



Q3 Product Coordinating Committee (PCC)

September 12, 2024

12:30 – 4:00 p.m.

Hybrid Meeting– Virtual and NEEA Columbia Conference Room

Meeting Attendees

Committee Members:

David Murphy (Bonneville Power Administration), Trevor Frick (Clark County PUD), Tyler Boehringer (Emerald PUD), Carolyn Beebe (Snohomish PUD), Christian Douglass (Northwest Power & Conservation Council), Todd Greenwell (Idaho Power), Lars Henrickson (Seattle City Light), Josh Mitchell (Chelan County PUD), ShaToya Parker (Bonneville Power Administration), Thad Roth (Energy Trust of Oregon), Dustin Levesque (Puget Sound Energy), Hollis Tamura (Tacoma Power), Lis Saunders (Tacoma Power)

NEEA Staff: Anouksha Gardner, Alisyn Maggiora, Alexa Hujik, Emily Rosenbloom, Stephanie Quinn, Anne Brink, Peter Christeleit, Britt Cutsforth Dawkins, Suzi Asmus, Adam Gage, Emily Moore

Resources

- Agenda Packet: [Northwest Energy Efficiency Alliance \(NEEA\) | 2024 Q3 PCC Agenda...](#)
- Slide Deck: [Northwest Energy Efficiency Alliance \(NEEA\) | 2024 Q3 PCC Meeting...](#)
- Recording:
Part 1 | [Q3 2024 PCC Meeting - Part 1 on Vimeo](#) Part 2 | [Q3 2024 PCC Meeting - Part 2 on Vimeo](#)

Welcome and Packet Review

1. Meeting Packet Highlights
2. Collective Role – Working Together – Please come prepared to participate!
3. Set an intention for the meeting. Be productive and positive!

Introductions and Regional Roundtable

Icebreaker: What was one favorite summer activity that you did this year?

Additionally: Name, Organization, and Highlights since Q4 of 2023 (Programming and Org Updates)

Carolyn Beebe – Snohomish PUD

- Highlight is the work we are doing with the HEAR funding (WA State Funding, not federal). We were awarded 5.3 million to spend on appliances like free induction stoves, washer dryer sets, etc and are hoping to launch in mid-October.
- Josh M: Shoutout to Eastern Washington!
- Todd G: Did you launch the full portfolio within the HEAR program or is this a subset?
- Carolyn B: We are only launching parts (see above) and doing a customer survey (1 per customer) to rank them so we can help with as many of their #1 concerns as possible. Only electric for water heaters and dryers, we did not end up doing dual fuel.
- TG: That's very exciting that we have the flexibility with the funds.

Christian Douglass – NWPPCC

- We're currently in the thick of working on the next Power Plan. Particularly for efficiency, we need to develop a lot of our inputs earlier in the process, so we're working hard on those right now. Should be a very interesting plan given what's going on with load growth, electrification, and decarbonization. We're going to be really busy working on this through Summer of 2025.
- Advisory committees are running full steam ahead and will continue throughout the fall. This will include the demand response, behind the solar meter and storage, so if you're interested and want to be involved in any of our committees, please reach out to me directly and I will try and get you plugged in.

Dave Murphy – BPA

- Wanted to mention the implementation manual. There haven't been many changes overall. The new policy is that it's a 2-year manual, so we try and keep changes to a minimum.
- If you have any additional questions on the implementation manual, reach out to Jonathan Belmont as this is his project.
- The only large update is starting Oct 1st we are removing the requirement of only 1 HPWH installation per home. Multiple heat pump, water heater, home site prospects with the owners of those homes saying if we don't get 2 payments, we will get one heap of water heater and one resistance heat water heater. That limit will be removed.
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ShaToya Parker – BPA

- I would have to lean on Jonathan or Dave to give a full update for implementation.
- Outside of that, nothing much happening within my programs except that I am now also the Program Manager for Weatherization as well.

