

2019 Downstream Marketing for NEEA Programs

	Participate	Self-deliver (w/ rationale)	Exemption (w/ rationale)
HPWH Digital	<ul style="list-style-type: none"> BPA Chelan PUD Clark PUD Energy Trust NorthWestern Pacific Power Seattle City Light Snohomish PUD <p><u>Elections TBD</u></p> <ul style="list-style-type: none"> Grant PUD 	<ul style="list-style-type: none"> PSE prefers to deliver the targeted message to PSE customers as PSE within PSE marketing guidelines Tacoma Power has a robust digital marketing effort and does not want competing messages in the marketplace. 	<ul style="list-style-type: none"> Avista – Heat Pump Water Heaters are a mature technology that may be put in instead of other technology in cold garages where they may not function well in our climate and where we have natural gas available. We already incent them in our service territory to electric only customers, but do not need them marketed above other choices when they may not be the best option for the customer.
HPWH Cable	<ul style="list-style-type: none"> BPA Chelan PUD Clark PUD Energy Trust Pacific Power PSE Seattle City Light Snohomish PUD Tacoma Power <p><u>Elections TBD</u></p> <ul style="list-style-type: none"> Grant PUD NorthWestern (n/a) 		<ul style="list-style-type: none"> Avista – Heat Pump Water Heaters are a mature technology that may be put in instead of other technology in cold garages where they may not function well in our climate and where we have natural gas available. We already incent them in our service territory to electric only customers, but do not need them marketed above other choices when they may not be the best option for the customer.
BetterBricks Digital	<ul style="list-style-type: none"> Avista BPA Chelan PUD Clark PUD Energy Trust NorthWestern Pacific Power PSE Seattle City Light Snohomish PUD Tacoma Power <p><u>Elections TBD</u></p> <ul style="list-style-type: none"> Grant PUD 		
The following planned downstream marketing activity has been cancelled			
DHP Digital	<ul style="list-style-type: none"> BPA Chelan PUD Clark PUD Energy Trust NorthWestern Pacific Power Seattle City Light Snohomish PUD <p><u>Elections TBD</u></p> <ul style="list-style-type: none"> Grant PUD 	<ul style="list-style-type: none"> PSE prefers to deliver the targeted message to PSE customers as PSE within PSE marketing guidelines Tacoma Power has a robust digital marketing effort and does not want competing messages in the marketplace. 	<ul style="list-style-type: none"> Avista – Ductless heat pumps are a mature technology that may be put in instead of other technology and where we have natural gas available. We already incent them in our service territory for electric only customers, but do not need them marketed above other choices when they may not be the best option for the customer.

NOTE: Idaho Power is opted out of Cycle 5 NEEA marketing activities, including 2019, and therefore this exercise does not apply to Idaho Power for 2019 downstream marketing activities.