

# Regional Portfolio Advisory Committee



**DATE:** Tuesday November 5, 2024

**TIME:** 9:00am – 11:30am PDT

**LOCATION:** Virtual via Microsoft Teams

**VIRTUAL:** [Click here to join the meeting](#) (Meeting ID: 245 287 093 41 | Passcode: v7Gk7Z)  
(if needed) Call-in audio only: 971-323-0535 | Phone Conference ID: 813 939 717#

## AGENDA (All Times Pacific)

Page #

9:00-9:05 (5 min)	<b>Welcome &amp; Agenda / Packet Review</b>	All	<b>1-2</b>
9:05-10:15 (70 min)	<b>Introductions + RPAC Round Robin</b> <ul style="list-style-type: none"> <li>Big changes (programs/personnel)</li> <li>Sharable tools/materials</li> <li>Current challenges, lessons learned</li> <li>Equity, hard-to-reach markets</li> <li>How utility activities relate to NEEA's</li> <li>Findings, filings, IRPs</li> </ul>	All	--
10 min	<b>BREAK</b>		
10:25-10:50 (25 min)	<b>Market Transformation Highlights: HVAC Data</b> <ul style="list-style-type: none"> <li>Supplier relationships</li> <li>Data processes</li> <li>Market insights</li> </ul> <p><i>Desired Outcome: Committee members are aware of the value that the HVAC sales data collection and related efforts bring to funders, market partners, and NEEA programs.</i></p>	Debbie Driscoll Jackie Ostroff	<b>3</b>
10:50-11:05 (15 min)	<b>RPAC Charter</b> <ul style="list-style-type: none"> <li>Adding 3<sup>rd</sup> milestone vote &amp; related changes</li> <li>Reminder on workgroups &amp; process</li> </ul> <p><i>Desired Outcome: Committee understands and supports recommended changes to the charter based on the Q3 2024 discussion to institute a 3<sup>rd</sup> milestone vote in the Initiative Lifecycle (ILC) process.</i></p>	Alisyn Maggiora	<b>4-13</b>
11:05-11:15 (10 min)	<b>Federal Funding Work Group Update</b> <ul style="list-style-type: none"> <li>Recap of engagements to-date</li> <li>Proposal to sunset work group</li> </ul> <p><i>Desired Outcome: Committee understands rationale for wrapping up work group activities and provides input as needed.</i></p>	Jonathan Belais	<b>14</b>
11:15-11:25 (10 min)	<b>Housekeeping and Looking Ahead</b> <ul style="list-style-type: none"> <li>General Updates <ul style="list-style-type: none"> <li>2025 RPAC Meeting Dates – adjustment to Q2</li> </ul> </li> <li>Announcements &amp; Reminders <ul style="list-style-type: none"> <li>Leadership in EE Awards Dec 5 (PDX)</li> </ul> </li> </ul> <p><i>Desired Outcome: Committee aware of recent developments and upcoming topics for engagement.</i></p>	Alisyn Maggiora	--
11:25-11:30 (5 min)	<b>Wrap-Up &amp; Adjourn</b>	Alisyn Maggiora	--

### Informational Updates:

- **Page 15:** Regional Online Marketplace
- **Page 16-17:** Q3/Q4 Committee Updates

### Additional Reference Materials:

- **Programmatic Updates:**
  - [Q3 2024 Market Progress Report](#) (Gas + Electric Programs – Progress toward annual goals)
- **Committee Meeting Materials & Charters:**

*Please review the committee updates summary on pg. 16 for a quick recap on each committee's activities over the past 1-2 quarters.*

  - Advisory Committees
    - Q3 2024 RPAC meeting [packet](#), [slides](#) and [notes](#)
    - Q3 2024 Cost Effectiveness and Evaluation Advisory Committee [packet](#), [slides](#)
    - Q3 2024 Regional Emerging Tech Advisory Committee [packet](#), [slides](#) and [notes](#)
  - Coordinating Committees
    - Q3 2024 Products Coordinating Committee [packet](#), [slides](#), [notes](#)
    - Q3 2024 Integrated Systems Coordinating Committee [informational packet](#) (no meeting)
    - 2024 Annual Workplans: [Products \(PCC\)](#) | [Integrated Systems \(ISCC\)](#)
  - Charters: [RPAC](#), [ISCC](#), [PCC](#), [CEAC](#), [RETAC](#)
- **Latest Functional Newsletters:**
  - Q3 2024 Newsletter – [Market Research and Evaluation](#)
  - Q3 2024 Newsletter – [Emerging Technology](#)
  - Q2 2024 Newsletter – [Codes, Standards and New Construction](#)

### **2025 RPAC FINAL PROPOSED\* MEETING DATES:**

*\*NEEA Board will approve Dec 5*

Quarter	Day(s)	Date(s)	TIME (pst)	LOCATION
Q1	Tues	Feb 11	9-4	Virtual
Q2	Thurs	May 22	9-4	NEEA / Hybrid (note – day after EFX)
Q3	Wed**	Aug 20	9-4	Virtual
Q4	Mon	Nov 3	9-4	Virtual

