

Q4 2025: Monday, November 3

9:00-11:30 am Pacific

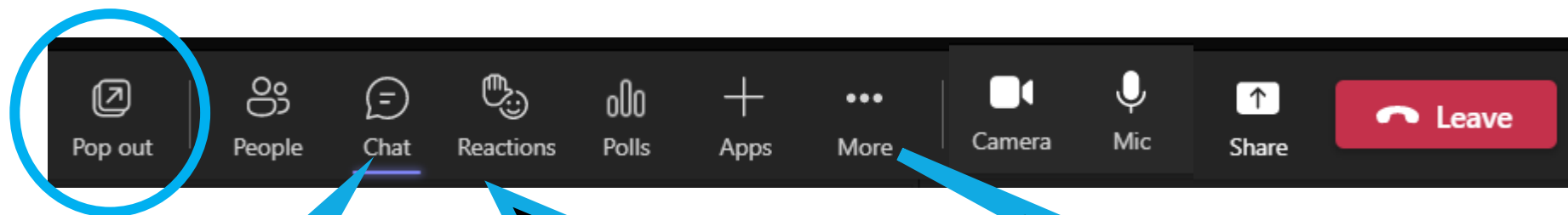
Virtual

Regional Portfolio Advisory Committee





Tools for Today: Engaging on Teams

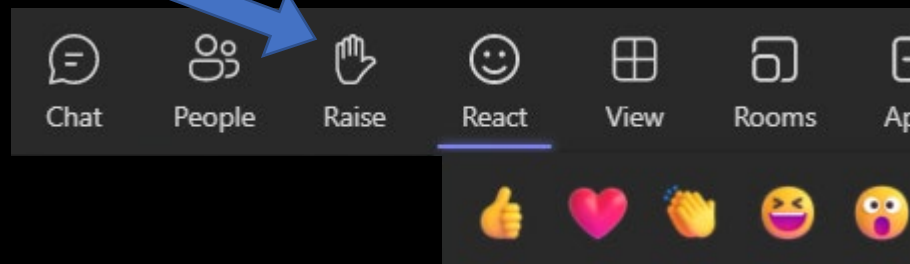
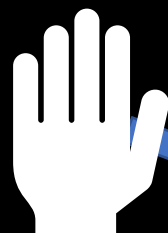


The chat is not captured automatically.

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	Welcome, Introductions & Agenda / Packet Review
9:25-9:40	Housekeeping and Looking Ahead
9:40-10:00	Heat Pump Water Heater 2026 Workgroup Proposal
10 min	STRETCH BREAK
10:10-11:15	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• Policy directives w/ customers• Findings, filings, IRPs
11:15-11:25	Wrap-Up & Adjourn



