025-2029)



High-Performance Windows



Efficient Fans



Heat Pump Water Heaters



Retail Products Portfolio



Luminaire Level Lighting Controls



Extended Motor Products - Pumps



High-Performance HVAC



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PROGRAM DEVELOPMENT



MARKET DEVELOPMENT

LONG-TERM MONITORING & TRACKING



Cycle 7 Forecasted Benefits Reference Table

Table 3: Cycle 7 Scorecard

Market Transformation Metrics	Electric Estimate
5-year (2025–2029) Co-Created Energy Savings	190–225 aMW
10-year (2025–2034) Co-Created Energy Savings	365–470 aMW
5-year Carbon Reduction (thousand tons)	780–900
5-year Winter Peak Load Savings ⁵ (MW)	390–475
5-year Summer Peak Load Savings ⁶ (MW)	340–400

Forecast includes estimates for new/er programs, codes and standards



Executive Summary

Portfolio Status

Look Forward in the Portfolio

Emerging Technology Horizon

- **Cycle 7 Business Plan: Expanded emphasis on technologies that reduce peak demand**
 - **Product innovation in existing portfolio + new programs**
- **Trends**
 - **Connectivity, System-level efficiency, Inverter-drive motors & compressors, Low Global Warming Potential refrigerants, Artificial Intelligence**



Promising Technologies for Cycle 7



50+ Emerging Markets and Technologies



High-Performance Windows



Efficient Fans



Heat Pump Water Heaters



Retail Products Portfolio



Luminaire Level Lighting Controls



Extended Motor Products - Pumps



High-Performance HVAC



Advanced Heat Pumps

Manufactured Homes

Ductless Heat Pumps

Reduced Watt Lamp Replacement

Strategic Energy Management

You are here



New Building Codes and Product Standards

concept development

program development

market transformation

SCANNING

CONCEPT ASSESSMENT



PROGRAM DEVELOPMENT



MARKET DEVELOPMENT

LONG-TERM MONITORING & TRACKING



Maintaining a Full Pipeline

Emerging Technologies



New Measures

Readiness: ✓ Product
✓ Market
✓ Program



Light Green
Very firm.
Ready to eat in
about 5 days



Medium Green
Firm.
Ready to eat in
about 3 days



Breaking
Somewhat
firm.
Ready to eat in
about 24 hours



Pre-Ripe
Somewhat soft.
Ready for
slicing.



Dark Ripe
Softer.
Ready for all
uses.





Typical Emerging Technology Activities

- Assess technical potential – energy savings opportunity
- Manufacturer Engagement
- Market Monitoring
- Lab Testing
- Field Testing
- Performance Specification Development
- Test Method Development

Appendix C: 2024 Emerging Technology Activities by Product

This chart lists the products and activities NEEA staff are planning for 2024 to understand and advance emerging technologies. Actual activities will vary based on opportunities, coordination with other researchers, and available resources. A short definition for each activity is listed after the chart.

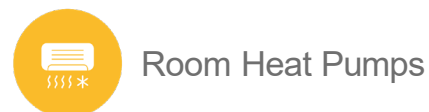
PRODUCT GROUP	PRODUCTS	TECHNICAL POTENTIAL ASSESSMENT	TEST METHOD DEVELOPMENT	PERFORMANCE SPECIFICATION DEVELOPMENT	MANUFACTURER ENGAGEMENT	MARKET MONITORING	LAB TESTING	FIELD TESTING
BUILDING ENVELOPE	Window Attachments				X	X		
	Non-glass Secondary Windows				X			
	Retrofit Wall System Improvements					X	X	X
	Dynamic Glazing	X				X		
	High Efficiency Windows*				X	X		
	Integrated Design / Performance Path Code*					X		
CONSUMER PRODUCTS	Clothes Dryer Innovations (UV, Ultrasonic, others)	X			X		X	
	NEEA Field Laundry Study*		X					X
	Thermo-electric HP Dishwasher	X			X		X	X
	Commercial Laundry Innovation	X	X		X			
	Commercial Cooking	X			X	X	X	X
	Induction Cooktops	X					X	
	Displays/Monitors*	X	X		X		X	
	Combination Washer-Dryers*		X		X	X	X	

DRAFT - 2024 Operations Plan | 100

<https://nee.org/img/documents/NEEA-2024-Operations-Plan.pdf>



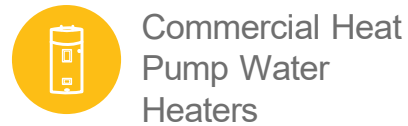
Promising Technologies for Cycle 7



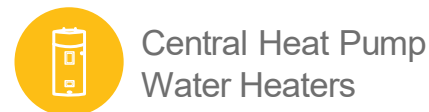
Room Heat Pumps



Efficient Drives



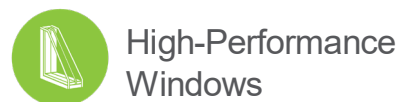
Commercial Heat Pump Water Heaters



Central Heat Pump Water Heaters



Dual Fuel HVAC



High-Performance Windows



Efficient Fans



Heat Pump Water Heaters



Retail Products Portfolio



Luminaire Level Lighting Controls



Extended Motor Products - Pumps



High-Performance HVAC



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New Building Codes and Product Standards

