

Regional Portfolio Advisory Committee



DATE: Thursday, November 2, 2023
TIME: 9:30am – 11:00am Pacific
LOCATION: Virtual only
WEBINAR: MS Teams – See link in calendar invite or [register here](#)

**Packet
Page #**

AGENDA (All Times Pacific)

| | | | |
|-------------------------|---|--|------------|
| 9:30-9:50 (20 min) | Welcome, Introductions and Agenda | All | 1-2 |
| 9:50-10:10 (20 min) | Housekeeping and Looking Ahead <ul style="list-style-type: none"> Update: HPWH Marketing Campaign Timing (p.3) Update: Coordinating Committees Update: Federal Funding Work Group Announcements: <ul style="list-style-type: none"> Dec 4: Leadership in Energy Efficiency Awards Stakeholder Satisfaction Survey Q1'24 Upcoming meetings Finalize 2024 RPAC dates <p><i><u>Desired Outcome:</u> Committee aware of recent developments and upcoming topics for engagement.</i></p> | Alisyn Maggiora Britt Cutsforth Dawkins Jonathan Belais | 3 |
| 10:10-10:55 (45 min) | RPAC Round Robin <ul style="list-style-type: none"> Big changes (programs/personnel) Current challenges, lessons learned How utility activities relate to NEEA's Sharable tools/materials Equity, hard-to-reach markets Findings, filings, IRPs | RPAC Members | -- |
| 10:55-11:00 (5 min) | Public Comment, meeting debrief and adjourn | Alisyn Maggiora | -- |

Informational Memos/Updates:

- **Page 4-7:** Electric Portfolio & Forecast Update
- **Page 8:** Manufactured Homes Transition Market Progress Evaluation Report (T-MPER) Update
- **Page 9-11:** Q3/Q4 Committee Updates

[Additional Reference Materials / links on page 2]

Additional Reference Materials:

- **Programmatic Updates:**
 - Q3 2023 [Market Progress Report](#) (Gas + Electric Programs)
- **Committee Meeting Materials & Charters:**
 - Advisory Committees
 - Q3 2023 RPAC meeting [packet](#), [slides](#) and [notes](#)
 - Q3 2023 Cost Effectiveness and Evaluation Advisory Committee [packet](#), [slides](#), [notes](#)
 - Q3 2023 Regional Emerging Tech Advisory Committee [packet](#), [slides](#) and [notes](#)
 - Coordinating Committees
 - Q3 2023 Products Coordinating Committee [packet](#), [slides](#), [notes](#)
 - Q3 2023 Integrated Systems Coordinating Committee [packet](#), [slides](#) and [notes](#)
 - 2023 Annual Workplans: [Products \(PCC\)](#) | [Integrated Systems \(ISCC\)](#)
 - Charters: [RPAC](#), [ISCC](#), [PCC](#), [CEAC](#), [RETAC](#)
- **Latest Functional Newsletters:**
 - Q3 2023 [Market Research & Evaluation Newsletter](#)
 - Q2 2023 [Codes, Standards and New Construction Newsletter](#)
 - Q3 2023 [Emerging Technology Newsletter](#)

Memorandum – *Agenda item*



October 26, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Britt Cutsforth Dawkins, Manager, Program Marketing Strategy

SUBJECT: Updated Timing for Proposed HPWH Consumer Consideration Campaign

Our Ask of You:

This is a heads up on what to expect; no action required at this time. The timing for the proposed heat pump water heater (HPWH) marketing campaign changed from what was presented in the Q3 RPAC meeting. Please review the overview below and plan to attend the Q1 2024 RPAC/RPAC+ meeting (currently slated for February 12).

Overview:

Per the 2023 HPWH Operations Plan, the Program's primary focus is on the supply side. NEEA staff are working with distributors and installers to increase their preference for HPWHs and drive midstream adoption. To ensure the Program is simultaneously continuing to move consumers along their journey and ultimately drive long-term downstream demand for HPWHs, we recommend running a small-scale consumer consideration campaign.

Consumer awareness of HPWHs has grown significantly in the Northwest, increasing from 28% in 2016 to 57% in 2021, and findings from the 2022 Boring But Efficient post-campaign survey indicate the campaign increased rural awareness by approximately 20%. Consumer interest is growing, as indicated by the positive response to the Boring But Efficient campaign, and this interest is expected to continue to grow given the federal tax credits and incentives offered for HPWHs.

