Products Coordinating Committee (PCC) Q3 2023 Meeting Agenda

DATE: **Thursday, August 17, 2023**

LOCATION: Webinar Only

TIME: 8:30am – 12:00pm

WEBINAR: Microsoft Teams – See details in calendar invite or register here

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)	**(R)** Residential **(C)** Commercial **(I)** Industrial		**Page #**
8:30-8:40 *(10 min)*	**Welcome, Agenda & Packet Review**	Alisyn Maggiora All	**p. 1-4**
8:40-10:10 *(90 Min)*	**Introductions & Regional Roundtable** *Committee members and NEEA program staff share program and organization updates, highlight areas of possible interest and coordination with others.* *Desired Outcome: All are updated on each other's activities and better understand what's happening across the region.*	All	--
(10 min)	***BREAK***	All	

10:20-10:30 *(10 min)*	**Housekeeping**
	 • Announcements
	   o Staffing Update
	   o Operations Planning, Leadership Awards
	 • Fans Market Characterization
	 • Online Marketplace Update
		Alisyn Maggiora Jon Clark	--

10:30-10:45 *(15 min)*	**PCC Annual Workplan Updates** • Updates to 2023 plan • 2024 annual planning check in	Alisyn Maggiora	**p. 5-6**
10:45-11:55 *(70 min)*	CONSUMER PRODUCTS REGIONAL PRIORITY TOPIC **Sales Data & Equity** • Exploration of NEEA data to inform utility program outreach efforts for "underserved" and discuss relevant technologies. *Desired Outcome: Committee members understand how Equity is being discussed/targeted around the region in utility programs, and explore how NEEA may be able to support those efforts where appropriate.*	Anne Brink	**p. 7**
11:55-12:00 *(5 min)*	Recap, Next Steps, Adjourn	Alisyn Maggiora	--

Memorandum- *Agenda Items*

August 10, 2023

TO: Products Coordinating Committee (PCC)

FROM: Alisyn Maggiora, Stakeholder Relations Manager

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

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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 Item
- Page 3: Meeting Preparation Highlights
- Page 4: NEEA's Product Groups & Coordinating Committee Structure
- Page 5: Annual Planning Process Memo
- Page 6: 2023 PCC Workplan
- Page 7: Memo: Regional Priority Topic – Consumer Products "Sales Data & Equity"

INFORMATIONAL UPDATES (Tier 2)

- N/A

ADDITIONAL LINKS (Tier 3)
- Committee Materials *(meeting notes include links to recordings, packet and slides)*
  - Q2 2023 PCC Meeting Notes – see email to committee
  - Q2 2023 Integrated Systems Coordinating Committee notes
  - Products Coordinating Committee (PCC) 2023 Annual Work Plan
  - Integrated Systems Coordinating Committee (ISCC) 2023 Annual Work Plan
  - Charters: RPAC, ISCC, PCC

- Q2 2023 Market Research and Evaluation Newsletter
- Q2 2023 Emerging Technology Newsletter
- Q1 2023 Codes, Standards and New Construction Newsletter

PCC Q3 2023 – 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.

➢ **REGIONAL PRIORITY TOPIC for Consumer Products**
Sales Data & Equity

Topic format is expected to be a roundtable with group discussion and a short presentation.

Review Tier 1 memo on p.7 and come prepared to:

(1) Share thoughts on how your organization is currently, or planning to address, Equity in regards to rural vs urban customers and underserved, vulnerable, and/or disadvantaged communities (i.e. low income).

(2) Some discussion starter questions include:

  ✓ *What are you currently doing, or do you plan to do to ensure rural customers and/or low-income customers are benefitting from energy efficiency efforts driven by your organization?*

  ✓ *What other disadvantaged communities are you targeting and how are you reaching them with your programs?*

  ✓ *Also, bring questions What questions do you have of your peers on this topic? What questions do you have of NEEA?*

(3) Invite others in your organization who may work more closely with this effort and can contribute to/benefit from the topic.