concept development

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PROGRAM DEVELOPMENT

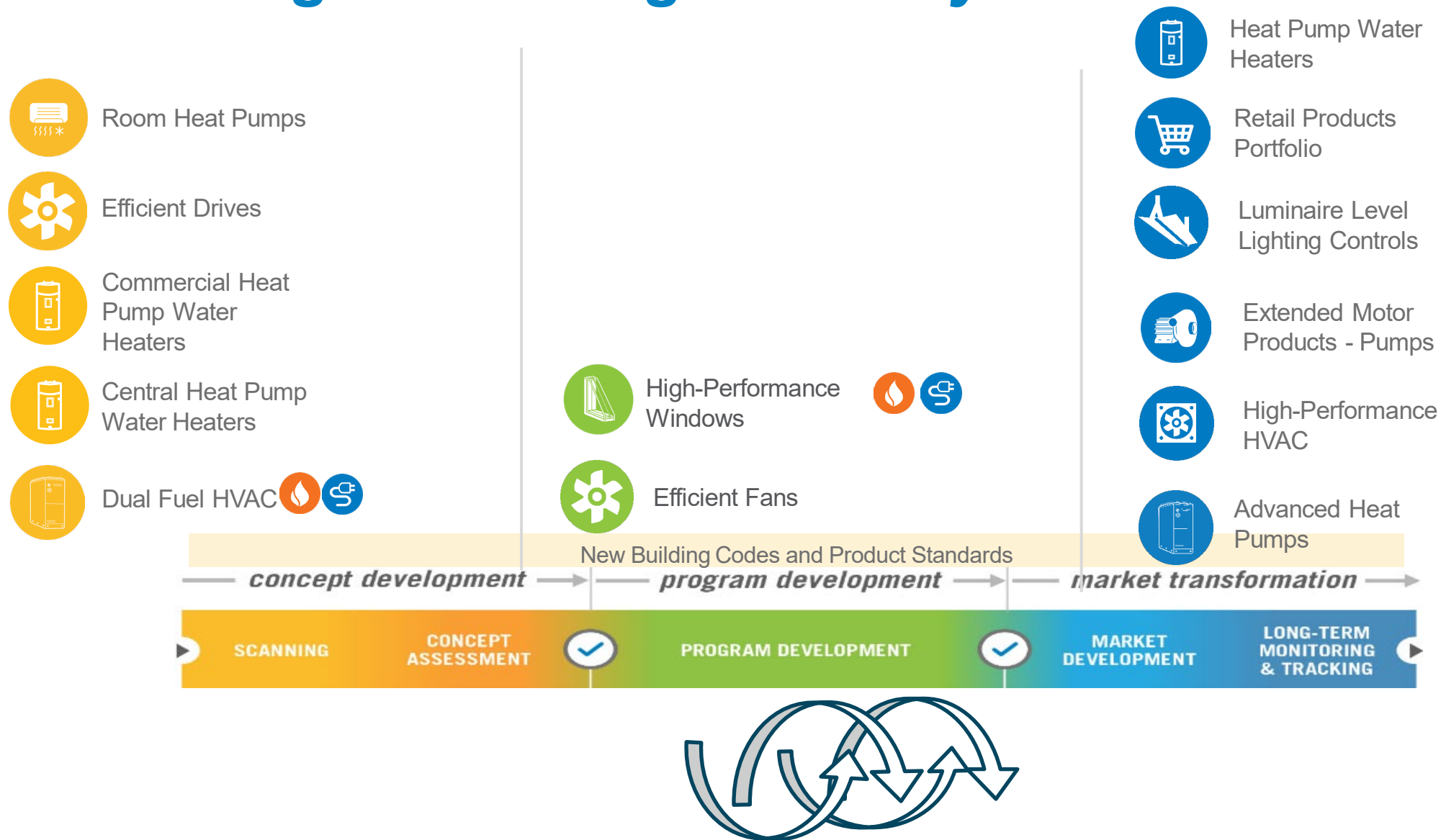


MARKET DEVELOPMENT

LONG-TERM MONITORING & TRACKING

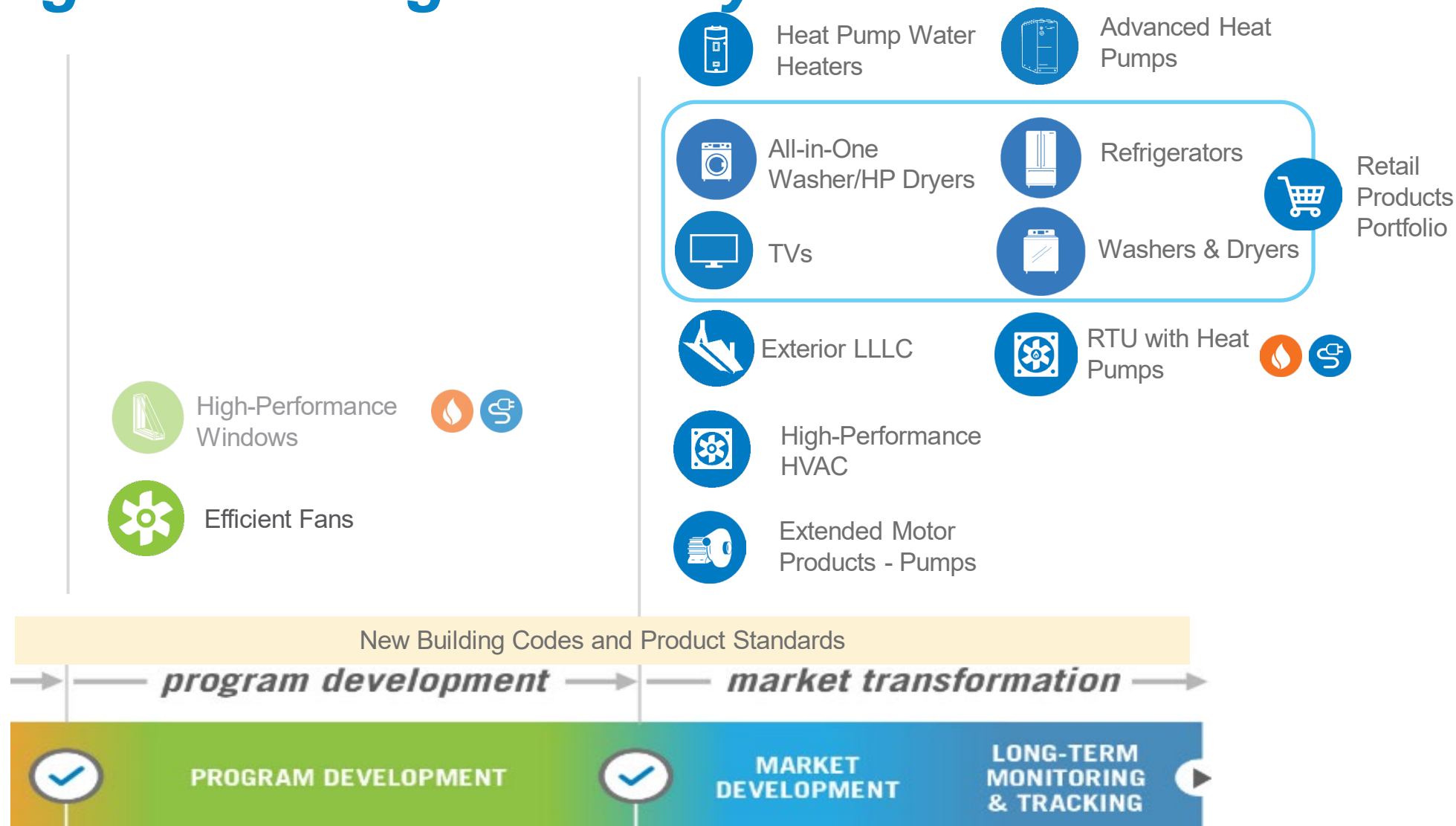


Promising Technologies for Cycle 7





Promising Technologies for Cycle 7





Emerging Technology Trends

	Demand Response	Peak Load Reduction	Load Shifting
Connectivity	Good	Good	Good
System Level Efficiency	Good	Better	Better
Inverter-Driven Motors & Compressors	Good	Good	Good
Low GWP Refrigerants	Good	Better	Good
Artificial Intelligence/Advanced Controls	Good	Better	Good
Good	Better	Best	



Cycle 7 Promising Opportunities (HVAC)



Next Generation Residential Heat Pumps

- Advanced controls
 - Low Load Efficiency
 - Cold Climate
 - Improved commissioning
 - Demand Response
- Peak reduction
- Load shift



Efficient RTUs w/Heat Pump

- Integrated controls
 - Demand response
 - Real-time optimized performance
- Peak reduction





Cycle 7 Promising Opportunities (Motor Driven Systems)



Residential, Commercial & Industrial Motors/Drives

- Advanced controls
- Demand Response
- “Right sizing” motor, pumps, and fans
- Peak reduction



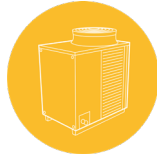


Cycle 7 Promising Opportunities (Water Heating)



Residential HPWHs for All Applications

- Expanded offerings
 - Attics, closet
- Multi-speed compressors