The purpose of this campaign is to take advantage of this current momentum and move these 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 value proposition and proactively ask for a HPWH when they need to replace their existing water heater (the *conversion phase*).

The Hot Water Solutions website is undergoing a website redevelopment. It will relaunch in Q2 2024, with the proposed campaign launching later in the same quarter. This allows us to drive traffic to a new campaign landing page on an optimized site.

Next Steps:

Please plan to attend the Q1 2024 RPAC/RPAC+ meeting planned for February 12, to review the proposed campaign, with time allowed for comments and revisions. RPAC+ elections will be requested of each utility in the Q2 2024 RPAC meeting, per our RPAC+ elections process articulated in the [RPAC charter \(p.6\)](#).

Note that the 2024 Marketing Calendar will also be shared in Q4 2023. Please contact Britt Cutsforth Dawkins (bdawkins@neea.org) if you have questions about the proposed HPWH Consumer Consideration Campaign or other alliance program marketing efforts.

Memorandum – *Informational item (Tier 2)*



October 26, 2023

TO: Regional Portfolio Advisory Committee Members

FROM: Stephanie Rider, Director, Data, Planning and Analytics

SUBJECT: NEEA Portfolio Overview, Q3 2023

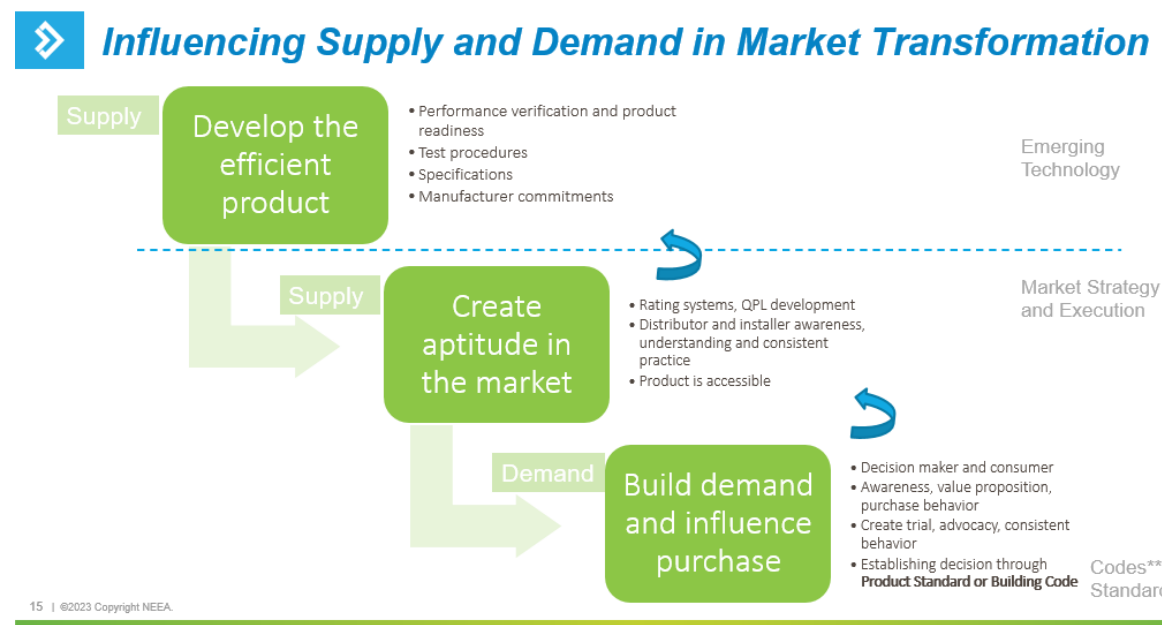
Introduction

The purpose of this memo is to provide the RPAC with a portfolio update as of Q3 2023.

NEEA's role is to establish technology and market conditions that advance energy efficiency in markets in a sustainable way. As such, NEEA directs efforts toward creating lasting efficiency in the region. This includes:

- Identifying promising emerging technology and influencing manufacturers to develop efficient technologies that meet the needs of our region
- Developing and managing a broad portfolio of market transformation initiatives, and
- Influencing federal and state rulings in both building code and product standards to ensure optimal efficiency is considered in decision-making

These efforts work in concert within each program and product group to influence the broad spectrum of market supply and demand and create changes that will persist well after NEEA and other efficiency partners stop investment.



This work is enabled by extensive research, data collection, and platforms for sharing tools, training and resources with the market.