➢ **Annual Workplan / 2024 Planning Check-in**
We will solicit your input on the proposed process and timing for the annual topic planning effort for 2024.

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

(1) Offer your input on how to proceed with the 2024 Annual Planning Process:

  ✓ *Should we go through the annual planning process using Mural to cocreate topics again?*

  IF SO, we propose using one of the half days of the Q4 meeting to conduct the annual planning process, in lieu of a separate meeting. This means postponing one or more priority topics.

  ✓ *Are you in favor of using one half day of the Q4 meeting for this purpose?*

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

Specific topics for Committee Members to consider highlighting include:

  o Questions/thoughts on NEEA program activity reports

  o Program and organizational updates

  o Any questions of your peers?

NEEA's Product Groups and Coordinating Committees Structure

PRODUCTS

Consumer Products
Retail Products Portfolio

Motor-Driven Products
Extended Motors Products - Pumps

Efficient Fans

Water Heating
Heat Pump Water Heaters

INTEGRATED SYSTEMS

HVAC
High-Performance HVAC

Variable Speed Heat Pumps

Lighting
Luminaire Level Lighting Controls

Building Envelope
High-Performance Windows (dual-fuel)
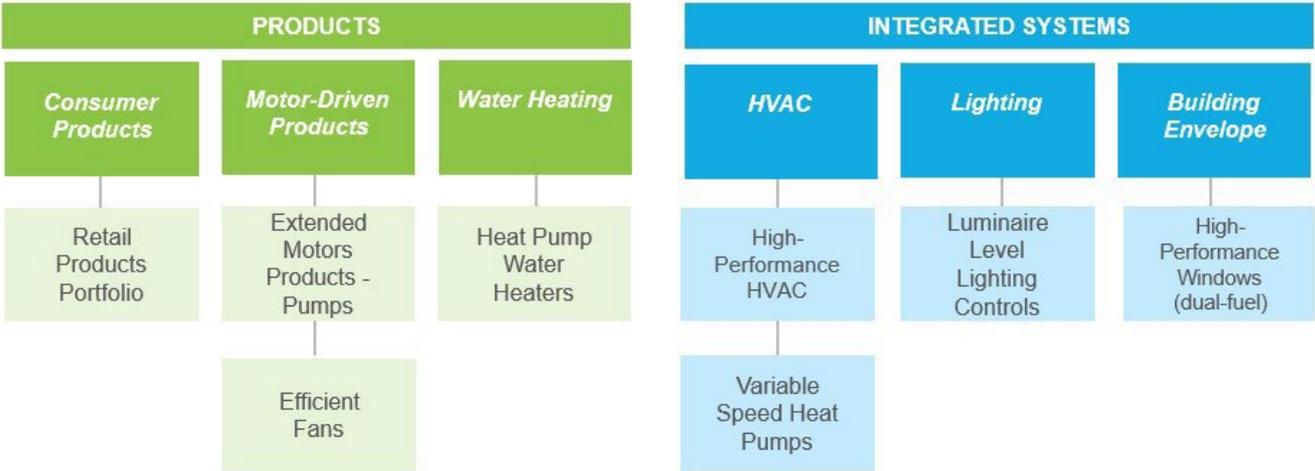
Enabling Infrastructure
BetterBricks
Integrated Design Labs

Products CC
Alisyn Facilitator

- Consumer Products (Retail)
- Motor-driven Products (XMP, Fans)
- Water Heating (HPWH)