**\*\* Date change from Aug 19 to Aug 20.**

# Memorandum – *Agenda item*



October 29, 2024

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Debbie Driscoll, Sr. Market Transformation Manager, HVAC  
Jackie Ostroff, Manager, Data Strategy and Planning

SUBJECT: Market Transformation Highlight: HVAC Sales Data

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## **Our Ask of You:**

***Feel free to bring questions you or your program teams have related to market data collection, NEEA's HVAC sales and stock datasets, and ideas for data reporting. We welcome questions and ideas during or after the discussion.***

## **Brief Overview:**

NEEA collects full-category sales data across the Portfolio. This work enables NEEA to build market intelligence and drive Market Transformation activities. In Cycle 6 (2020-2024), NEEA centralized efforts to make data collection more cost effective, manage complexity and risk, and build deep market expertise in the process. As the datasets mature, NEEA has been able to expand the ways the data is used to drive value for market actors through personalized reporting, and to bring market insights to internal and external stakeholders.

Current data collection efforts span Water Heating, HVAC, Pumps and Circulators, Non-Residential Lighting and Consumer Products.

In the HVAC market specifically, NEEA has worked with residential HVAC suppliers throughout the region to collect full-category sales data since 2017, more recently expanding to commercial equipment. NEEA also collects substantial HVAC information via the Regional Building Stock Assessments and purchases data from Air-Conditioning, Heating, and Refrigeration Institute (AHRI).

The datasets inform NEEA market transformation program tracking and strategy. They also provide actionable market insights to participating suppliers via custom reports and the region via an annual [HVAC Market Snapshot](#) report that BPA produces. All this work relies on strong relationships with suppliers, stringent data security practices, and broad processing and analysis capabilities.

In the Q4 RPAC meeting, NEEA staff will highlight this work in the HVAC Market, including an overview of the HVAC datasets and their role in market transformation.

Please contact [Debbie Driscoll](#), [DDriscoll@neea.org](mailto:DDriscoll@neea.org) if you have questions about NEEA's HVAC datasets.

# Memorandum – Agenda Item

October 29, 2024



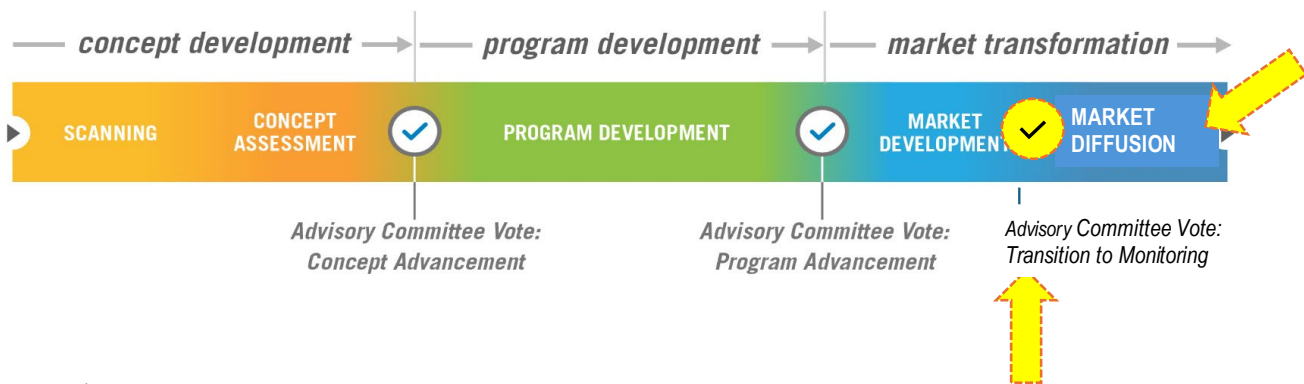
TO: Regional Portfolio Advisory Committee (RPAC)  
FROM: Alisyn Maggiora, Sr. Stakeholder Relations Manager  
SUBJECT: Proposed Changes to Advisory Committee Charter

## Ask of You:

Please review the proposed changes redlined in the RPAC charter following this memo and provide feedback, if any, by Nov 1.

## Context:

Per the [Q3 RPAC](#) memo covering proposed changes to NEEA's Initiative Lifecycle (ILC) and voting process, changes to the charter are required. These changes provide simple updates to incorporate the \*new\* third milestone committee vote, and a name change to the phase previously termed "Long-Term Monitoring and Tracking" – now to be termed "Market Diffusion."



- New Milestone/Vote = "Transition to Monitoring"
- Stage Name Change = now "Market Diffusion" (was Long-Term Monitoring & Tracking)

All changes made were done using the "track changes" review feature in Word so you can see what's been edited. The current charter is viewable on [neea.org](http://neea.org) [here](#) should you like to compare them side by side.

If committee members have any additional changes to propose, now is the time to do so.