Todd Greenwell – Idaho Power

- Trying to get through fire season. We finally had rain yesterday for the first time all summer.
- RTF – trying to redo the air source/ductless heat pump. Nothing much new there, just working on
- Also, in the process of vetting the 2024 ICC New Construction Building Codes. We're going to move from 2021 to the one that is being printed this month.

Lars Henrickson – Seattle City Light

- We're going to be working much more closely with trade allies and building that relationship.
- Midstream programs are running one day long trainings in October.
- Increased incentives to \$750 on HPWH with Lowes and Home Depot. Hoping to increase that incentive and add more through next year because of the price differentials between models.
- The seasonal peaks we hit are mostly residential, so the weatherization is more important than we ever realized previously.
- HEAR Program (State of WA, not federal) – focusing it on midstream for small businesses and 50-100 low-income fuel switching (which will be handled by Seattle Office of Housing)
- Christian D: Question about the whole home weatherization program. Could you give a little more detail on that? Is it just weatherization or might there be packages.
- Lars H: The big picture is that we are looking at whole home at large. If they are concerned about carbon, cost, etc. we want to speak with a single voice meaning we are trying to bring Weatherization, HPWH, Solar, Electric, etc under one roof. This won't happen overnight, but we are working on creating a portfolio of information to help improve the efficiency and comfort of your home. Hoping to roll it out in a multi part process. So the first part will be better insights on energy use through our time of use program and also HPWH.

Josh Michell – Chelan

- HEAR Funding (WA State, not federal) we are going to be using to push up our current funding for the Comfort+ Program which is for our income qualified customers as renters
- Looking at a 50-year strategic plan for Chelan that are hoping to cover at least 7 of the 12 large efficiency issues we are going to be looking at as a country throughout the
- We have hired our marketing strategist. Hoping to have a marketing strategist start soon, so we will have a full team once we bring that person on board.
- Emily R: Is the HEAR funding the same as the Climate Commitment Act (CCA)?
- Josh M: Yep!

Thad Roth – Energy Trust

- We have published a 5 year draft strategic plan on the website.
 - o [Energy-Trust-Draft-2025-2030-Strategic-Plan.pdf \(energytrust.org\)](#)
- We have been selected by ODE to manage the homes and HEAR funds for the investor-owned utilities that we serve. The funds should be arriving in the second half of 2025.
- Echoing some of the other report outs, we are expanding into providing service to low-income customers. We are building out more of the whole home solution and focusing on no-cost services through community-based organizations as well as relying on them for help with outreach.
- To align the work on our efficiency side with our funding utilities, we are going to move to a multi-year (5 year) budgeting process which will be presented in 2025. Currently doing assessments so we can document savings goals for 2026-2030.

Trevor Frick – Clark County PUD

- Very busy with the Climate Commitment Act funding/HEAR funding. Will be rolling out a program in mid-October with substantial rebates for central heat pumps and ductless heat pumps for customers under 80% AMI. It won't fully cover their costs. Additionally, we will use some of the funds to fully cover the installation costs of HPWH so there will be little to no out of pocket costs.
- Starting budgeting work for 2025. There is quite a bit of non-profit work we are doing with local companies and are supporting them at a level that they haven't experienced in the past solely through the County, so we are able to go up to 80% AMI. Will be supporting upgrades for insulation, DHPs, patio door replacements. Construction will be starting late this year and go through 2025 for AHP, multifamily buildings with baseboard heat, etc.
- We did bring a new staff member on board a week ago with the HEAR grant funding to help us with our low-income programs and should be a good compliment to the Weatherization work we are hoping to do in the future.
- Emily R: What is the program starting in October? Is it just AHP or are you also doing HPWH or is that more 2025?
- It will all be rolled out at the same time as one program with the Department of Commerce funds. Recipients can choose from all the different measures that are eligible. At Clark we are focused on the two HVAC measures and HPWH. We carved out a small part of the budget for small businesses with those same pieces. There are other pieces like electrical upgrades, but we aren't going to be working in that space.