Integrated Systems CC
TBD Facilitator

- HVAC (VSHP & High Perf. Commercial)
- Lighting (LLLC + TTTA)
- Building Envelope (High-Performance Windows)
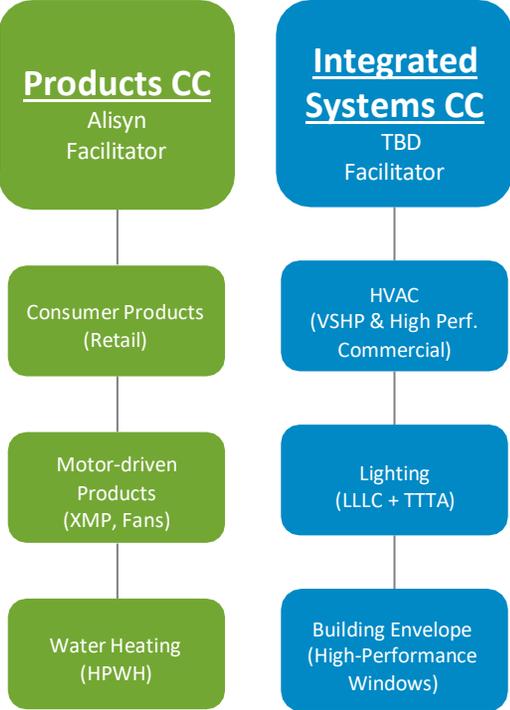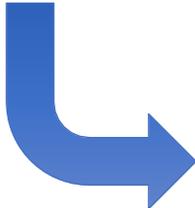
Memorandum *– Agenda Item (Tier 1)*

TO: Products Coordinating Committee

FROM: Alisyn Maggiora, Stakeholder Relations Manager

SUBJECT: 2024 Annual Planning

As we plan out our approach and topic for 2024, we are looking to gather feedback from you on preferences for how to proceed. We will check in with you at the Q3 meeting on the following questions.

Questions to Consider:

1. Do you see value in the annual planning process (as we've done it thus far)?
2. Should we go through the annual planning process again to discuss/develop new topics, or what other approach might you recommend?

If we agree to conduct the annual planning process as we have the last two years (collaborative topic development using mural board) we propose the following; what comments, or concerns, or other suggestions do you have?

a) Convene virtually using mural board to discuss and refine topics (keeping or adding)
b) Propose using part of the Q4 meeting for the annual planning session, which means postponing 1 or more existing topics slated for Q4

Separate from the annual planning process here are some suggested revisions for our meeting structure in 2024; what comments, or concerns, or other suggestions do you have?

a) A dedicated process around checking in quarter prior to confirm topic and leads
b) Regional Priority topics covered in Q1 & Q3, plus the round table
c) Q2 & Q4 - more focused on NEEA updates, reports, plus the round table

Context:
Feedback from the 2023 planning process indicated a clear challenge with adding this layer of work on top of existing year-end workload for most folks - thus we propose embedding it into existing time we already plan to spend together to lighten the burden.

Reference:
- (current) 2023 PCC Annual Work Plan
- Collaborative topic development Mural board

Please contact Alisyn Maggiora if you have questions about this memo.

PCC 2023 Annual Workplan

Reminder: 75% of Agenda is dedicated to Priority 1 topics, 25% to Priority 2 topics