- Demand Response
- Peak reduction
- Load shift



Commercial/Multifamily Central HPWH

- Viable option for new construction and retrofit
- Multi-speed compressors
- Grid-connected
- Peak reduction
- Load shift



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Questions?

» Thank you!

Stephanie Rider
Director, Data, Planning & Analytics
S rider@neea.org

Eric Olson
Manager, Emerging Tech
Eolson@neea.org





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Manufactured Homes Program Update Transition Market Progress Evaluation Report

Mark Rehley

Director – Codes, Standards, New
Construction, Emerging Tech

Anu Teja

Sr. Market Research & Evaluation Scientist






What you need to know: Key Takeaways

- **Transition – Market Progress Evaluation Report (TMPER) is complete** and indicates that program market progress indicators (**MPIs**) **have been met, market is stable.**
- NEEA's Manufactured Homes **Program** will **move to** the Long-Term Monitoring & Tracking Phase **LTMT** in 2024
- The Federal standard and **HUD code** have been updated but **delayed to 2025**
- **ENERGY STAR** version 3.0 **effective 2026**
- NEEA will continue to track due to regulatory uncertainty



Origin

The
58
GLENDALE



INTRODUCING FOR 1958 . . .
AN EXCITING NEW RANGE OF MODELS WITH CAREFULLY ENGINEERED DESIGNS
TO FULFIL THE NEEDS OF MOBILE HOME OWNERS THROUGHOUT CANADA