Tyler Boehringer – Emerald PUD

- Wrapped up our community ductless heat pump program. Nice to utilize state funding for this.
- Working on a generator program to help offer an incentive and rebate offerings post the 2 week outage after the Ice Storm. This is becoming a much larger program than we originally anticipated as people are starting to ask for more incentives for generators as the weather is changing.

- Lighting has a healthy pipeline of projects with the BPA incentive going away in October of next year. We are reaching out to people individually to let them know the incentives are leaving and so far have been getting good responses.
- HPWH used to be our bread and butter, but we're very interested in how to get local installers to bite on the new technology. Right now we don't have many people involved.
- We did just do the budget and I put money away for 150 free water heaters for our 20,000 customers. We do have one installer that I am hoping comes in at a lower cost so we can get some excitement around it and have contractors respond to an RFP.
- Josh M: Do you have a link to the generator program or anything you can share? We are also getting requests since we have a Wildfire Shut Off Program and customers are looking for another option since the power often runs their wells. Hoping for a way to get started.
- Tyler B: Yeah, I have a link to our incentive and also a fire mitigation plan. Happy to chat offline to see what makes the most sense for us to share with you.
 - o <https://www.epud.org/my-home/generators-and-transfer-switches/>
 - o <https://www.epud.org/wildfire-mitigation/>
- Christian: Is it battery systems, gasoline generators?
- Tyler: We're paying for the transfer switch. We don't care what kind of fuel type it is, its more about the safety aspect of the Manual and Automatic switches.
- Christian: Will you ultimately know what is plugged in?
- Tyler: We are asking them for the make and model to keep data analysis, so we should have that information once we do a roll out.
- Christian: That is a data set we would absolutely be interested in and it should be kept so moving forward we can have an idea on the types of generators these will be powering.
- Trevor Frick: Do you only allow Generlink transfer switch (goes between the meter and the meter base) or do you allow "interlocks" or transfer switches that are integrated with the panel as well?
- Tyler: That was a big push for our Ops and Engineering folks. They saw liability all over it, but in meeting with them and finding what they were worried about we were able to overcome the issues. Someone goes out there, removes the meter (pulls a fuse) while the serviceman installs it onsite and then puts in back in once the install is done at no additional cost. It's just done as a service right now. So, we do both is the answer.
- Trevor: We do get a lot of customers that call about those and our engineering department pushes back. It does seem like a simple and inexpensive option to the transfer switch.
- Tyler: From what I understand it's a lot more cost effective than any other way.
- Emily R: Can we set up a separate call to talk about HPWH and the program you discussed earlier?
- Tyler: That sounds great!

Emily Rosenbloom – NEEA

- Hot Water Solutions launched the Level Up Campaign launched three weeks ago and will end in October.
 - o Mainly on Social Media. User would click into the landing page which has gotten 25,000 views as of today. We will share more statistics once the program is complete in October.
- Anything else will be discussed in our presentation today.

Britt Cutsforth Dawkins – NEEA

- No additional updates from the HWS Level Up Campaign. Will give you more concrete information once the campaign ends in October.

Stephanie Quinn – NEEA

- Stepping in for Tamara Anderson today for Efficient Fans.
- Windows: There is a memo on page 14 of the packet, please reach out to your RPAC member or us directly if you have questions on that.
- We have launched the Influence Study for the energy star v. 7 specification. Again evaluating NEEA's influence and the report should be available at the end of year.
- Met with some NW suppliers to continue building relationships and acquiring data. Also partnering with MNCEE to hopefully gather more information.
- Lenar Study, we had a goal of 100 homes. As of end of Q2 we have completed 80, so we should reach our end of year goal.
- Partnered with MNCEE on a paper published in August about the Summer Studies.
- NEEA continues to engage with PAWS and both will be presenting at the EEBA conference in October. Also working on a side event to help connect manufacturers with builders to talk about how to create demand.
 - o [EEBA: Home Builder Education || EEBA](#)