	Q1 2023 Feb 16, 8-1 hold time (virtual)	Q2 2023 - Day 1 June 6, 1230-4 hold time (hybrid)	Q2 2023 - Day 2 June 7, 8-1 hold time (hybrid)	Q3 2023 Aug 17, 8-1 hold time (virtual)	Q4 2023 - Day 1 Nov 15, 1230-4 hold time (virtual)	Q4 2023 - Day 2 Nov 16, 8-1 hold time (virtual)
PRIORITY 1 TOPICS	**WATER HEATING (75-90 min)** [REGIONAL SHARE-OUT]: HPWH TOPIC A --> **Understanding Low Adoption** - Midstream program effectiveness + distributor incentives - Clarifying channels for install (feeder for Installer topic in Q2) - Rural availability (including equity play (DEI) for utilities) - Cold climate *Desired outcome:* TBD	**WATER HEATING (75-90 min)** [NEEA SHARE-OUT + REGIONAL DISCUSSION]: HPWH TOPIC B --> **Installer Engagement** - Best practices - Research findings - First cost - Cold climate - Challenging installs - Training coordination *Desired outcome:* TBD	**MOTOR-DRIVEN PRODUCTS (45 min)** [REGIONAL DISCUSSION]: Pumps + Circulators TOPIC B --> **Distinguishing Circulator Barriers for Res + Comm ECM Markets** - Focus on plumber audience *Desired outcome:* TBD	**CONSUMER PRODUCTS (60-75 min)** [NEEA SHARE-OUT + REGIONAL DISCUSSION]: Retail/RPP TOPICS B+D --> **Sales Data & Equity** - Exploration of NEEA data to inform utility program outreach efforts for "underserved" and discuss relevant technologies. (Relates to DEI, regional equity and rural product availability) *Desired outcome:* TBD	**MOTOR-DRIVEN PRODUCTS (45 min)** [NEEA SHARE-OUT + REGIONAL DISCUSSION]: Pumps + Circulators TOPIC C --> **Role of VFD's + Smart Pumps** - How to identify and capture midstream savings *Desired outcome:* TBD	**WATER HEATING (45 min)** [NEEA SHARE-OUT + REGIONAL DISCUSSION]: HPWH TOPIC C --> **Multifamily** - Coordination - Space constraints - Identifying in-unit solutions *Desired outcome:* TBD
	MOTOR-DRIVEN PRODUCTS (30 min) [NEEA SHARE-OUT]: Efficient Fans TOPIC A --> **Program Overview on Fans** - Level set on what NEEA is focusing on *Desired outcome:* TBD *Note: while this did not receive any priority 1 rankings, NEEA staff feel it's prudent for PCC members to receive an overview to better understand this new MT program.*	**CONSUMER PRODUCTS (45 min)** [REGIONAL DISCUSSION]: Retail/RPP TOPIC E --> **Midstream Retail + Online Marketplace** - Explore opportunity for coordinated engagement with retailers across region *Desired outcome:* TBD	**Roundtable (80 min)**	**[PROD GROUP]** **[TOPIC TYPE]: [TITLE]** - [Focus Areas] *Desired outcome:* TBD *Note: TBD; may need this time for roundtable, priority 2 topic, and admin time, and/or light HPWH update*	**[PROD GROUP]** **[TOPIC TYPE]: [TITLE]** - [Focus Areas] *Desired outcome:* TBD *Note: TBD; may fill this time with CP/RPP Load Flex topic, Efficient Fans update, and/or discuss 2024 topic planning*	**Roundtable (80 min)**
PRIORITY 2 TOPICS	*Reminder to committee how this will work, review and discuss which priority 2 topics to slate for Q2-Q4*	**Hold for Priority 2 topic (~30 min)**		**Hold for Priority 2 topic (~30-60 min)**	**Hold for Priority 2 topic (~30 min)**	
ROUNDTABLE TOPICS	2022 Program outcomes and 2023 Focus Areas					
KEY PROGRAM UPDATES	**Q1**	**Q2**	**Q2**	**Q3**	**Q4**	**Q4**
HPWH				Consider tier 2 memo update		
RPP		15 min - ESTAR pilot opportunity for utilities (Jon)				
Pumps						
Fans						
PORTFOLIO UPDATES		MT micro-learning Activity Report Questions?			2024 Ops Plan highlights Activity Report Questions?	
OTHER						
RPAC Milestone Votes						
Meeting dates					Confirm 2024 meeting dates	
Utility related	Check in on co-chair					
Announcements / Reminders	EFX dates / registration	EFX Recap		Ops Planning webinar (RPAC) Leadership Awards nominations	EFX topic solicitation Leadership Awards	

PRIORITY 1 TOPICS
(In order of highest ranking, per survey)