## Recommended Process and Timeline:

- Voting Process
  - Documentation: TMPER + memo
  - Feedback process: Open call for feedback
  - Vote: Unanimous consent required, as with the other two voting milestones
- Flags
  - If RPAC does not reach full consent, the committee shall follow Step 4 under [Challenge Flag Process](#) articulated in the committee charter.
- Timing
  - Q4 2024: Propose final charter changes to RPAC and NGAC, confirm recommendation to board
  - Q1 2025: NEEA Board reviews and approves charter changes

Please contact Alisyn Maggiora ([amaggiora@neea.org](mailto:amaggiora@neea.org)) with any questions about this memo, the new voting milestone, or feedback on the proposed charter changes.

**\*\*DRAFT PROPOSED CHANGES TO IMPLEMENT Q1 2025\*\***  
**REGIONAL PORTFOLIO ADVISORY COMMITTEE CHARTER**

**Review process:**



**Commented [AM1]:** Move Review process/table to end of charter to align with all other NEEA committee charter format

<b>HISTORY</b>			
<b>Source</b>	<b>Date</b>	<b>Action/Notes</b>	<b>Next Review</b>
Board Decision	December 5, 2017	Board approval	Q2-2020
RPAC	November 13, 2019	Revised	Q1-2020
Executive Committee	November 14, 2019	Recommended Board approval	Q2-2025
Governance Committee	December 5, 2019	Recommended Board approval	Q2-2025
Board Decision	December 5, 2019	Board approval	Q2-2025
RPAC	February 23, 2022	Revised	Q1-2023
Governance Committee	May 13, 2022	Recommended Board approval	Q2-2025
Executive Committee	May 26, 2022	Recommended Board approval	Q2-2025
Board Decision	June 22, 2022	Board approval	Q2-2025

**Purpose**

The purpose of the Regional Portfolio Advisory Committee (Advisory Committee) is to support Alliance success by advising on the optimal composition of NEEA's program portfolio, including a formal vote for program advancement at ~~two~~three key points in the Initiative Lifecycle, consistent with the goals and objectives of NEEA's then-current Business Plan and annual Operations Plan.

RPAC is a leadership advisory committee with a formal voting function that is used to advise NEEA's Executive Director on portfolio management. As such, RPAC Members have significant influence on alliance work and are expected to be sufficiently resourced to perform this function. This includes working within RPAC Member organizations to assure that the expertise needed to inform alliance work is represented on supporting advisory committees and work groups (i.e. right people, right topic, right time).

**Responsibilities**

1. To support effective portfolio performance consistent with the goals, strategies and objectives of NEEA's Business Plan, review and advise
  - o (a) on NEEA's electric Operations Plan annually, and
  - o (b) on how each program proposed to be added to, or advanced within, NEEA's program portfolio improves and enhances the portfolio.
2. Review and vet within RPAC Member ("Member") organizations the "business case" document provided at voting milestones, and work as a committee to reach full consent to advance NEEA programs per the Program Advancement Process (refer to Addendum A), including adaptive management to achieve regional objectives via the "challenge flag." Key components of the business case include progress and findings to date, planned activities for the next stage, investment rationale and proposed budget, market transformation theory, a program risk assessment, and expectations for funders and for NEEA staff regarding the coordinated execution of key program activities.

3. Share knowledge, expertise and resources to support successful implementation of NEEA's program portfolio, including identifying opportunities for leverage among alliance and local programs, and managing intersecting activities in common markets.
4. Participate in the "RPAC+" downstream marketing coordination process (refer to Addendum B – RPAC+ Downstream Marketing Coordination Process) to ensure transparency, coordination in the planning process, and the ability to assess the effectiveness of the alliance's evolving regional downstream marketing work.
5. Monitor outcomes of alliance program coordination/optimization discussions at the Coordinating Committees to inform RPAC's deliberations on the addition and advancement of programs within NEEA's program portfolio.
6. Monitor developments in energy savings estimates, including those due to changes in assumptions or methodology vetted by the Cost Effectiveness and Evaluation Advisory Committee, to stay apprised on implications for NEEA's program portfolio
7. Monitor developments in alliance emerging technology efforts, including those vetted by the Regional Emerging Technology Advisory Committee, to advise on potential gaps in NEEA's program portfolio.
8. Provide a forum for information exchange within the region on market and program portfolio updates and developments, and opportunities for collaboration.
9. Conduct annual review of each active NEEA Work Group to ensure its purpose remains both relevant and distinct from that of other NEEA Advisory Committees.

#### ***Committee Membership***

Each electric direct funder will appoint a representative with voting authority ("Member") on RPAC and the Executive Director may appoint additional voting member(s) as needed to support or enhance the effectiveness of the committee. Voting authority is exclusive to Members.

#### ***Portfolio Consent Voting***

Full consent must be reached by RPAC in order for a NEEA program to advance through the Concept Advancement, ~~and~~ Program Advancement, ~~and~~ Transition to Monitoring milestones (refer to Addendum A – Program Advancement Process, Portfolio-Consent Voting, for voting rules). To conduct a vote, a quorum of RPAC members must participate (a quorum is a simple majority of eligible participants).

#### ***Authority***

RPAC is authorized to take action or make recommendations as necessary to fulfill the responsibilities delegated to RPAC in this charter. RPAC advises NEEA's Executive Director.