EXPANDO-HOME



Today's Manufactured Home



<https://www.bobvila.com/articles/8405-mobile-homes-then-and-now/#.WPuld5V1rTs>

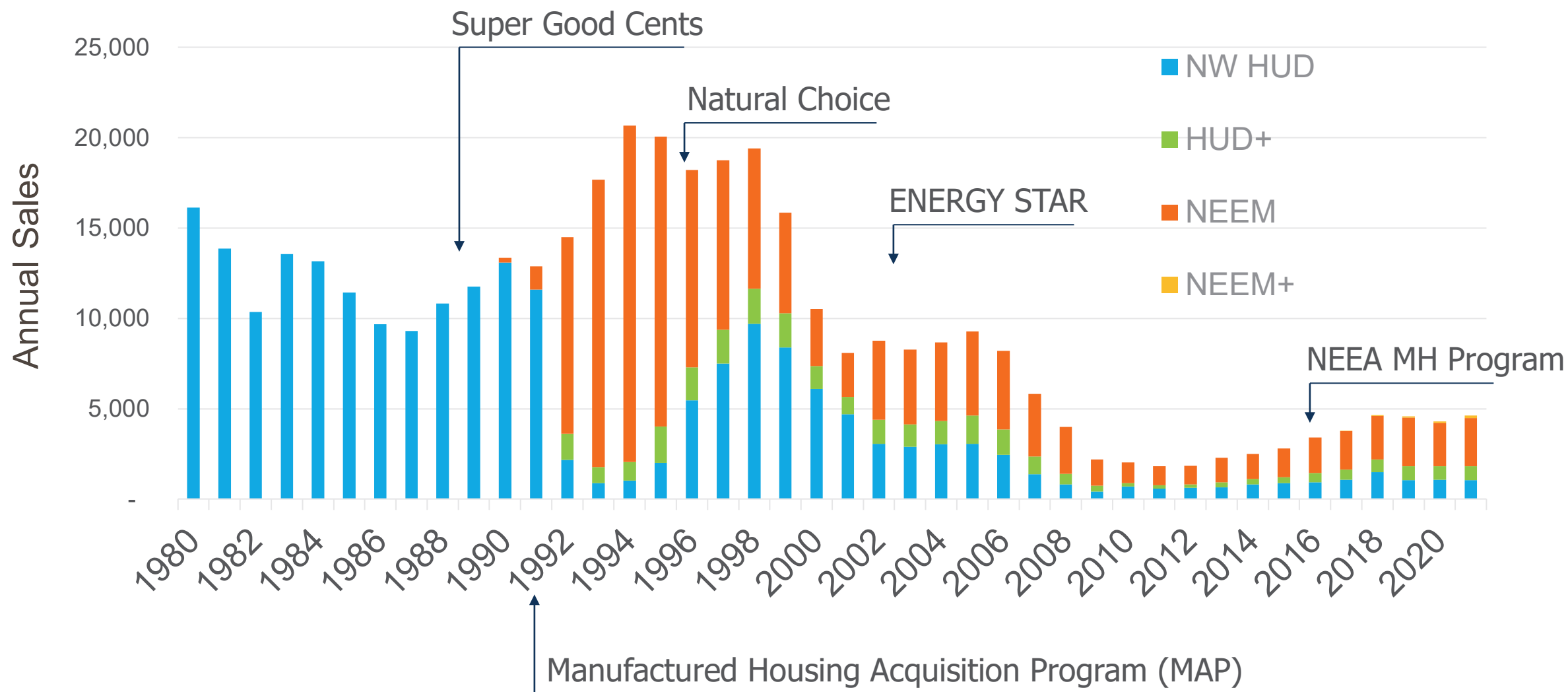


Today's Manufactured Home





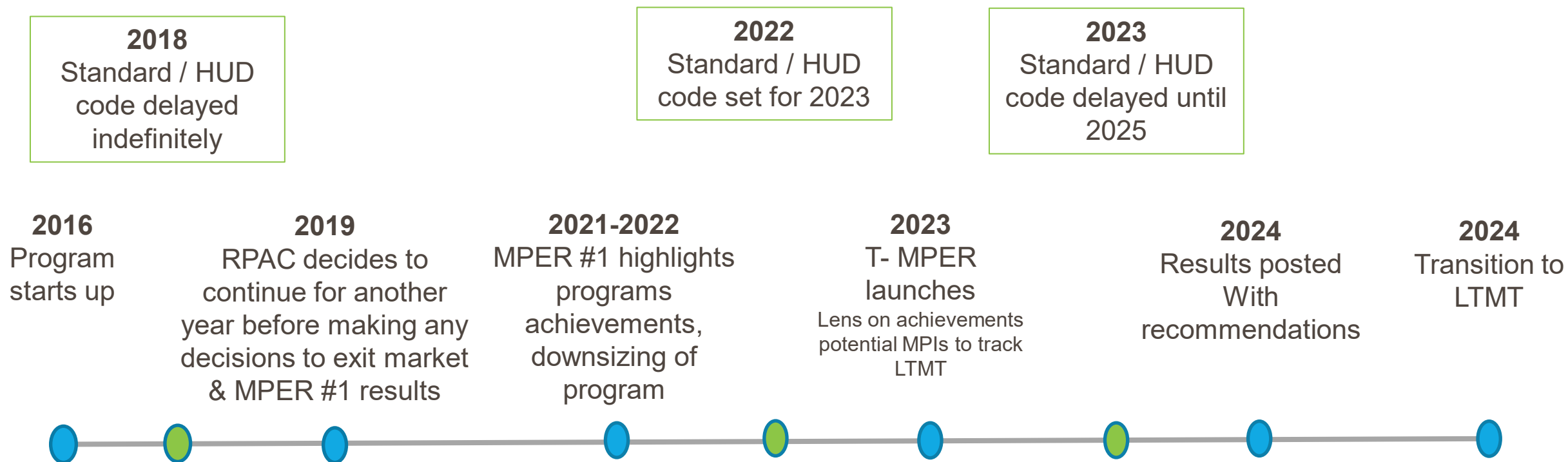
Manufactured Home Programs and Sales History





NEEA's Manufactured Homes Program

The program has supported the Northwest Energy Efficient Manufactured Housing Program (NEEM)+ specification, developed by Northwest Energy Works since 2014.