Water Heating
1) TOPIC B: Installer Engagement (including best practices, research findings, first cost, challenging installs, training coordination, cold climate)
2) TOPIC A: Understanding Low Adoption (including DEI, rural availability, cold climate)
3) TOPIC C: Multifamily (including coordination, space constraints, identifying in-unit solutions)

Consumer Products
1) TOPICS B+D: Sales Data + Equity (combined topic - DEI and accessing "underserved markets" + Regional equity challenges: Rural availability of some of these measures)
2) TOPIC E: Midstream retail and/or marketplace, online (coordinated engagement across Region in how we engage with retailers (and each other)
3) TOPIC C: Load Flexibility & connected devices (including EV chargers and other devices, importance of communication protocols)

XMP Pumps + Circulators
1) TOPIC B: Distinguishing circulator barriers for commercial and residential ECM markets
2) TOPIC C: Role of VFDs & Smart Pumps (including how identify and capture midstream savings, may help map opporutnities for improvement and glean a regional understanding of how utilities are running programs)
3) TOPIC E: INFO SHARING: How to document and share these resources

PRIORITY 2 TOPICS
(In order of highest ranking, per survey)

Water Heating
4) TOPIC G: Support for DIY to help with first cost, other barriers
5) TOPIC D: Info sharing across region on customer concerns/feedback (draw out distinctions across different utility territories)
6) TOPIC E: Idea for additional incentives directly related to DR
7) TOPIC F: Collaboration on policy implications (Standards change) - inconsistency across region / states
8) TOPIC H: Impact of climate policy legislation
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Consumer Products
4) TOPIC A: Online sales (including search and selection process, role for utilities/attribution)
5) TOPIC G: Program alignment cont'd: ensuring we know who's doing what
6) TOPIC F: IDEA: Regional online portal to provide more consistent access to / information on EE products
7) TOPIC H: IDEA: (like performance payments) hybrid approach - merging local retailers with online

Pumps + Circulators (XMP)
4) TOPIC A: Elevator pitch cont'd (for explaining tech to specifier / engineer - how it's different, what to look for)
5) TOPIC D: INFO SHARING: Product availability and market readiness, cost effectiveness challenges (urban / rural divide)

Efficient Fans (no priority 1)
1) TOPIC A: Program Overview (including knowns and unknowns as NEEA program develops, and how utilities might plug in down the road)
2) TOPIC B: Fan systems (including design, selection, and application, and the associated impacts to efficiency / savings)

Memorandum *– Agenda Item (Tier 1)*

August 10, 2023

TO: Products Coordinating Committee

FROM: Anne Brink, Program Manager, Retail Products Portfolio (RPP)

SUBJECT: CONSUMER PRODUCTS REGIONAL PRIORITY TOPIC: Sales Data and Equity

Our Ask of You:

Please bring with you any thoughts on how your organization is currently, or planning to address Equity in regards to rural vs urban customers and underserved, vulnerable, and/or disadvantaged communities (i.e. low income). Be prepared to engage in a round table of learning from other NEEA stakeholders about what efforts are being made in the region to address Equity.

- What are you currently doing, or do you plan to do to ensure rural customers and/or low-income customers are benefitting from energy efficiency efforts driven by your organization?

- What other disadvantaged communities are you targeting and how are you reaching them with your programs?

- Also, bring questions! What questions do you have of your peers on this topic? What questions do you have of NEEA?

Brief Overview:

This topic was identified as a regional priority through the 2023 annual topic planning process. We will first have a round table discussion of activities or plans in the region using the questions above as a guide. The Retail Products Platform will also bring sales data examining penetration of the program in rural vs urban areas and will have an update on efforts to address affordability of ENERGY STAR products within the RPP platform. NEEA's Senior Product Manager for residential HVAC will also briefly present current research into heat pump/air conditioner window units, given some utilities are already looking at this technology to help satisfy equity-focused needs.

Please contact Anne Brink abrink@neea.org if you have questions about this memo.

PROGRAM LIFECYCLE STATUS