#### ***Open Meetings and Closed Sessions***

All RPAC meetings shall be open to the public. With the exception of sensitive information not appropriate for public dissemination, meeting materials (including but not limited to meeting packets, slide presentations, summary notes and Portfolio Consent Voting records) will be posted for public access. A closed session for part or all of any committee meeting may be called at any time to discuss sensitive information such as competitive or proprietary information that cannot be publicly shared. Any RPAC Member may request a closed session.

#### ***Meeting Schedule***

RPAC will conduct standing meetings quarterly and additional meetings and/or webinars as needed.

#### ***Shared Commitment***

RPAC Members and NEEA staff share a commitment to communicate within and coordinate among Member organizations on the activities of this and related advisory committees, in the spirit of collaboration and with the intent of operating with no surprises.

**Review schedule:**

RPAC will review this Charter at least annually and route substantive revisions to the appropriate NEEA Board Committee(s) for review. The Board will review this charter during the first year of the funding cycle, or at other times as needed.

<b><i>NEEA Governance/ Management/ Advisory Roles and Responsibilities</i></b>	
NEEA Board	<ul style="list-style-type: none"> <li>• All corporate governance and fiduciary duties, including ensuring the system of rules, practices and processes by which NEEA is directed to balance the interests of the alliance's stakeholders, to support the achievement of the organization's purpose</li> <li>• Strategic and Business Plan development and approval</li> <li>• Operations Plan and budget approval</li> </ul>
NEEA Executive Director	<ul style="list-style-type: none"> <li>• Manage the business of NEEA according to Strategic, Business and Operations Plans, set forth by Board</li> <li>• Oversee business operations and staff</li> </ul>
Regional Portfolio Advisory Committee (RPAC)	<ul style="list-style-type: none"> <li>• Advise NEEA's Executive Director on portfolio performance and program advancement; "challenge flag" process; RPAC+ downstream marketing elections</li> <li>• Monitor developments from other advisory committees with regard to regional coordination, market progress, and emerging technology</li> </ul>
Coordinating Committees (CCs)	<ul style="list-style-type: none"> <li>• Collaborate with NEEA Staff and report to RPAC on coordination and optimization of NEEA programs and related activities, to identify and manage through potential implementation challenges between NEEA and local utility activities, and seize opportunities for amplified market influence</li> </ul>
Cost Effectiveness and Evaluation Advisory Committee (CEAC)	<ul style="list-style-type: none"> <li>• Advise NEEA's Executive Director on methods, data sources and inputs for use in NEEA's cost-benefit analysis and energy savings reporting</li> <li>• Advise NEEA's Executive Director on market research and evaluation methodologies</li> </ul>
Regional Emerging Technology Advisory Committee (RETAC)	<ul style="list-style-type: none"> <li>• Advise NEEA's Executive Director on NEEA's work toward achieving its strategic pipeline goals</li> <li>• Track and coordinate the progression of energy efficiency technologies to improve technology readiness and market adoption in the Northwest</li> </ul>
Natural Gas Advisory Committee (NGAC)	<ul style="list-style-type: none"> <li>• Advise NEEA's Executive Director on gas portfolio performance and program advancement; "challenge flag" process; RPAC+ downstream marketing elections</li> <li>• Monitor developments from other advisory committees with regard to market progress and emerging technology</li> </ul>
Work Groups	<ul style="list-style-type: none"> <li>• Formed by RPAC on an as-needed basis and staffed with as-needed expertise, for a limited term and specific purpose that is distinct from that of RPAC, the CCs, and other Advisory Committees or Work Groups</li> </ul>

**Review process:**



<b><u>HISTORY</u></b>			
<b><u>Source</u></b>	<b><u>Date</u></b>	<b><u>Action/Notes</u></b>	<b><u>Next Review</u></b>

<a href="#"><u>Board Decision</u></a>	<a href="#"><u>December 5, 2017</u></a>	<a href="#"><u>Board approval</u></a>	<a href="#"><u>Q2 2020</u></a>
<a href="#"><u>RPAC</u></a>	<a href="#"><u>November 13, 2019</u></a>	<a href="#"><u>Revised</u></a>	<a href="#"><u>Q1 2020</u></a>
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<a href="#"><u>Governance Committee</u></a>	<a href="#"><u>May 13, 2022</u></a>	<a href="#"><u>Recommended Board approval</u></a>	<a href="#"><u>Q2 2025</u></a>
<a href="#"><u>Executive Committee</u></a>	<a href="#"><u>May 26, 2022</u></a>	<a href="#"><u>Recommended Board approval</u></a>	<a href="#"><u>Q2 2025</u></a>
<a href="#"><u>Board Decision</u></a>	<a href="#"><u>June 22, 2022</u></a>	<a href="#"><u>Board approval</u></a>	<a href="#"><u>Q2 2025</u></a>

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## RPAC CHARTER ADDENDUM A – NEEA PROGRAM ADVANCEMENT PROCESS

### OVERVIEW

Regional Portfolio Advisory Committee (RPAC) will take a formal vote prior to a NEEA Program being adopted into the NEEA market transformation program portfolio (Concept Advancement milestone), ~~and~~ prior to a NEEA Program being approved to scale-up its market activities (Program Advancement milestone), and prior to a NEEA Program ceasing *active* market activities (Transition to Monitoring milestone).