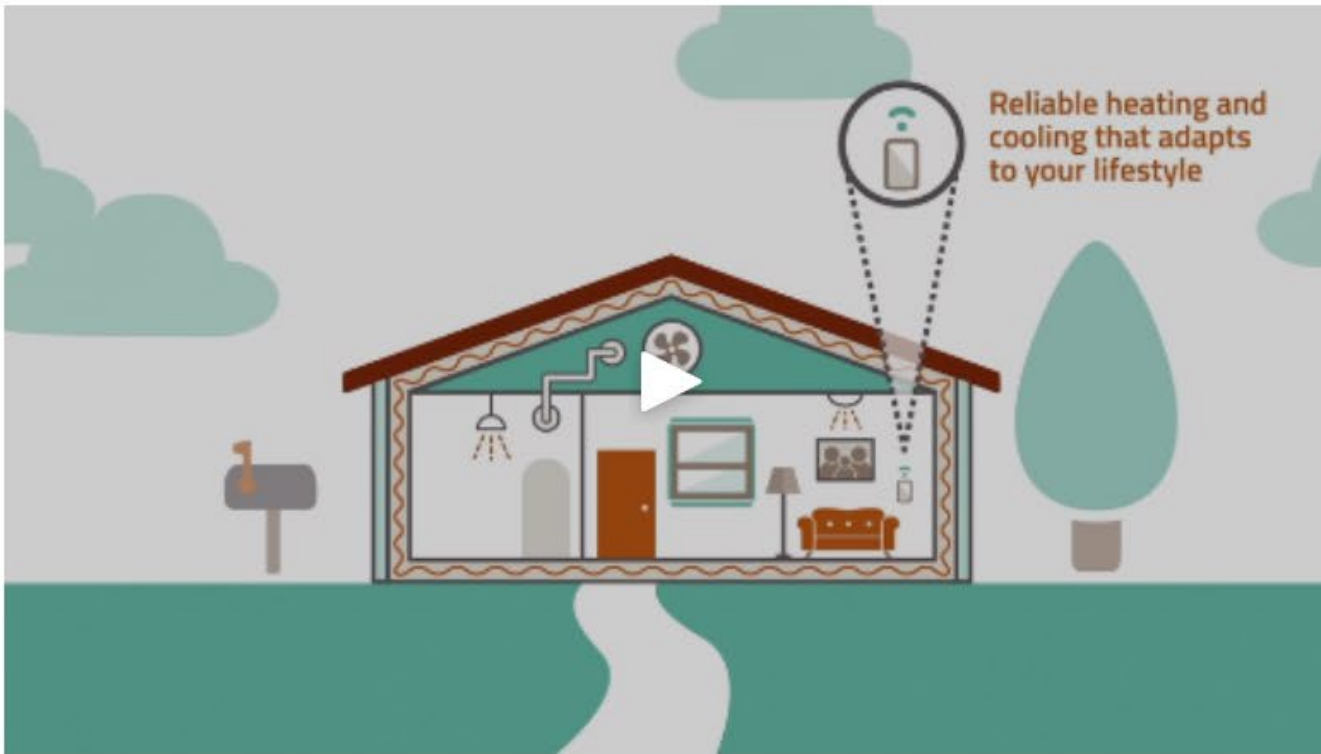


MPER #1 & T-MPER completed by Apex Analytics, LLC



What is a NEEM+ Home?

MAKE YOUR MANUFACTURED HOME THE MOST ENERGY EFFICIENT YOU CAN BUY.