Introductions

- Name
- Organization
- *And...*



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

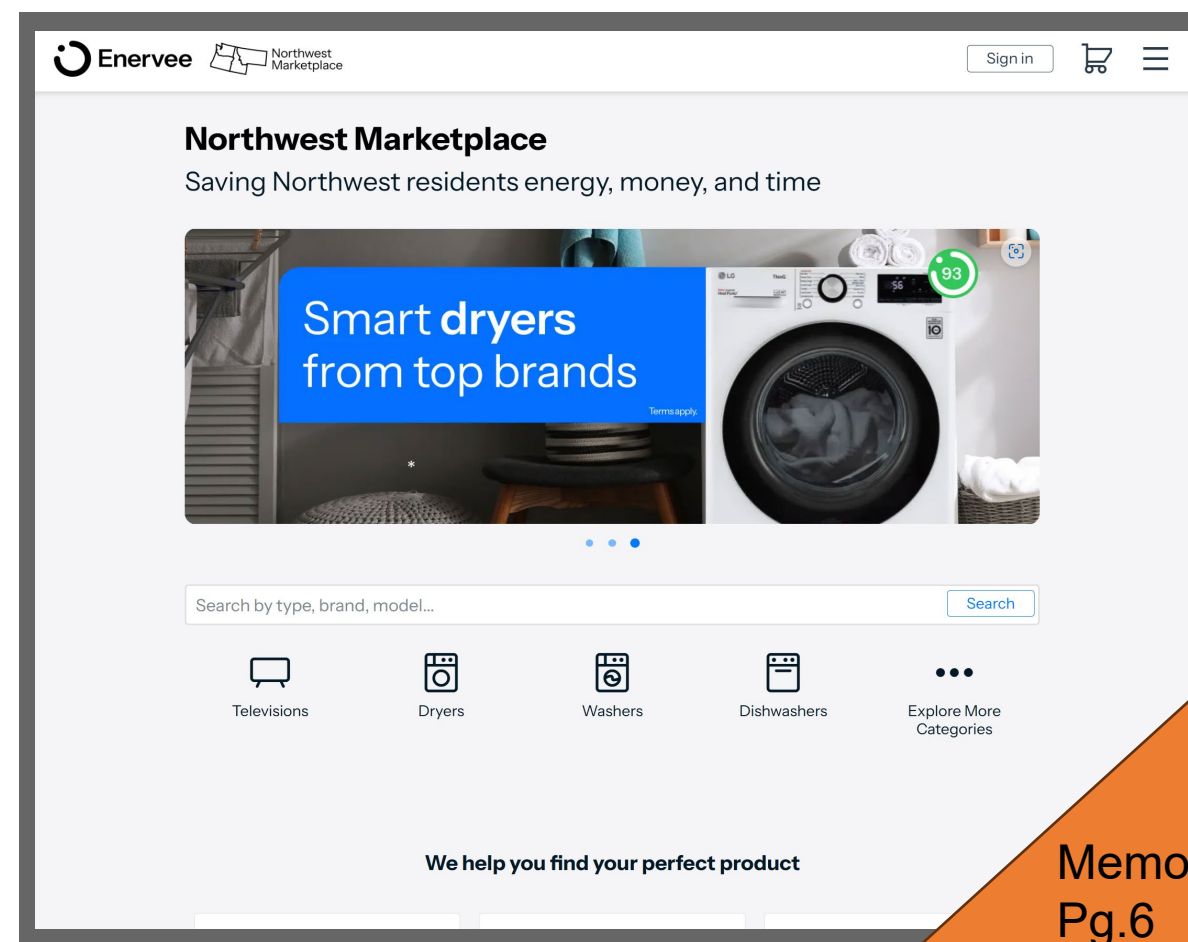
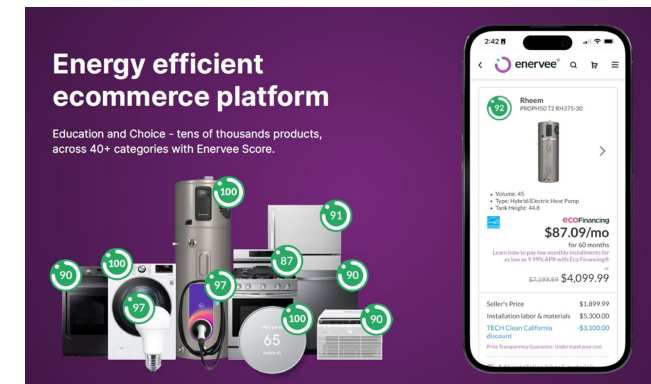




Pilot Project (2026-29): NW Online Marketplace

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





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)

Housekeeping

➤ *Updates*

- ✓ NW Online Marketplace
- ✓ HPWH Marketing Campaign

➤ *Announcements & Reminders*

- ✓ Nov 12 Special Product Council
- ✓ Leadership Awards Dec 8
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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

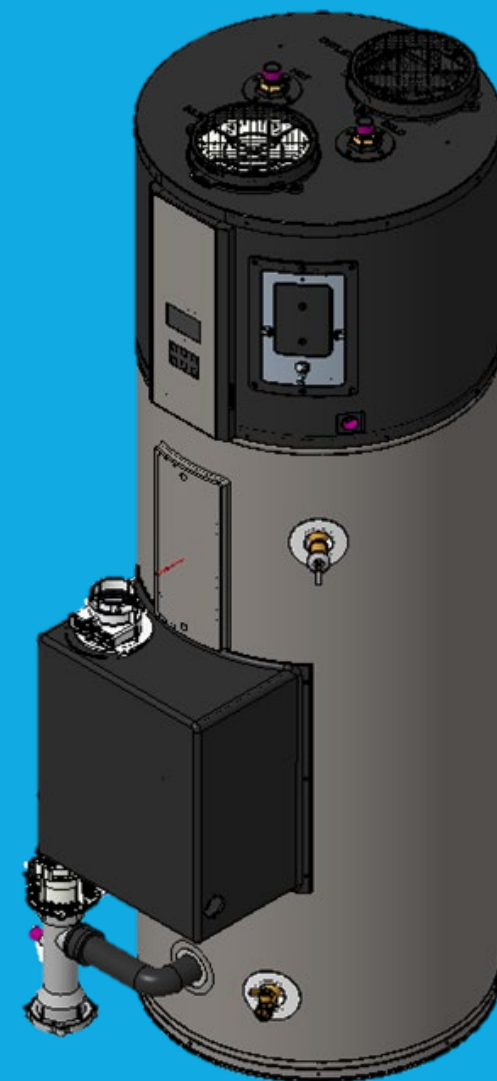


Product Attributes

- 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

Electric

Natural
Gas





LEADERSHIP IN ENERGY EFFICIENCY AWARDS

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

**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



Save the Date for EFX26

May 5-6

Boise, Idaho

neea.org/EFX

2026 Draft Operations Plan: Key Dates

Please send
feedback/comments by
October 30 to:

Alisyn Maggiora
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

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



2005

NEEA launches HPWH Market Transformation efforts



2009

NEEA develops the Specification for Heat Pump Water Heaters Installed in Northern Climates, which evolves into the Advanced Water Heater Specification (AWHS).