Portfolio Update

NEEA’s initiative lifecycle and corresponding portfolio of initiatives track the emerging technologies that are advancing through the development cycles toward sustained conditions in the market.

NEEA’s efforts are targeted across 7 product groups. A key focus of this business cycle has been to broaden the portfolio in effort to increase diversification in markets and in ramp speed (otherwise known as the timing of energy savings realization across the years).

Throughout this cycle, NEEA has advanced 4 new programs into the portfolio, as well as influenced code cycles across the region and capitalized on the new administration to advance over 50 federal product standards and test procedures.

The following depicts the portfolio and associated growth to date for this cycle:

| Product Group | Initiative Lifecycle Phase | | | |
|------------------------------|----------------------------|--|---|----------------------------------|
| | Concept Development | Program Development | Market Development | Long-term Monitoring & Tracking |
| Building Envelope | | High-Performance Windows, dual fuel (New) | | |
| Consumer Products | | | Retail Products Portfolio (Expanded to add TVs) | |
| HVAC | | | High-Performance HVAC (Advanced) Advanced Heat Pumps (New) | Ductless Heat Pumps |
| Lighting | | | Luminaire Level Lighting Controls (expanding to add exterior) | Reduced Wattage Lamp Replacement |
| Motor-Driven Products | Power Drive Systems | Efficient Fans (New) | Extended Motor Products - Pumps (Advanced) | |

| | | | | |
|--|--|--|-------------------------|--|
| Water Heating | | | Heat Pump Water Heaters | |
| New Construction Codes and Product Standards (only Programs listed) | | | Manufactured Homes | |

Energy savings, and associated avoided carbon emissions, is the most streamlined way to aggregate the value of MT work and the benefits derived from our efforts. NEEA reforecasts the expectations for a given business cycle twice each year.

Throughout this cycle, NEEA has been forecasting to realize energy savings at a level that is on par, and possibly higher than what we had estimated in the business plan for this cycle. Current estimates as of Q3 2023:

| | Energy savings (aMW) | Avoided Carbon Emissions (tons) |
|--|-----------------------------|--|
| Cycle 6 Business Plan Estimates | 115-152 | n/a |
| Current Forecast | 125-160 | 510,000 - 650,000 |
| | | |
| Savings from Strategic Energy Management (1) | 50 | 200,000 |

- (1) Strategic Energy Management efforts across the region are driven by robust local utility efforts in this cycle. This program stems from influential work NEEA developed in Cycle 5. NEEA continues to track and report the ongoing benefits stemming from the creation of this program and the ongoing funding of the regional collaborative supporting SEM. The recognition of energy savings in the region was not forecast in the business plan and are considered supplemental to reporting against the plan

Our work and advancements in energy efficiency have weathered the unique and unexpected societal and economic forces of the past few years. NEEA will continue to update this forecast with annual data for the remaining 2 years of this cycle, 2023 and 2024. While we expect to stay in the range of the business plan, the range is wide, and the final estimated value is still to be determined. The two major variables to impact this forecast will be the trends in new construction volume across the region and the speed at which the new TV product added to the Retail Product Portfolio can activate in the market.

While these metrics show the value derived through market changes, NEEA also manages a set of success metrics at the program level to ensure efforts in market transformation are creating the

impact and change we are expecting. These metrics include both short term program goals as noted in the operations plan for a given year, as well as longitudinal market progress indicators (MPIs) that track expected influence and impact over time. Examples of MPIs include factors such as product awareness, stocking practices and product accessibility and costs.

As 2024 is the last year of our current funding cycle, resources are fully allocated and any further additions to the portfolio are on hold until 2025. This pause affords us the time to connect the current portfolio to the emerging needs in our industry toward grid flexibility, peak load reduction and reaching underserved populations, as identified in our Cycle 7 plan. Once the business plan is finalized, we will be examining the portfolio to identify any new needs or priorities and update our portfolio development goals to guide our work as we to continue to advance new concepts and build the pipeline of market transformation programs for the region.

Memorandum – *Informational Update (Tier 2)*



October 26, 2023

TO: Regional Portfolio Management Committee (RPAC)

FROM: Mark Rehley, Director Codes, Standard, New Construction, and Emerging Technology

SUBJECT: Manufactured Homes Update

Our Ask of You:

This is an informational update, to serve as a tee-up for a likely Q1 discussion at RPAC. Be aware that despite delays to the Department of Energy (DOE) standard, Housing and Urban Development (HUD) code, and ENERGY STAR version 3 specification, NEEA staff are continuing with plans to move the manufactured homes program to Long Term Monitoring and Tracking (LTMT) in early 2024.