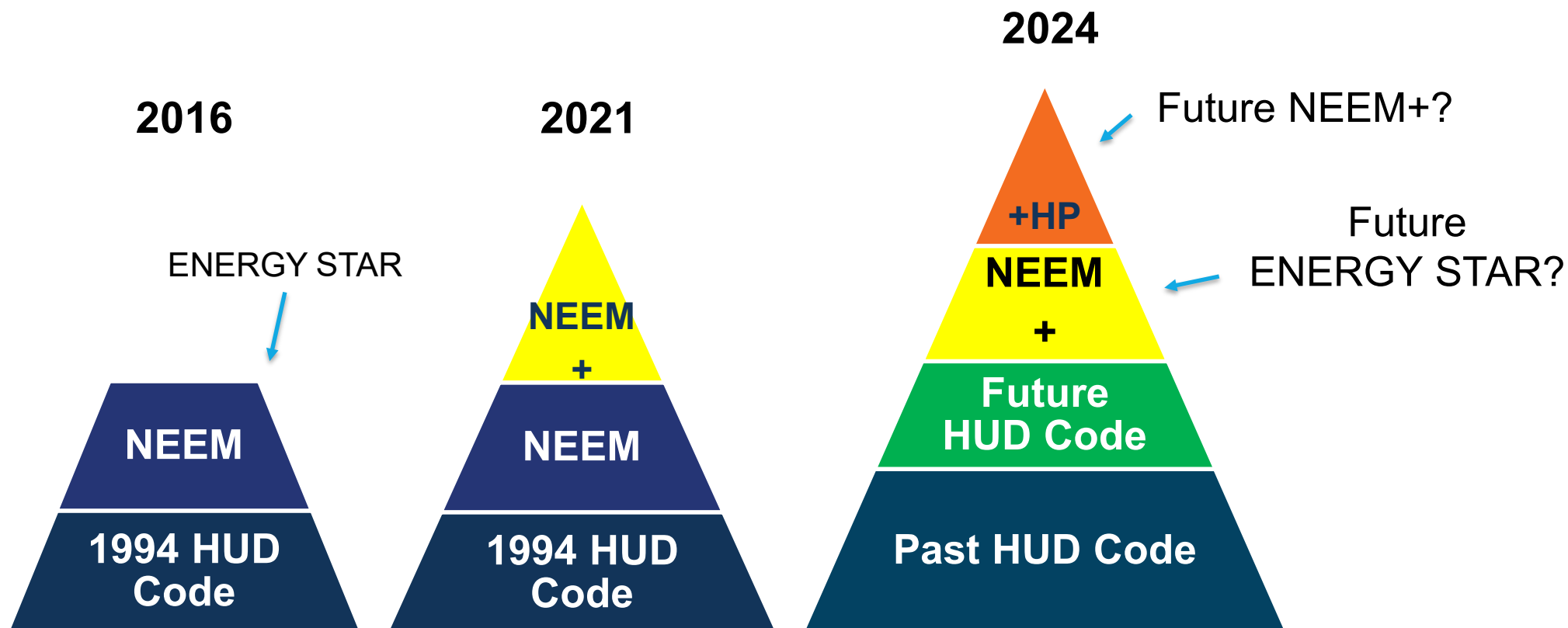
WHAT MAKES THESE ENERGY SAVING HOMES DIFFERENT? HERE ARE A FEW OF THEIR INNOVATIVE FEATURES:

- Careful sealing of all connections
- Added floor, ceiling, and wall insulation
- High-performing upgraded windows
- LED bulbs in every fixture
- Ultra-efficient, silent ventilation system
- Flashing and house-wrap
- Smart Thermostat for cooling/heating control

<https://www.neemhomes.com/neem-plus>



Specifications in the Northwest



Northwest Factories

★ NEEM+ actively sold
★ NEEM+ in the works

Valley

Marlette

Clayton

★ Skyline

Champion

Fleetwood

Cavco

★ Palm Harbor

Cavco

★ Golden West

Clayton

Champion

Champion

★ Kit Homebuilders

Fleetwood of ID

Cavco



The Role of a T-MPER in the Initiative Life Cycle?





Research Objectives



Confirm that NEEM Program remains viable without NEEA's intervention



Summarize the programs Narrative from inception to the present day.



Track key Market Progress Indicators (MPIs)



Recommend viable approaches for conducting Long Term Monitoring and Tracking (LTMT) efforts



Research Approach

Activity	# of Respondents	Details
Staff interviews & document review	5	<ul style="list-style-type: none">• Current NEEA staff• Former NEEA staff• Northwest Energy Works staff
Regional program administrator interviews	4	<ul style="list-style-type: none">• Efficiency program administrators in the Northwest offering end-user and/or retailer incentives for NEEM+
Manufacturer Interviews	5	<ul style="list-style-type: none">• NEEM+ manufacturers (3)• Others in regional familiar but not building (2)
Retailer interviews	18	<ul style="list-style-type: none">• Retailers selling NEEM+ homes (15)• Retailers not selling NEEM+ homes (3)

A faint, light blue geometric logo is centered in the background. It consists of a diamond shape formed by four nested, offset rectangular outlines, creating a sense of depth and movement.

Research Findings



Key Takeaways

What did we learn?

- NEEM+ market share is low, but stable
 - Retailers & manufacturers see it as a niche offering
 - They don't plan to reduce or eliminate NEEM+ offerings
 - But unlikely to significantly increase its production



Program successfully met assessed MPIs

MPI	Status	Detail
Manufacturers can build to NEEM+ specification	Met	No technical challenges cited among the 3 manufacturers offered NEEM+ homes
Incented incremental cost of NEEM+ homes is less than 5% over comparable homes	Met	On average the incremental cost homes ranged from \$1,200-\$6,000. Estimated this to be 2-4% of the total cost of the home.
MH retailers increase sales of NEEM+ homes	Met	Most retailers that offered NEEM+ homes (six respondents) report increase in sales.
Factory trainings in NEEM+ home construction are held & test homes are built	Met	Northwest Energy Works staff still providing advice & training, that manufacturers value.



Future Diffusion Indicators: Meaningful Efficiency Specifications

Proposed Indicator

Manufacturers & retailers offer homes meeting efficiency specification that provide whole home energy savings of at least 10% over current practice in the region

Rationale

- Goal is to drive home efficiency by differentiating the most efficient homes
- To get here, the spec must be a meaningful improvement over the less efficient alternative
- Currently energy benefits of NEEM+, ENERGY STAR V3, & ZERH are not immediately clear

Approach

Need to determine:

What is the less efficient alternative and how does energy use compare to homes meeting efficiency specs?



