

**Q4 2025: Monday, November 3**

9:00-11:30 am Pacific

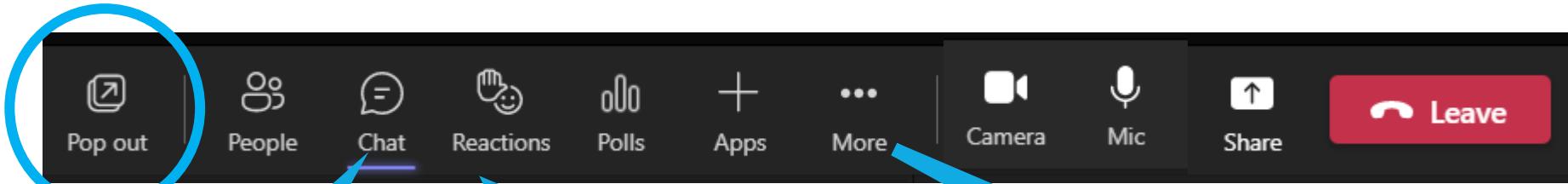
Virtual

# *Regional Portfolio Advisory Committee*





# Tools for Today: Engaging on Teams

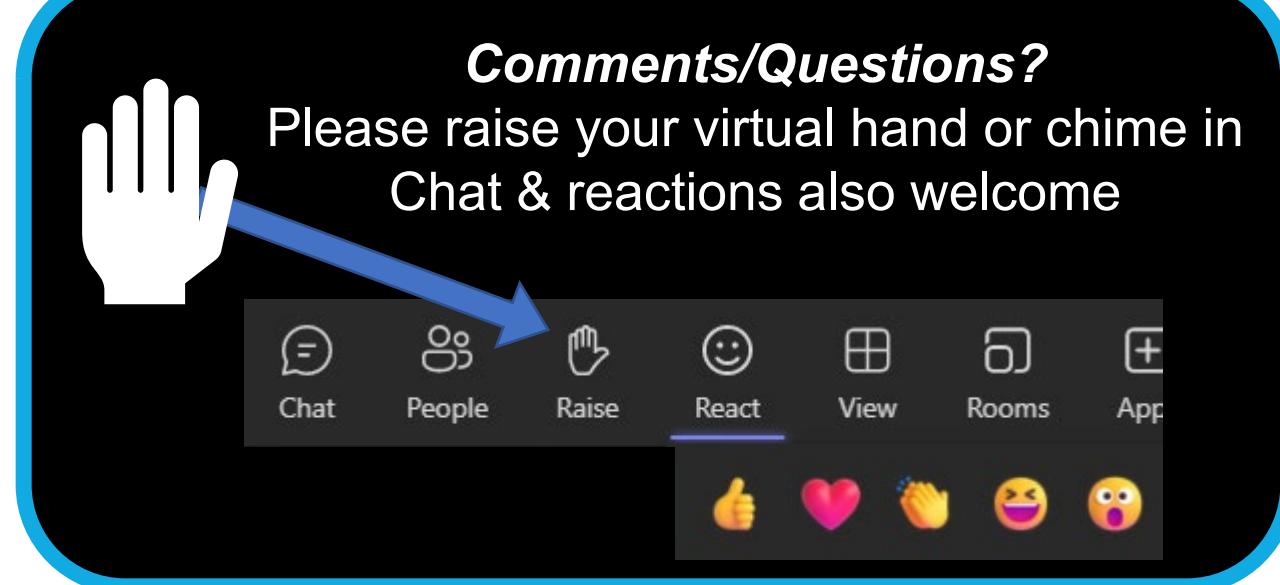


The chat is not captured automatically.

Do you have any accessibility challenges with this technology today?

**Comments/Questions?**  
Please raise your virtual hand or chime in  
Chat & reactions also welcome

“...” More includes:  
✓ Settings: mic & video  
✓ Background effects



Heads up:

*“Spotlighting” Speakers*





# *Reminder of RPAC Purpose & Role*



## **Purpose**

...to support Alliance success by **advising on the optimal composition of NEEA's program portfolio**, including a **formal vote for program advancement** at three key points in the Initiative Lifecycle, **consistent with the goals and objectives of NEEA's Business & Operations Plans**.