Overview:

On August 1, 2022, the U.S. Department of Energy (DOE) published a final rule to an updated energy conservation standards for manufactured homes. The standard improves efficiency for double and larger manufactured homes. The single wide requirements are only slightly changed. The compliance date was set for May 31, 2023. This summer, DOE changed the compliance date to July 2025. HUD's updated code was similarly delayed.

In response to DOE's updated standard, ENERGY STAR published version 3 of their manufactured homes specification in January 2023. This Fall, they announced a delay for implementation of V3 to January 2026.

Despite the delays to this requirements and performance specifications, NEEA staff are continuing to move forward with transitioning the manufactured homes program to Long Term Monitoring and Tracking (LTMT) in 2024. The main reason for this decision is the self-sufficiency of the Northwest Energy Efficient Manufactured Homes program (NEEM). This program is collectively funded by the manufacturers in the Northwest and provides training, technical support, and certification of their homes. The program supports the base NEEM and NEEM+ specifications. The delay to the Federal standard and ENERGY STAR specifications won't impact manufacturers today. In fact, the delay gives the manufacturers and the NEEM program longer to move to these new levels.

It took more than 25 years to update the previous standard, and NEEA staff have been preparing the program for transition to Long Term Monitoring and Tracking (LTMT) since the standard was announced. In preparation, NEEA staff are finishing a Transition Market Progress Evaluation Report (T-MPER), updating savings models, and preparing a memo for RPAC to consider. The memo will likely be shared with RPAC in Q1 2024.

This market continues to evolve, and we are tracking the changes closely. We are ready to reconsider our LTMT decision if needed. We welcome your questions and suggestions during this transition time.

Thank you,

Mark
mrehley@neea.org
503.688.5499

Memorandum – Informational Update



October 26, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alisyn Maggiora, Sr. Stakeholder Relations Manager
Anouksha Gardner, Stakeholder Relations Manager
Eric Olson, Sr. Manager, Product Management (RETAC)
Jonathan Belais, Policy Manager & CEAC Meeting Facilitator

SUBJECT: Update on recent Committee Meetings (Q3 and/or Q4 2023)

Our Ask of You:

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q4 RPAC meeting, or contact NEEA staff listed below.

Integrated Systems Coordinating Committee (ISCC):

The Integrated Systems Coordinating Committee uses an annual planning process to co-create high priority regional topics for each program in NEEA's Integrated Systems portfolio [Advanced Heat Pumps (Advanced HP), Luminaire Level Lighting Controls (LLLC), High-Performance HVAC, High-Performance Windows, and Better Bricks]. This year's co-created regional priority topics are listed in the [ISCC 2023 Workplan](#).

In Q4 (November 6th & 7th), the ISCC will focus on the following topics, which were identified by committee members as a regional priority topic for 2023: *Advanced Heat Pump's Program Updates post RPAC vote, and High-Performance HVAC's DOAS-Related Utility (BPA, PSE, Energy Trust) Offerings*. Committee members and NEEA Program Managers will share out on current program highlights and other organizational updates. The committee will also discuss the 2024 annual topic planning process and will use the second day (Nov 7th) of the Q4 meeting for that purpose. The Q3 recap was provided in the Q3 RPAC packet; to see what transpired in Q3 at ISCC, please see [Agenda Packet](#), [slides](#), and [notes](#) for detail.

Please contact [Stephanie Quinn](#) or [Anouksha Gardner](#) with questions about the ISCC.

Products Coordinating Committee (PCC):

As with ISCC, the Products Coordinating Committee uses an annual planning process to co-create high priority, regional topics for each program in NEEA's Products portfolio [Heat Pump Water Heaters (HPWH), Consumer Products/Retail Product Portfolio (RPP), Extended Motor Products (XMP) Pumps & Circulators, and Efficient Fans]. This year's co-created regional priority topics are listed in the [PCC 2023 Workplan](#).