Future Diffusion Indicators: Viability of Specifications

Proposed Indicator

- Market share of qualified homes remains steady or increases
- At least 3 manufacturers offer qualified homes
- Sales of qualified homes is geographically distributed

Rationale

- Indicates consumer demand & likelihood that mfrs will continue to offer them
- Reduces the reliance on just a single mfr so there is availability of homes
- Demonstrates broader demand for qualified homes, not driven by codes and/or rebates

Approach

Gather data on home sales from various sources:

- Northwest Energy Works EPA
- Sawtooth Mountain Research
- State data
- MHI



Conclusions & Recommendations

Conclusion #1: NEEM program position is stable in the near term.

- NEEA should continue to monitor the MH market as ENERGY STAR specification takes effect in 2026, and Federal standard in 2025.

Conclusion #2: Revising ENERGY STAR V3 specification to allow NEEM+ homes to participate w/out additional major upgrades outside the factory can enable NEEM more visibility.

- NEEA & Energy Works Northwest continues to w/EPA to support ENERGY STAR V3 specification allowing NEEM+ to participate w/out heat pump installation.



Conclusions & Recommendations

- **Conclusion #3: Need further research to determine extent to which specifications drives manufactured homes efficiency in the region.**
 - Take the opportunity to partner w/ RTF to conduct an analysis to assess the relative energy savings between NEEM+ homes & less efficient homes.
 - Also consider assessing typical installation practices.



The Road Ahead

- **Share** RPAC Memo – Q3 2024
- **Move** program to LTMT and begin measuring diffusion metrics
- **Coordinate** with ENERGY STAR and DOE to align NEEM+ (Managed by Codes and Standards)
- **Test** approaches to adding heat pumps (Scanning)

» Thank you!

Mark Rehley – Mrehley@neea.org

Anu Teja – Ateja@neea.org



➤ *Stretch break*

*Transition to
RPAC+
Marketing
Elections*





Agenda

All times Pacific

12:30 - 12:50	Welcome, Introductions and Agenda
12:50 - 1:05	Housekeeping and Looking Ahead
1:05 - 1:45	RPAC Round Robin
10 min	BREAK
1:55 - 2:40	Electric Portfolio Update & New Opportunities
2:40 - 3:20	Manufactured Homes Transition Market Progress Evaluation Report (T-MPER)
10 min	BREAK, TRANSITION TO RPAC+ PORTION
3:30 - 3:50	RPAC+ Marketing <ul style="list-style-type: none">➤ Refresher on Proposed HWPH Campaign➤ Funder Elections
3:50 - 4:00	Public Comment, meeting debrief and adjourn





RPAC+ Elections Options

- **PARTICIPATE**: Funder supports NEEA conducting the planned marketing activity in its service territory
- **SELF-DELIVER**: Funder opts to deliver the planned marketing activity in its service territory, in coordination with NEEA timing and activities
- **EXEMPTION**: Funder does not support the planned marketing activity being conducted in its service territory

➤ [Click for “RPAC+” details in Charter](#)



RPAC+ Elections Process – Roll Call @ End

Electric HPWH Consumer Awareness Campaign			
	Participate ✓	Self-Deliver ✓	Exempt ✓
Avista			
Bonneville Power Administration			
Chelan PUD			
Clark Public Utilities			
Energy Trust			
Idaho Power			
NorthWestern Energy			
Pacific Power			
Puget Sound Energy			
Seattle City Light			
Snohomish PUD			
Tacoma Power			

Proposed 2024 HPWH Consumer » Campaign

Britt Cutsforth Dawkins

Manager of Program Marketing Strategy, NEEA

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Campaign Review



Strategies

Continue increasing regional consumer awareness, with a continued focus in more rural areas

Build consideration with consumers who have some level of existing awareness of HPWHs

Ensure alignment and collaboration by leveraging previously-approved messaging, connecting with individual funders, and working with mid- and upstream market actors



Targeting

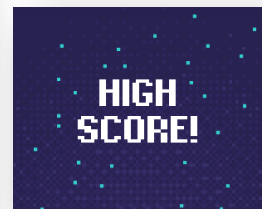
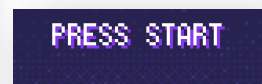
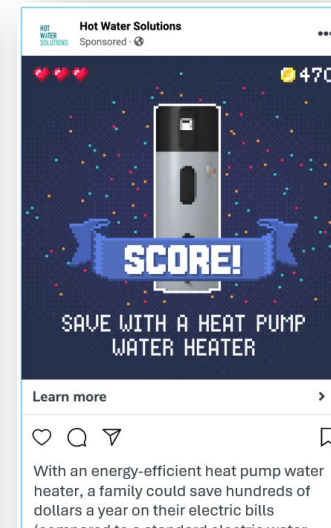
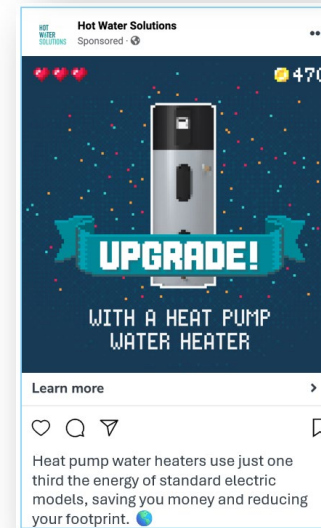
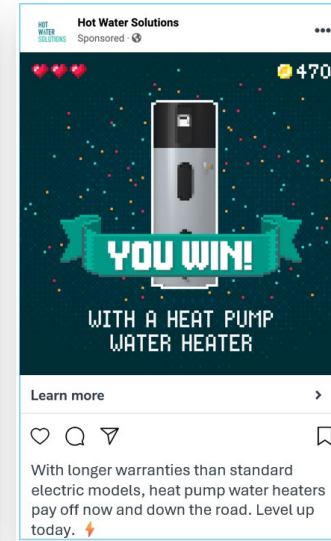
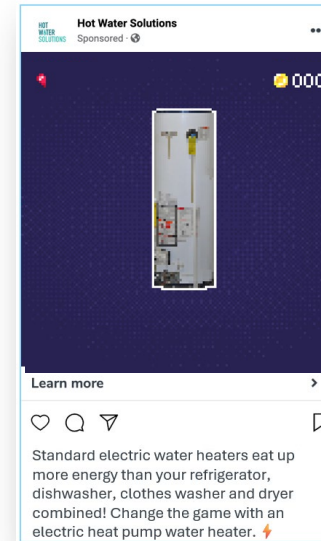
Northwest homeowners in funder-approved ZIP codes with high levels of electric water heat and/or electric space heat, weighted toward rural