## **Responsibilities**

- Portfolio optimization & program advancement (milestone votes)
- Coordinate downstream marketing (RPAC+)
- **Oversee coordinating committees and workgroups**
- Monitor outcomes of all advisory committees
- Advises NEEA's Executive Director on portfolio decisions



# Agenda

*All Times Pacific*

9:00-9:25	<b>Welcome, Introductions &amp; Agenda / Packet Review</b>
9:25-9:40	<b>Housekeeping and Looking Ahead</b>
9:40-10:00	<b>Heat Pump Water Heater 2026 Workgroup Proposal</b>
<i>10 min</i>	<b>STRETCH BREAK</b>
10:10-11:15	<b>RPAC Round Robin</b> <ul style="list-style-type: none"><li>• Big changes (programs/personnel)</li><li>• Current challenges, lessons learned</li><li>• How utility activities relate to NEEA's</li><li>• Sharable tools/materials</li><li>• Policy directives w/ customers</li><li>• Findings, filings, IRPs</li></ul>
11:15-11:25	<b>Wrap-Up &amp; Adjourn</b>



# Introductions

- Name
- Organization
- And...



xx

# Packet Review & Informational Updates

## Tier 1: Agenda Items

- ✓ *Heat Pump Water Heater (HPWH) Workgroup Proposal (pg. 3)*

## Tier 2: Informational Updates

- ✓ *NW Online Marketplace (pg. 6)*
- ✓ *Recent Committee Updates (pg. 7)*
- ✓ *Market Progress Report (Program Updates) (pg. 9)*

## Tier 3: Additional Resources

- ✓ *Links to committee materials & functional newsletters (p. 2)*

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# Housekeeping

- *Updates*
  - ✓ NW Online Marketplace
  - ✓ HPWH Marketing Campaign
- *Announcements & Reminders*
  - ✓ Nov 12 Special Product Council
  - ✓ Leadership Awards Dec 8
  - ✓ Upcoming RPAC Meetings





# Pilot Project (2026-29): NW Online Marketplace

*Enervee: “The best way to shop for energy-saving products”*

- Unique and proven platform to simplify energy efficient product shopping
- 40+ product categories
- Unique Enervee Score™
- Directs to trusted retailers
- Proven efficiency lift in purchases
- Proven customer satisfaction

**Northwest Marketplace**  
Saving Northwest residents energy, money, and time

Smart dryers from top brands

Search by type, brand, model... Search

Televisions    Dryers    Washers    Dishwashers    ...    Explore More Categories

We help you find your perfect product

**Energy efficient ecommerce platform**  
Education and Choice - tens of thousands products, across 40+ categories with Enervee Score.

RHEEM PROHEAT13 RHU75-30

Volume: 45 • Type: Air-to-Electric Heat Pump • EER: 10.0 • SEER: 4.48  
eCOP financing \$87.09/mo for 60 months

Learn how to pay low monthly payments as low as 9.99% APR with Eco-Financing

\$3,999.99 - \$4,099.99  
Seller's Price: \$1,899.99  
Installation labor & materials: \$5,300.00  
TECH Clean California: -\$3,000.00  
Price Transparency Guarantee: Underlined price cost



Heat Pump Water Heater

You Win!

## 2025 HPWH marketing campaign

- Level Up advertising launched the first week in October!
- More than 108,000 page views to date
  - 66,000+ English landing page
  - 42,000+ Spanish landing page
- Final insights will be presented at the Q1 2026 RPAC/RPAC+ meeting
- Any questions? Reach out to Britt Cutsforth Dawkins ([bdawkins@neea.org](mailto:bdawkins@neea.org))

# Housekeeping

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# New Dual Fuel Residential Water Heater