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For the Concept Advancement and Program Advancement milestones, NEEA will provide RPAC with a detailed “business case” at least 10 business days prior to a vote. Key components of the business case include: progress and findings to date; planned activities for the next stage; investment rationale and proposed budget, including estimated energy savings and cost effectiveness (at Program Advancement milestone); market transformation theory, including market drivers, barriers and intervention strategies; a program risk assessment, and detailed roles and responsibilities to clarify expectations for funders and for NEEA staff regarding the execution of and coordination on key program activities. For the Transition to Monitoring milestone, NEEA will provide RPAC with the Transition Market Progress Evaluation Report (T-MPER) and a memo summarizing key decision criteria that substantiate staff’s rationale for advancing the program to the next stage.

In addition to this process, there is a formal intervention process (i.e. the “challenge flag”) that allows RPAC Members to request changes and improvements if a funder believes a program is heading in a direction contrary to that which was agreed upon.

### PORTFOLIO-CONSENT VOTING

A roll-call vote will be taken at RPAC prior to a NEEA program advancing through the Concept Advancement, ~~and~~ Program Advancement, and Transition to Monitoring milestones. Full consent<sup>1</sup> must be reached by those casting votes for a NEEA program to advance.

An RPAC Member may register a vote as follows:

1. Yes
  - a. In person or by phone during a meeting where a vote is taken
  - b. In writing (electronic or otherwise) to NEEA Staff in advance of a meeting
  - c. Via an appointed delegate, in the event the RPAC Member is unable to participate
2. No
  - a. In person or by phone during a meeting where a vote is taken
  - b. RPAC Members voting “No” shall identify their concerns and propose a solution consistent with 3(c) under Challenge Flag Process.
3. Abstain

An RPAC Member may choose to abstain as a means of registering a neutral opinion or dissent without voting “No”.
4. Present, Not Voting

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<sup>1</sup> **Full Consent** = In groups that require unanimous agreement or full consent (unanimity) to approve group decisions, if any participant objects, a participant can block consensus.

An RPAC Member who is present may choose not to vote as a means of remaining neutral on a program's advancement.

Voting results will be shared with NEEA's Executive Director, communicated to the Board, and posted for public access along with other RPAC meeting materials. If RPAC does not reach full consent for program advancement, the committee shall follow Step 4 under Challenge Flag Process.

#### **"CHALLENGE FLAG" PROCESS**

The "challenge flag" is a formal intervention process that allows an RPAC Member to request changes and improvements if a member believes a program is heading in a direction contrary to that which was agreed upon. In such a case, the requesting Member should exercise the process as follows:

1. Member shall first communicate the concern in a timely way to NEEA staff and attempt to resolve the matter directly. If a satisfactory resolution cannot be reached, Member should inform NEEA Staff that the member intends to exercise the "challenge flag" option.
2. Member and NEEA Staff work together to determine the best option for addressing the concern with RPAC, based on the impact on the program and timing of the next scheduled RPAC meeting. Options include, but are not limited to:
  - a. Discuss during the next regularly scheduled RPAC meeting.
  - b. Convene a special RPAC meeting/webinar.
3. Member prepares "Challenge Flag" memo for RPAC, articulating:
  - a. The NEEA activity that the member believes is going in a direction contrary to that which was agreed upon by RPAC;
  - b. The nature and scope of Member's concern;
  - c. A proposed solution that Member feels addresses both the member's concern and the viability of the NEEA market transformation effort.
4. NEEA Staff convenes RPAC for a facilitated discussion on Member's proposed resolution, with the goal of addressing both (i) Member's concern, and (ii) the viability of the NEEA market transformation effort.
  - a. If RPAC and NEEA staff agree on a proposed solution that achieves 4(i-ii), then RPAC shall indicate its support by reaching full-consent on the proposed solution and the NEEA market transformation effort shall proceed as modified.
  - b. If RPAC and NEEA staff cannot agree on a proposed solution that achieves 4(i-ii), NEEA's Executive Director shall escalate the matter for discussion by the full Board (the Board's Executive Committee shall not serve as a proxy for the full Board in such instances) prior to the Executive Director making the final decision on how the NEEA market transformation effort shall proceed.

## RPAC CHARTER ADDENDUM B – “RPAC+”<sup>2</sup> DOWNSTREAM MARKETING COORDINATION PROCESS

### OVERVIEW

Downstream marketing activities<sup>3</sup> are a small subset of the marketing activities undertaken at NEEA, and they are a sensitive subject with funders due to the customer touch. These guiding principles address a dual objective: funder concerns around marketing to customers and the ongoing effectiveness of regional Market Transformation work. The intent of this work is to ensure transparency, adequate time for deliberation, coordination in the planning process, and the ability to assess the effectiveness of the alliance’s evolving regional downstream marketing work.