Retarget consumers who have engaged with the current campaign



Campaign Overview

- Brand: Hot Water Solutions
- Timing: July through October 2024
- Media spend: \$150K
- Creative: Level Up
- Messaging: Previously-approved copy
- Format: Animated + static ads on social and display
- Calls-to-Action: to campaign landing page on HotWaterSolutionsNW.org



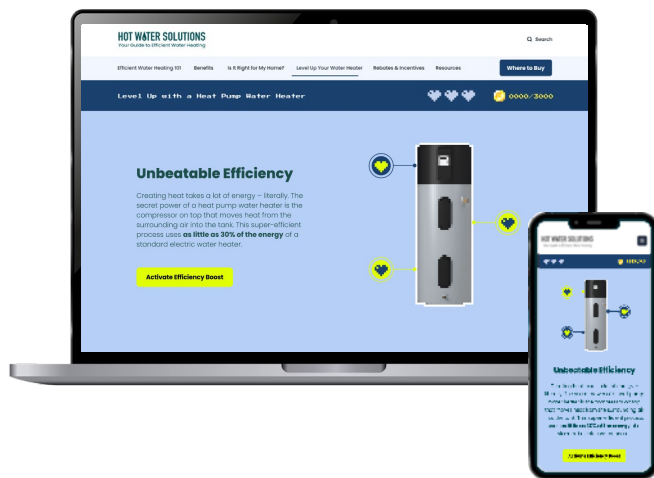


User Experience

MEDIA CHANNELS



CAMPAIGN LANDING PAGE (on HotWaterSolutionsNW.org)



EDUCATION AND TRANSACTION

Local Utility



Local HPWH Installers



Retail Promotions/Mid-Stream



Manufacturers/Product Education





Timing and RPAC+ Process

Q1 2024	Q2 2024	Q3 2024	Q4 2024
<p>February 5 <i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none">• Overview of proposed 2024 consumer campaign <p>March–April</p> <ul style="list-style-type: none">• Hold 1:1 meetings with RPAC members and their marketing staff	<p>May 13 <i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none">• Review proposed plan, funders make elections• Confirm targeted territories with participating utilities (self-deliver utilities to share plans) <p>June</p> <ul style="list-style-type: none">• Launch redesigned HotWaterSolutionsNW.org• Confirm details of final campaign prior to launch	<p>July</p> <ul style="list-style-type: none">• Launch 2024 consumer campaign• Collaborate with supply chain actors throughout the campaign	<p>October</p> <ul style="list-style-type: none">• Conclude campaign• Analyze results and develop reporting to be shared at the Q1 2025 RPAC meeting



RPAC+ Elections

➤ [Click for “RPAC+” details in Charter](#)

Reminder of Options

- PARTICIPATE: Funder supports NEEA conducting the planned marketing activity in its service territory
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Q&A / *Discussion*



RPAC+ Elections – 2024 HPWH Consumer Campaign

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Energy Trust			
Idaho Power			
NorthWestern Energy			
Pacific Power			
Puget Sound Energy			
Seattle City Light			
Snohomish PUD			
Tacoma Power			

» Thank you!

Britt Cutsforth Dawkins—Manager, Program Marketing Strategy
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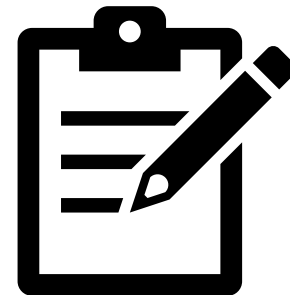


A piece of brown paper with a string tied in a bow. The string is a light brown, twisted cord. It is tied in a bow that is centered on the right side of the paper. The bow has two loops, one pointing upwards and one pointing downwards. The string extends horizontally across the middle of the paper, and then vertically down the right side. The background is a solid, textured brown color.

Let's wrap it up!



Action Items | Any Final Qs?



- Action Items



Meeting Feedback

- ✓ *What was helpful?*
- ✓ *Opportunities for improvement?*
- ✓ *Would you like us to follow up with you on anything?*





Public Comment?



Thank you, RPAC! Until we meet again...

Q3 Meeting (Virtual): Thursday, Aug 22

Q4 Meeting (Hybrid): Tuesday, Nov 5 @ SeaTac

