

# ***NEEA's Fuel Neutral Energy Efficiency Approach***

The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers.

The alliance's primary purpose is to pool resources and share risks to transform the market for energy efficiency to the benefit of consumers in the Northwest. NEEA is dedicated to accelerating both electric and natural gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices.

Here are answers to some frequently asked questions about the alliance's dual fuel work:

## ***How does natural gas work fit into NEEA's overall work, and how is the alliance fuel neutral?***

- NEEA is committed to working with the market to advance energy efficiency. NEEA does not work to influence fuel choice, but rather to make more efficient products and practices available in the market.
- As a fuel-neutral organization, NEEA identifies and supports development of innovative products to make more efficient choices available to homes and businesses around the Northwest.
- By working to improve the efficiency and availability of more efficient gas and electric products, the alliance helps a greater number of customers to reduce their energy waste.
- Many buildings in the Northwest use both natural gas and electricity. Working on both gas and electric efficiency enables the alliance to address the entire system in an integrated way, creating a greater impact for energy efficiency.
- This dual-fuel approach also strengthens NEEA's leverage with manufacturers and others in the supply chain that market both gas and electric products.
- The alliance is working on many promising technologies for both natural gas and electric efficiency that should create significant energy savings for the region over the next twenty years.

### *What role do carbon reduction and decarbonization play in NEEA's work?*

- Though carbon reduction is not explicitly part of NEEA's purpose, energy efficiency is an important first step to reducing emissions – the less energy is used, the lower the carbon impact.
- Efficiency is the least-cost way to reduce the carbon impact of energy use... regardless of the source of that energy. That makes energy efficiency an important part of decarbonization and complements the region's efforts to diversify energy sources for a more sustainable future.

### *Electrification is being talked about more and more – is NEEA working on that?*

- Electrification is not part of the alliance's purpose – it is committed to advancing energy efficiency, regardless of the fuel source.
- Fuel choice options are primarily selected by the region's regulators, utilities and power planners based on several factors, such as cost, infrastructure investments, end uses, and environmental impacts. End-use and retail customers really have fairly limited ability to choose which fuels they use.
- In the Northwest, many homes and buildings are heated by natural gas. The alliance is actively supporting the development of products that increase efficiency and reduce energy waste within the region's current energy landscape.
- Different customers have different energy needs, so the alliance's role is to advance more efficient choices to meet that diversity of needs in the Northwest.

### *Why is the region pursuing energy efficiency; shouldn't our focus be on carbon?*

Though carbon reduction is not explicitly part of NEEA's purpose, energy efficiency is an important first step to reducing emissions – the less energy is used, the lower the carbon impact.

### *Doesn't NEEA have a role in influencing fuel-choice selection within codes and standards activities?*

NEEA does not advocate for codes and standards. The organization provides data and information that may be used in codes and standards decision-making processes.

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