### PRINCIPLES FOR DOWNSTREAM MARKETING EXECUTION ACTIVITIES

1. An implementation process will achieve the dual objective above.
2. An option for self-delivery and exemption will be provided for funders.
3. Funders will have flexibility regarding the timing of self-delivery.
4. The delivery of marketing activities in participating and self-delivering service territories will include the entire electric and/or gas service territory, including areas with overlapping zip codes.
5. Decisions made should include consideration of the regional result and initiatives’ objectives.

These guiding principles represent a compromise by NEEA’s Board. They are not intended to set a precedent for reimbursement, self-delivery or exemption. The Board will re-evaluate these guiding principles as part of a mid-cycle assessment in 2022 to determine effectiveness of these principles and identify suggested improvements. Funder documentation of self-delivery work and/or exemption will be essential for this review. RPAC+ will develop specific metrics and desired outcomes for this mid-cycle review.

### COORDINATION PROCESS

1. **ILC Milestones** – As part of the Business Case for Scale-Up milestone votes at RPAC, downstream marketing activities will be flagged if they are a strategy for that phase of the program. To the extent downstream marketing is known as a potential intervention following the Initiative Start milestone, it will be flagged in the Business Case.  
*Purpose: Information sharing around marketing, decision point for program progress.*
2. **Prior to October each year, or as early as available** – Funders agree to share marketing plans relating to relevant alliance programs.  
*Purpose: Information sharing, consider opportunities for leverage and coordination.*
3. **Early October each year** – As part of the Operations Plan packet, RPAC+ will receive a Marketing calendar with downstream activities for the upcoming calendar year highlighted.
  - a. Marketing calendar is presented as part of Operations Plan presentation
  - b. RPAC+ shares marketing calendar internally with marketing and program staff and discusses proposed downstream activities in advance of Q4 RPAC meeting*Purpose: Information sharing in preparation for decision at Q4 RPAC meeting*
4. **Q4 RPAC Meeting** – Funders will be prepared to discuss their marketing plans and opportunities for regional synergies. Funders will commit to participating, self-delivery, or exemption for downstream marketing activities for the upcoming calendar year.

<sup>2</sup> **RPAC+** = A group consisting of RPAC members, funder marketing staff and other electric and natural gas funder staff.

<sup>3</sup> **Downstream Marketing Activities** = Region-wide marketing activities to promote energy efficient products/services/ practices in the NEEA portfolio directly to end-use customers, including digital ads, purchased social, billboards and print, broadcast (radio/tv), point of purchase and direct mail where NEEA may use a market-facing brand. “Downstream marketing activities” do not include marketing to midstream and upstream partners—including installer base, distributors, and manufacturers.

*Purpose: Decision point for activities in the draft Operations Plan marketing calendar, informs the Operations Plan that is approved by the Board.*

5. **Two months prior to planned campaign** – NEEA staff will conduct a webinar for RPAC+ sharing NEEA's planned marketing approach. Funders opting to self-deliver agree to document and share their planned marketing approach within four weeks following this webinar.

*Purpose: Information sharing*

6. **Q2 RPAC Meeting** – If changes or additions are made to the current-year Marketing calendar, there is another discussion at the Q2 RPAC meeting and changes will be sent to RPAC+ a month prior to the meeting for internal review/vetting. Funders will commit to participating, self-delivery, or exemption for downstream marketing activities in their territories.

*Purpose: Decision point for any activities added to marketing calendar*

7. **Quarterly** – ~~Marketing updates will be included, as needed, in quarterly advisory and coordinating committee packets. Marketing calendar will be included in quarterly marketing newsletter. Newsletter distribution will include marketing contacts, RPAC, gas funders, and sector advisory committee members (other program staff can request to be included).~~

*Purpose: Information sharing*

8. **Ad hoc** – If there are new marketing activities that were not included in the previous semiannual review but have a planned start-date before or within two months following the next scheduled review, a special communication with RPAC+ will be initiated to determine whether a special meeting/webinar is needed, or if the next scheduled review (Q4 or Q2) is sufficient for determining how the activity will be executed.

*Purpose: Possible decision point if a special meeting/webinar is needed.*

**Commented [AM2]:** Proposed change to align with updates made in Cycle 7 (2024-29) NEEA Business Plan

#### **OPTION FOR SELF-DELIVERY AND EXEMPTION**

1. Funders agree to document their rationale for self-delivery or exemption and, when choosing to self-deliver, share their plans to support the intended outcome of the regional effort.
2. NEEA staff will provide an online template to support funder documentation in a streamlined and efficient manner. Funders agree to document activities executed in the market within approximately 30 days following execution of self-delivered activities. Funders agree to document and share results as they become available.
3. Documentation is recommended in the spirit of sharing, collaboration and learning, and is not intended as scrutiny of Funder decisions.

#### **FLEXIBILITY AROUND SELF-DELIVERY TIMING**

1. At the time the Marketing calendar is reviewed with RPAC+ (Q2 and Q4), Funder plans for self-delivery of downstream marketing activities will include an expected execution timeframe and rationale. Funders choosing self-delivery of regional execution agree to conduct activities within a timeframe that will help meet regional objectives in the spirit of this agreement.
2. When a Funder opts for self-delivery of downstream marketing activities, NEEA staff and the funder should attempt to coordinate activities to optimize campaign effectiveness. This coordination should include consideration of timing sensitivity (e.g. seasonality, partnership commitments, etc.).