2007

NEEA partners with ENERGY STAR® to create first water-heater labeling system in the U.S.



2015

U.S. DOE updates federal standards to require HPWH for large tanks.



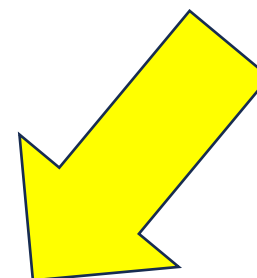
2023

U.S. DOE cites the AWHS as a de-facto industry standard.



2029

U.S. DOE estimates the federal water-heating standard will take effect in 2029.





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 1st**

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 | Amerrill@neea.org



NW Natural®

PACIFIC POWER



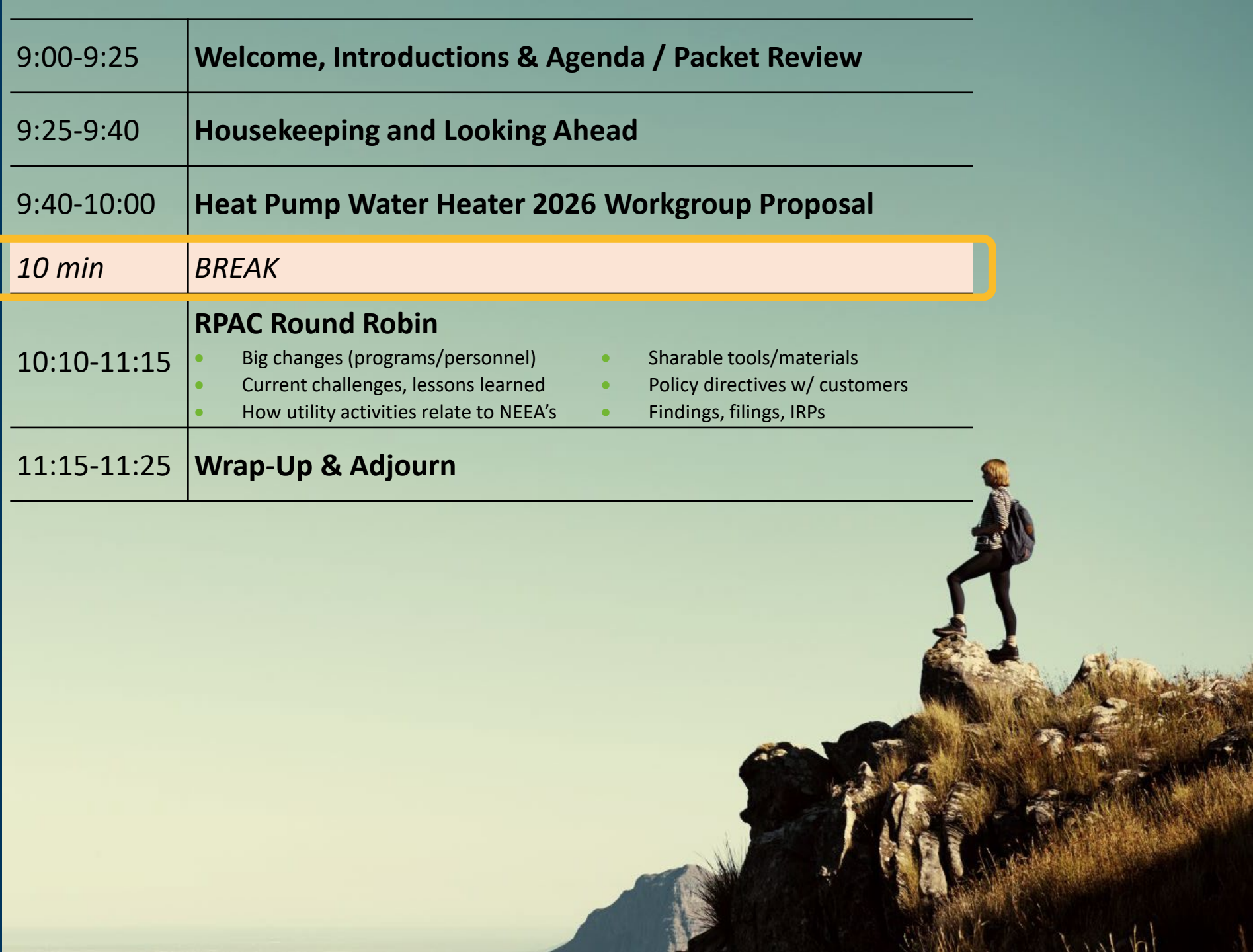
Seattle
City Light



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Break!





Round Robin Updates

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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A piece of brown paper with a string tied in a bow. The string is a light brown, twisted cord. It is tied in a bow that is centered horizontally and slightly above the vertical center. The bow has two loops on the left and two on the right. The string extends horizontally across the paper, and vertically down the right side. The background is a solid, textured brown paper.

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**