Anne Brink – NEEA

- Working on providing comments to the EPA and trying to influence their "most efficient" category specifications. There was a complete letter, but one of our focuses was having an alternate test procedure for refrigerators. This could be a first step to recognize the energy savings on inverter compressors.
- Launching a marketing campaign with Best Buy for TV's. We have 109 on Energy Star QPL, so Best Buy will be advertising those on their website starting Oct 9 – first week of May as well as a Social Media Campaign during high season (Nov-Dec).
- Working on getting TV's added to the national ESRPP program. There are a few additional sponsors interested, so we will likely add a retailer. We need three to support a category and we currently have two.
- Energy Star partner meeting for Products next week. NEEA will be presenting a few different categories to help us get more sponsors and grow from our current place of 31% of all households.

Suzi Asmus – NEEA

- Advanced Heat Pumps – Is co-chairing a new workgroup in the Advanced Heat Pump Coalition. The group is made up of both local and national members (and some Canadians). We are hoping to connect program managers locally, across the country and internationally to discuss and learn how everyone is working on cold climate heat pumps, low load efficient heat pumps, test procedures, and how to implement our findings into program delivery. There is an all-membership meeting on the calendar for end of September, so [the workgroup chairs] are currently gathering feedback on what we direction to take the group and what everyone is interested in.
- The co-chair, Joe Recudo from Midwest Energy Efficiency Alliance, and I will be sending out a survey to the folks on the current mailing list to opt in, opt out, or opt to monitor the group. This group can provide an opportunity to ask about what other programs are doing and/or what you think is most important for your utility to know about with regards to incentives and education in other parts of the country. We're hoping this brings value to program managers, so please reach out if you have any questions about current or future communications.
- Low load efficient lab study has been going all summer. We are currently finishing the final of the 6 units being studied in the lab to see how low load efficiency shows up under lab conditions. The next step is digging into the resulting data. Hoping to analyze the data and have results in Q4.

- We are also working on the Consortium for Energy Efficiency Tax Credit criteria. Hoping to influence the tax credit criteria to address our regional needs. NEEA is working alongside ACEEE, EPA, and US DOE who are monitoring the conversations, along with utilities from across the country. We have been providing data and other inputs in these meetings and Christopher Dymond is currently at CEE Summer Meeting to continue to advocate for some of the needs we see for updating the specification.
- There was an informal session on heat pump connected commissioning at the ACEEE summer study. The participants discussed priorities for developing a connected commissioning specification, (e.g. what kind of data points everyone would like to see in any reporting, etc.) There were utilities, research and analysis firms, and manufacturers in attendance providing their input.

Peter Christleit – NEEA

- New Stakeholder Relations Manager for the team. Came from Natural Gas Portfolio at NEEA and is excited to join the team!
- October 16th we will be having a virtual meeting that lays out our Operations Plan for 2025.

Regional Priority Topic – Heat Pump Water Heater – Consumer Products: How to increase Installer Competency

Desired Outcome: Committee members understand NEEA’s latest efforts and progress with installers and what other efforts may be happening around the region in local utility territories.

Presented by Emily Rosenbloom, NEEA – erosenbloom@nea.org

Notes: Jack Davidson

Emily Rosenbloom, Program Manager of NEEA’s Heat Pump Water Heater (HPWH) Program, led the committee through an update and discussion on how to increase Installer Competency with this technology. The presentation focused on recent research insights, key opportunities & barriers, how to apply learnings to the installer channel, before shifting into discussion on what stakeholders have been doing in their territories. Recent research that was highlighted were the Market Progress Evaluation Report (MPER) #7 and the Cold Climate Demonstration Installations and Water Heater Installer Focus Group Research. Detailing the opportunities, Emily walked through how familiarity is increasing across the four-state region. At the same time, the barriers included how installers do not often recommend the technology, and concerns about price and callbacks compound that. Applying these findings to engagement with Installers, NEEA has been refreshing its training approach, targeting areas across the region, increasing Installers in trainings, updating the Installer Finder on the Hot Water Solutions site, and launching the Key Installer Program. This program provides for financial support for stocking and callbacks, proactive and timely support, one paid for installation, and aims to include 20 installers across all four states by the end of 2024. Currently there are seven in the program, with four stocking fund payments progressed, and one fully paid installation completed. An additional resource that we are working to make accessible is the relaunched Hot Water Solutions Installer Site, which will be launching later this year.