#### **OVERLAPPING ZIP CODES**

1. Alliance activities will include all electric and/or natural gas zip codes for funders participating in the regional campaign irrespective of self-delivery or exemption elections of other funders with overlapping zip codes. Other coordination arrangements may be considered.
2. Self-delivery activities may include coverage for overlapping zip codes in addition to any regional campaign activity. Funders opting to self-deliver agree to include all of their electric and/or natural gas service territory zip codes in the activity they undertake to support the regional campaign.

#### **REIMBURSEMENT**

1. Reimbursement for self-delivering funders will be based on the funder share of budgeted costs for each campaign or activity in each Operations Plan and as agreed by funders at each Q2 RPAC meeting for any mid-year changes to marketing activities.

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2. No reimbursements are provided if the campaign or activity is cancelled.
  3. Reimbursement is not provided for exemption.
  4. Reimbursement will be provided on request and computed on an annual basis and will be provided in the form of a bill credit after acceptance of the audit report for the preceding year.

DRAFT

# Memorandum – *Agenda item*



October 29, 2024

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Jonathan Belais, Policy Manager

SUBJECT: Federal Funding Work Group Status

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## **Our Ask of You:**

Please review the recommendation to conclude the Federal Funding Opportunities Work Group pending future coordination opportunities and provide any feedback.

## **Brief Overview:**

Since its inception in early 2023, the Federal Funding Work Group has convened multiple times to share updates and explore funding opportunities related to the Inflation Reduction Act (IRA) and the Infrastructure Investment and Jobs Act (IIJA). Key discussions have centered on the Home Energy Rebate Programs and the workforce challenges and opportunities they present. With state applications for funding now either approved or underway across the region, states have established tailored stakeholder engagement forums to meet their unique needs and approaches. NEEA staff believe these state-specific forums are well-positioned to disseminate relevant information to alliance members and stakeholders. Therefore, they recommend concluding the Federal Funding Work Group, with the option to reconvene as federal programs transition into the implementation phase. NEEA will also continue to support regional coordination by monitoring opportunities for alignment and collaboration among states.

Recap of Work Group Meetings and Focus Areas:

- 2/26/24 – General updates from state energy offices and work group discussion/share-out
- 9/25/23 – Home rebate programs – DOE presentation and work group share-out
- 8/23/23 – Workforce barriers and opportunities – DOE presentation and work group share-out
- 5/4/23 – Overview from US DOE, update and priority sharing from state energy offices and work group members

Please contact [Jonathan Belais](#) if you have questions about the Federal Funding Work Group.

# Memorandum – *Informational (Tier 2)*



October 29, 2024

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Steve Seminario, Market Transformation Manager, Consumer Products

SUBJECT: Northwest (Regional) Online Marketplace



## **Our Ask of You:**

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q4 RPAC meeting on November 5, 2024, or contact Steve Seminario at the email below.

## **Brief Summary of Project**

NEEA has begun a technology scanning project to build and evaluate a regional online marketplace intended to help Northwest residents easily find and purchase more energy efficient consumer products. The project builds on past high-level conversations with the region around gauging interest, including the Products Coordinating Committee in 2023, on this type of marketplace. This 12-month project will leverage the platform and expertise of a well-established company, Enervee, as we deploy and test an online Northwest Marketplace featuring more than forty product categories. The project will seek to characterize how a regional online marketplace can drive adoption of higher efficient products across multiple categories. Additionally, we're looking to get data on consumer purchasing habits, which will help inform consumer product market transformation strategies and alliance programs.

To drive site visitor traffic, NEEA will rely on Enervee's search engine marketing (SEM) efforts directed at certain zip codes in the region. The project will allow NEEA to evaluate the effectiveness of the site and provide alliance funders with a live implementation, which may help inform how they choose to evolve their own on-line presences and offerings, and the appropriate form, if any, for a Northwest Marketplace implementation beyond this technology scanning project. The Northwest Marketplace, while region-wide in scope, can be utilized to direct visitors to incentives and existing online stores relevant to their specific location. We encourage utilities with their own marketplaces to reach out to us to discuss specific approaches.

NEEA intends to launch the project, with a live Northwest Marketplace website, by end of 2024 and will keep RPAC members apprised of its status and progress in 2025. Please share with others in your organization as needed, including your marketing/communications leads, and let NEEA staff know if you'd like more information or have questions about the project.

Please contact Steve Seminario ([sseminario@neea.org](mailto:sseminario@neea.org)) if you have questions about the **Regional Online Marketplace**.

# Memorandum – *Informational Update*

October 29, 2024



TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Anouksha Gardner, Stakeholder Relations Manager (Coordinating Committees)  
Eric Olson, Sr. Manager, Product Management (RETAC)  
Jonathan Belais, Policy Manager (CEAC)

SUBJECT: Update on recent committee meetings (Q3/Q4 2024)

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## **Our Ask of You:**

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q3 RPAC meeting, or contact NEEA staff listed below.