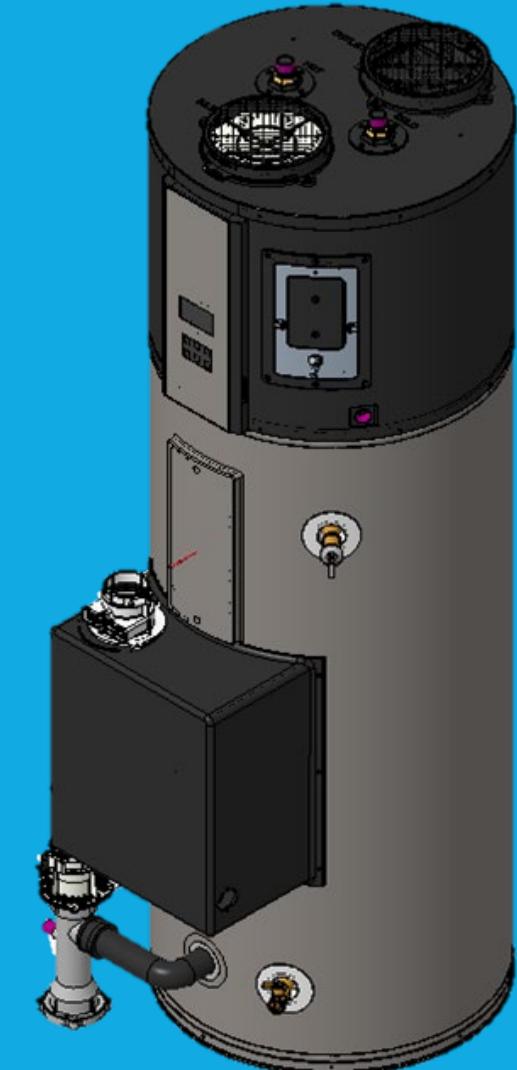
## Manufacturer Visit – Product Council

- Navien will be in Portland on **November 12**
- Product Council public meeting
- Looking for testing locations



Electric

Natural Gas



## Product Attributes

- 50-gallon residential water heater
- 40kBTU or 60kBTU gas burner with ~90% efficiency
- 120v Electric Heat Pump (UEF 3.90+) **no electric resistance back-up**
- First hour rating of 100 (@60 kBTU)
- Production expected 2026



## *Join us for the hybrid ceremony!*

NEEA's Board and staff will recognize individuals and teams for their exemplary dedication and performance in energy efficiency during the NEEA Board Annual Meeting on **December 8**.

To RSVP\* go to: [neea.org/leadershipawards](https://neea.org/leadershipawards)

*\*In-person attendees must RSVP by Nov. 21*

# Remaining 2025 Meetings

Tues/Wed, November 4-5

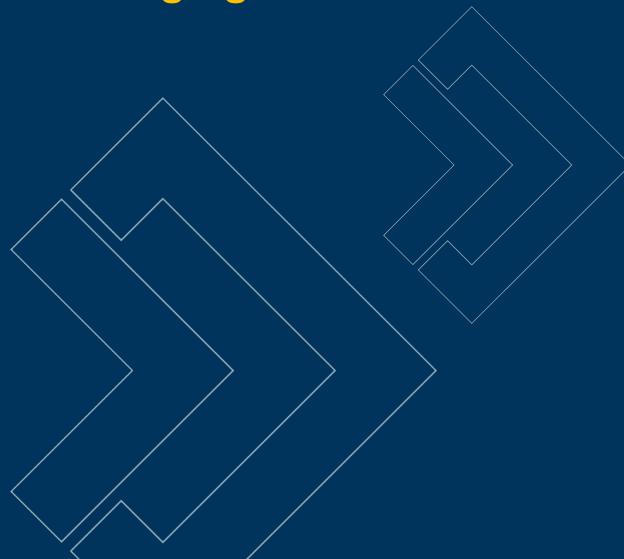
- C&I Coordinating Committee

Mon/Tues, December 1-2

- Res. Coordinating Committee

Thursday, December 4

- Regional Emerging Tech



## 2026 RPAC Meeting Dates

Quarter	Day(s)	Date(s)	Format
Q1	Tuesday	Feb 10	Hybrid @ NEEA or utility
Q2	Tuesday	May 19	Virtual
Q3	Tuesday	Sept 1	Virtual
Q4	Tuesday	Nov 3	Hybrid (TBD) @ NEEA or utility



= Proposed Hybrid / In-person Option



# *Efficiency Exchange 2026*



**Save the Date for EFX26**

May 5-6  
Boise, Idaho

[neea.org/EFX](https://neea.org/EFX)

# 2026 Draft Operations Plan: Key Dates

Please send feedback/comments by **October 30** to:

**Alisyn Maggiora**  
[amaggiora@neea.org](mailto:amaggiora@neea.org)

➤ [RECORDING LINK](#)

**October 14:** Plan emailed to Board, RPAC, NGAC

**October 30:** Stakeholder Feedback Due

- ✓ *What in this plan resonates with you?*
- ✓ *What opportunities do you see for collaboration?*
- ✓ *What questions haven't we answered?*
- ✓ *What feedback do you have about planned activities for 2026?*

**November 12:** NEEA Board Finance & Audit Committee Q4 Meeting

**December 8:** 2026 Operations Plan presented to NEEA Board for approval

## *Other regional / industry events or announcements?*



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## *Reminder about Work Groups*