Questions/Discussion:

Dustin (PSE): Would NEEA ever consider getting involved with the promotion of the trades for younger professionals?

Emily (NEEA): This is something that has been talked about. For 2024 we are focusing on trade schools but may reach out to high schools in the future. There may be a shift coming of more people entering the trades.

Hollis (Tacoma): Tacoma did a short-term pilot flat rate program for installation of a 50-gallon HPWH. It was very promising and would like to make it a regular program but run into the same problems that have been mentioned by others.

Lars (SCL): Is there a way to be included in the planned training this fall? How is the Key Installer benefit being facilitated?

Emily (NEEA): May not be practical to include in that training. The Key Installer benefits are done with very few strings attached, to remove barriers to getting experience with the technology.

Hollis (Tacoma): On the callback support, what are the main reasons people are reaching out for support? And for the upcoming trainings in Seattle, is there a way to get a list of when they are to share with their trade allies?

Emily (NEEA): These funds have not been used yet, but we are hoping to learn more. For the Seattle trainings, we can share these out, and would be happy to do a training specifically for trade allies.

Lis (Tacoma): How does NEEA go about getting plumbers engaged in the Key Installer Program, and are they talked to about working with utility programs?

Emily (NEEA): We have been relying on the field team and distributors to find partners to engage with. It is surprising that Bob Larson has not engaged with Tacoma, so will follow up to inform them about opportunities.

Dave (BPA): BPA does have a strong option for trade ally and installer interaction. Some of the trainings have been joint between Hot Water Solutions and Comfort Ready Homes. While the program is only available to BPA utilities, there is an Opt-In model for those interested in contractor development or end-user education. Between NEEA and BPA, there are several months of end-user education coming up. Comfort Ready Homes has many resources to access, reaching about 100,000 impressions each month. Looking at workforce development, there is a real opportunity for the development of Spanish-language resources.

Q2 Topic Check In:

- Consumer Products RPP – Anne Brink

- Anne B: Proposal is that we talk about TVs instead of Affordability and move Affordability to a discussion in 2025.
- Lars H: Is there a link to the utilities and the TVs and what NEEA is doing
- Anne B: On Clothes Washers there is a gap in affordability, but we don't have information on TVs yet. I won't be ready to have a full conversation on what would we do with the EPA or but if everyone wants to talk together as a meeting of utilities, we could facilitate this discussion.
- More of a utility share out on Clothes Washers and Refrigerators, where NEEA shares our information and then facilitates the discussion between committee members.
- Overwhelmingly, the committee voted to change the topic from TV's to Affordability with regards to Clothes Washers and Refrigerators with any NEEA Insights followed by committee discussions from the findings.

- Annual Planning – 2025

- Committee members will be sent a survey October 7th which will be DUE October 21st with all topic ideas given to us by NEEA program managers. You will vote on the topics that are most important to you and your utility.
- Our discussion on December 4th will consider all survey responses including any additional requests or subjects that you submit within the survey.

- We will be using mural boards again and all information submitted in the survey will be included in the board.

Housekeeping:

- Leadership in Energy Efficiency Awards
- 2025 Efficiency Exchange Conference – Session Submissions Open: [NEEA | Efficiency Exchange Session Submissions](#)
- 2023 Annual Report: [Northwest Energy Efficiency Alliance \(NEEA\) | NEEA 2023 Annual Report](#)
- 3 Committee members voted to hold the Hybrid/In Person Meeting in Q1, March of 2025.

Q4 PCC 2-Day Meeting Online Meeting

Tuesday, December 3 and Wednesday, December 4, 2024