**Reminder:** 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 have reassigned 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. Starting in 2025 Integrated Systems Coordinating Committee will be renamed Commercial & Industrial Coordinating Committee (CICC) and Products Coordinating Committee will be renamed Residential Coordinating Committee (RCC). The coordinating committee's will also be removing the Q3 meeting and only meet three times a year.

## **Integrated Systems Coordinating Committee (ISCC):**

The Integrated Systems Coordinating Committee uses an annual planning process to co-create high-priority regional topics for the following NEEA programs (commercial & industrial focus): Luminaire Level Lighting Controls (LLLC), High-Performance HVAC, Extended Motor Products (XMP) Pumps & Circulators, Efficient Fans, and Better Bricks. This year's co-created regional priority topics are listed in the [ISCC 2024 Workplan](#).

The Q3 ISCC meeting was canceled after consulting with the Coordinating Committee members; the informational packet sent in its place is available here: [agenda packet](#). In Q4 (November, 6 and 7), ISCC will focus on the following topics, which were identified by committee members as a regional priority for 2024: *Efficient Fan's Program Update* presented by NEEA's new Program Manager Alexis Muench and an ad-hoc discussion by committee members on *Managing Fluorescent Baselines and related Luminaire Level Lighting Controls Incentives*". During day 2 of the Q4 meeting, Committee members will participate in an annual planning process to discuss 2025 regional priority topics. Committee members and NEEA Program Managers will also share out on current program highlights and other organizational updates.

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

## **Products Coordinating Committee (PCC):**

Like the ISCC, the Products Coordinating Committee uses an annual planning process to co-create high-priority regional topics for the following NEEA programs (residential focus): Heat Pump Water Heaters (HPWH), Consumer Products/Retail Product Portfolio (RPP), and Advanced Heat Pumps (Advanced HP). This year's co-created regional priority topics are listed in the [PCC 2024 Workplan](#).



In Q3 (September, 12), the PCC focused on the following topic, which was identified by committee members as a regional priority for 2024: Heat Pump Water Heaters *How to increase installer competency*. The committee also reviewed and confirmed the regional priority topics and collaborators slated for Q4. Committee members and NEEA Program Managers shared out on latest program highlights and other organizational updates. To see what transpired in Q3 at PCC, please see [agenda packet](#), [slides](#), and [notes](#) for detail. In the Q4 2024 (December, 3 and 4 ) meeting, the PCC will cover Consumer Products Retail Products Portfolio topic: *NEEA Insights on affordability with regards to Clothes Washers and Refrigerators* on day 1 and engage in annual planning for 2025's regional priority topics on day 2.

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

### **Regional Emerging Technology Advisory Committee (RETAC)**

At the Q3 RETAC meeting, Laura Thomas from the Northwest Power & Conservation Council presented the 2023 Regional Conservation Progress Survey Results, recent Regional Technical Forum (RTF) work to support Planning measure research strategies and recent new measure scan results. Laura reported that in 2023, the total Regional Cost-Effective Savings was 160 aMW, 50% coming from the commercial sector, 26% from the industrial sector, 19% from the residential sector, and 5% from agriculture.

The RTF Planning Measures Savings Potential by Research Strategy represents 1.5 aGW of potential in the 2021 Power Plan. Also, the RTF identified the 25 most relevant potential measures for the RTF to consider, with the top 5 being (1) Chiller Optimization, (2) Demand Control Ventilation for non-kitchen applications, (3) Variable Refrigerant Flow, (4) Heat Pump Variable Refrigerant Flow, and (5) Server Virtualization.

Christopher Dymond from NEEA gave an update on residential HVAC efforts, including an update on the cold climate heat pump field study, preliminary findings of low load efficiency research identifying operation schemes from multiple heat pumps, and planned work to perform a base case regional field study for actual heat pump performance, including quality of installation.

Finally, participants who attended the ACEEE Summer Study provided some highlights and the common threads heard throughout the week.

Resources / reference:

- Meeting notes are available [here](#). The slide deck is available [here](#).
- To view the Product Council schedule and recordings of previous meetings or to submit requests for product councils, visit [neea.org](#).
- The Q4 RETAC meeting is scheduled for December 12.

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

### **Cost-Effectiveness & Evaluation Advisory Committee (CEAC)**

During the Q3 CEAC meeting on August 28, 2024, NEEA staff presented key findings from the Idaho Residential Code Compliance Study. After reviewing the final assessment and third-party recommendations for state code evaluations, staff sought feedback on their initial recommendations for implementation and next steps. Additionally, NEEA staff reviewed and requested input on the CEAC engagement process regarding key assumptions updates. Lastly, they asked for committee feedback on the CEAC charter before its upcoming review by the NEEA Board of Directors in Q4. The next meeting is November 4th, 2024. During this meeting, NEEA staff will review key assumption updates, provide updates on market research and evaluation activities, and review planned approach for the state code baseline review.

Recent meeting materials linked below:

- Q3 2024 Cost Effectiveness and Evaluation Advisory Committee [packet](#) and [slides](#).

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