- Formed by RPAC as-needed for a limited term
- Must have a specific purpose that is distinct from that of RPAC and the Coordinating Committees
  - Staffed with as-needed expertise
- Use judiciously, as it requires NEEA and funder resources
- Outcomes are shared with RPAC, and any other relevant committees



# ***Proposal: Heat Pump Water Heater Work Group***

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**Emily Rosenbloom**

Manager, Program Management and Heat Pump Water Heaters

**Alex Merrill**

Program Manager, Heat Pump Water Heaters



**Memo  
pg. 3-5**

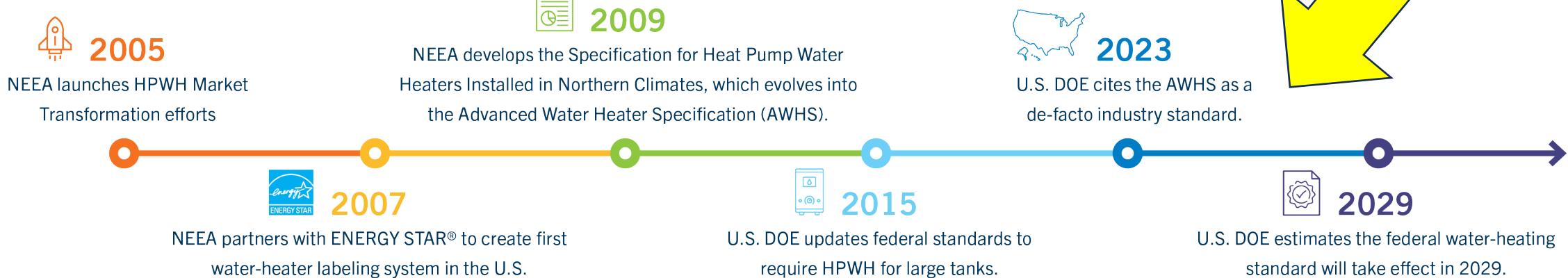


# We've Come a Long Way!

**~20%**  
**Northwest market share**  
Compared to 3% market share nationally

**15 aMW**  
**co-created savings**  
Tallied from NEEA's work motivating voluntary adoption alone

**300 aMW**  
**projected savings**  
Expected Northwest savings from the new federal standard





## *HPWH Regional Work Group Objectives*

- Ensure a coordinated regional approach to support the transition to the 2029 federal standard.
- Identify gaps and opportunities for collaboration to maximize effectiveness and efficiency of regional and local programs supporting HPWH adoption.
- Facilitate share-out of program experiences to clarify barriers impacting adoption.
- Develop and commit to regional activities supporting HPWH adoption.

## *Scope and Timeframe*

- Q1 2026 – Q1 2027
- Up to 2 meetings (~4-8 hrs) /quarter
- Identify specific collaborations among regional stakeholders
- Report outcomes to RPAC and RCC





## Ask of RPAC:

1. Share feedback
2. Provide your designated representative(s) to Alisyn Maggiora by **December 1<sup>st</sup>**

### **Ideal work group members will bring:**

- Leadership of HPWH program efforts, understanding of market needs and challenges, understanding of local and regional barriers and opportunities to HPWH adoption.
- Ability to inform and commit to specific program goals or activities that are in support of the regional collaboration.

# Thank You!

**Emily Rosenbloom & Alex Merrill**  
HPWH Program Management  
[Erosenbloom@neea.org](mailto:Erosenbloom@neea.org) | [Amerrill@neea.org](mailto:Amerrill@neea.org)



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A wide-angle photograph of a mountainous landscape. In the foreground, there is a valley with dry, yellowish-brown grass and some scattered green trees. The middle ground is dominated by a large, rugged mountain peak covered in dense green forests. In the background, there are more mountain ranges, with some peaks showing signs of snow or ice. The sky is a clear, vibrant blue.

Break!



# *Round Robin Updates*

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## Focus: Organizational & program highlights

- 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



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*Let's wrap it up!*



## *Action Items / Recap / Final Qs?*



## Meeting Feedback

- ❖ One thing you learned / appreciated?
- ❖ Opportunities for improvement?
- ❖ Would you like us to follow up with you on anything?





# *Public Comments?*



# Thank You!

**That's a wrap RPAC! Until we meet again...**

➤ Q1 2026: Tuesday, February 10 | **Hybrid @ NEEA or utility host**