In Q4 (November 15+16), the PCC will focus on the following topics, which were identified by committee members as a regional priority topic for 2023: *Water Heating: Multifamily and Motors: Variable Frequency Drives & Smart Pumps – Midstream Savings*. Committee members and NEEA Program Managers will share out on latest program highlights and other organizational updates. The committee will also discuss the 2024 annual topic planning process and will use the second day (Nov 16) of the Q4 meeting for that purpose. The Q3 recap was provided in the Q3 RPAC packet; to see what transpired in Q3 at PCC, please see [Agenda Packet](#), [slides](#), and [notes](#) for detail.

Please contact [Stephanie Quinn](#) or [Alisyn Maggiora](#) with questions about the PCC.

Coordinating Committees: Special Updates

ISCC/PCC program swap: moving residential programs to PCC, commercial/industrial programs to ISCC

- Based on the feedback received from the Coordinating Committee members and NEEA program managers, to better align with committee members' sector-based composition (for the most part), we are reassigning our residential focused programs (Advanced Heat Pumps and High-Performance Windows) to the Products Coordinating Committee, and our commercial/industrial focused programs [Extended Motor Products Pumps and Circulators (XMP), and Efficient Fans] programs to Integrated Systems Coordinating Committee in 2024. We believe this will help improve coordination and engagement for the programs noted above.
- The swapped programs will participate in their newly assigned committees starting with 2024 annual topic planning process (day 2 of each Q4 2023 coordinating committee meeting), and all ISCC & PCC meetings in 2024 will maintain this revised structure.
- Please contact [Anouksha Gardner](#) with questions.

Heads up on Regional Online Marketplace effort

- Through conversations with PCC, NEEA understands there is interest in exploring a 'regional' online marketplace. NEEA staff are working to evaluate the Market Transformation potential for this opportunity, and will bring this to RPAC for discussion at an appropriate time.
- Please contact [Alisyn Maggiora](#) with questions.

Regional Emerging Technology Advisory Committee (RETAC)

At RETAC's Q3 meeting, Ammi Amarnath from EPRI presented an overview of EPRI and their capabilities, their current work on industrial heat pumps and other industrial activities, end-use load flexibility developments, and an overview of California's CalFUSE dynamic rate pilot. Ammi presented several opportunities in the C & I sectors, such as utilizing demand response in data centers, agricultural, pumping, and refrigerated warehouses. Ammi's presentation on industrial heat pumps showed that approximately 35% of process heating is lost as waste heat, and the opportunity to capture low-temperature waste heat, boost it with heat pump technology, and put it back into the process.

Christopher Dymond from NEEA presented an update on the micro heat pump field study and an update on residential heat pump work on rating representativeness and capabilities. [Q3 RETAC Meeting Notes](#).

To view the Product Council schedule and recordings of previous meetings or to submit requests for product councils, visit [neea.org](https://www.neea.org).

The agenda for RETAC's Q4 meeting (December 14) will include a presentation by Pacific Northwest National Labs on their ongoing research, a year in review of water heating and residential HVAC research, and a discussion around planned 2024 research.

Please contact [Eric Olson](#) or [Alisyn Maggiora](#) with any questions about RETAC.

Cost-Effectiveness Advisory Committee (CEAC)

During the Q3 meeting on August 24, 2023, NEEA teed up four key topics for discussion with CEAC. NEEA staff reviewed the Market Research and Evaluation quarterly update on key studies currently on the workplan, including a Codes Market Progress Evaluation Report (MPER) and a High-Performance HVAC MPER. NEEA staff presented the new Advanced Heat Pump program (previously called the Variable Speed Heat Pump Program) and reviewed the key assumptions and resulting cost effectiveness assessment of the

low load efficiency system improvement in support of the program milestone advancement into market development. NEEA staff discussed the new Dual Fuel Measurement Work Group that has been formed with stakeholders and colleagues in the region to develop guidelines for NEEA to use when calculating and reporting savings for dual fuel market transformation programs. NEEA staff highlighted the results of an external assessment of NEEA's approach to evaluation of Market Transformation Programs performed by Michael Harnar, Ph. D. of Pointed Arrows Consulting. The evaluation applauded NEEA's current approach and provided a few recommendations, to consider as we continue to advance our tools and methods for Market Transformation evaluation.

At the Q4 CEAC meeting, scheduled for November 30, 2023, NEEA staff will provide updates on recent Market Research and Evaluation reports, highlights from recently published MPERs, key assumption updates, an overview of State Energy Code Assessments. As well, there will be an update provided around information gleaned from the Dual Fuel Measurement Work Group thus far.

Please contact [Stephanie Rider](#) or [Jonathan Belais](#) if you have questions about CEAC.