

Commercial Advisory Committee



DATE: November 5, 2019

LOCATION: NEEA – 421 SW 6th Ave, 6th Floor (Cedar Conference Room)

TIME: 10:00 am – 4:00 pm Pacific

WEBINAR: <https://neea.adobeconnect.com/neearac2019q4/> (includes phone option)

DIAL-IN: [1-877-890-9502](tel:1-877-890-9502), **Participant Code:** 7218549922 (for those dialing in directly)

AGENDA

Page#

			Page#
10:00-10:45 am	Welcome, Introductions, Packet Review, Housekeeping <i>Desired Outcome:</i> <i>CAC alignment on preparation materials and meeting objectives</i>	Maria Alexandra Ramirez	1-2
10:45-11:30 am	Commercial Portfolio Update <i>Desired Outcome:</i> <i>Highlight program progress since last quarter and level-set on commercial portfolio</i>	Emily Moore	3-5
11:30-12:15 pm	Luminaire Level Lighting Controls (LLLC) Update <i>Desired Outcome:</i> <i>CAC understanding of program progress and current activities</i>	Anne Curran	6
12:15-1:00 pm	<i>Lunch (provided)</i>	All	--
1:00-2:00 pm	CAC Member Share Out/Round Robin <i>Desired Outcome:</i> <i>Awareness of current activities and issues within the region</i>	All	--
2:00-2:15 pm	<i>Break</i>	All	--
2:15-2:55p pm	Coordinating Committees - Check In <i>Desired Outcome:</i> <i>Gather feedback/input from CAC members.</i>	Maria Alexandra Ramirez	7-10
2:55-3:55pm	Special Topic: City of Seattle Tune-Up Accelerator Program Overview and Learnings <i>Desired Outcome:</i> <i>Information sharing and learning for CAC members</i>	Nicole Ballinger (City of Seattle) Chris Meek (UW Integrated Design Lab) Ted Brown (SCL)	11
3:55-4:00 pm	Wrap Up, opportunity for public comment and adjourn	Maria Alexandra Ramirez	--

Memorandum – *Agenda Item (Tier 1)*

November 5, 2019



TO: Commercial Advisory Committee (CAC)
FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager
SUBJECT: Meeting Packet Informational Updates and Additional Details

MEETING PACKET APPROACH

This packet continues the “tiered” approach:

- Tier-1 memos for active agenda items;
- Tier-2 memos for informational updates on items not currently requiring agenda time;
- Tier-3 materials provided as additional detail for those interested, accessible via links in the Tier-1 and Tier-2 memos.

This approach helps keep packets concise and digestible. Any input for improvement is appreciated.

INFORMATIONAL UPDATES

Enclosed please find Tier-2 informational updates on the following:

- Page 12: Integrated Design Lab Capabilities
- Page 13: C+I Regional Strategic Market Plan Update
- Page 14: CAC Conference Coordination

ADDITIONAL DETAILS (Tier 3)

Tier-3 materials related to the agenda items and informational updates listed above will be accessible through links in those memos. Additional Tier-3 details are available here:

- Q3 2019 [CAC Meeting Notes](#)
- Q4 2019 [Emerging Technology Report](#)
- Q4 2019 [Market Research & Evaluation Newsletter](#)
- Q3 2019 [Codes, Standards and New Construction Newsletter](#)

Memorandum – *Agenda item (Tier 1)*



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Emily Moore, Senior Manager, Integrated Systems
SUBJECT: Commercial Portfolio Updates

Our Ask of You:

In the CAC meeting, NEEA staff will provide a brief review and update on the commercial program portfolio. Please review the program highlights from the last quarter and bring any questions or comments you may have to the meeting.

PROGRAM HIGHLIGHTS:

Lighting

Reduced Wattage Lamp Replacement (RWLR)

- The program transitioned to long-term monitoring and tracking in Q2 2019 and has active agreements with distributors to support data collection and continued tracking and reporting of energy savings.
- The first quarter data after the transition shows that the low wattage market penetration in the lamp maintenance market continues to increase, with low wattage market penetration through Q3 2019 up to 51% (from 50% in Q2).

Luminaire Level Lighting Controls (LLLC)

- Networked Lighting Controls training rollout continued with a session hosted in Q3 by Tacoma Power. Q4 trainings are being planned with Northwestern, Idaho Power and Avista. Year-to-date, 154 trade allies have been trained, meeting the 2019 goal. This one day class is being delivered by Lighting Design Lab and continues to be available for utilities to host.
- Seattle City Light is partnering with the LLLC program on development of a case study which is targeted to be completed in Q4. This case study will provide a credible example for the market of a LLLC implementation in an office setting.
- See Tier 1 memo on page 6 for further updates and context for agenda item.

Top Tier Trade Ally (TTTA)

- The program has surpassed its annual goal for NXT Level 2 designations, with 28 trade allies and an additional 8 program and utility staff having achieved NXT Level 2 designation by end of Q3. Feedback from participants continues to be extremely positive. The high level of engagement, enrollment and completion is a sign of the high demand for advanced lighting training.
- The program ran a highly successful summer completion campaign to encourage participants to complete NXT Level 1 designation before the end of Q3 and the start of the next NXT Level 2 cohort. During the campaign, 26 individuals completed NXT Level 1 training and achieved designation, 15 of whom enrolled immediately in NXT Level 2 training. Overall, the NXT Level 1 Q3 designations total was more than double that of previous years' Q3 total.

C+I Lighting Regional Strategic Market Plan Implementation

- See C+I Lighting Quarterly Newsletter for updates [here](#).

Building Envelope

Window Attachments

- Increasing membership is a primary focus of NEEA's AERC strategy for 2019, aiming to increase AERC's financial stability, influence and reach, and value proposition for manufacturers. No new manufacturers joined in Q3, but it is expected that two additional manufacturers will join in Q4, for a total of four in 2019.
- AERC continues to make progress in the development of a commercial products certification program, planned for launch in 2020.
- In Q3, an agreement was signed with a manufacturer to provide two years of residential full category sales data and certify products with AERC. Two more manufacturers are on track to sign similar agreements in early Q4 and pave the way for commercial product data streams in the future.

Pumps

Extended Motor Products

- In Q3, the program finalized the XMP Pumps Energy Savings Validation Research study. The final study was published on neea.org and emailed to stakeholders in early October. The presentation to the RTF about the research was delayed until Q1 2020.
- The Market Characterization and Baseline study project being completed by the Cadmus Group will be finalized and published in Q4 2019.
- NEEA staff have been working closely in Q3 with the five Northwest pump distributors and manufacturers representatives signed up to participate in the XMP program. Through work with these firms, the program is gaining an understanding of the current Northwest pump sales mix, testing the initial XMP market shift intervention design, and partnering to raise awareness of energy efficient pumps and circulators.

HVAC

High-Performance HVAC

- Initial meetings held with seven manufacturers considered high and medium priority in Q3, with follow-up planned in Q4 on at least half of those to continue conversations and move toward actionable engagement (e.g. field tests, equipment testing, etc.).
- Presentation in partnership with Seattle 2030 District in Seattle held in September to 17 attendees, including facility managers, designers, and energy service providers. One more awareness-building session is planned for 2019, along with Luminaire Level Lighting Controls and Window Attachments, with BOMA Oregon on November 6th.
- Provided initial technical assistance on Energy Trust project currently undergoing technical study, as well as continued assistance on BPA-led project and two Tacoma-based projects to encourage meeting Very High Efficiency DOAS system requirements. Also began providing technical assistance to vet three new potential projects in Q3.

Cross-cutting Infrastructure

Distributor Platform

- The Distributor Platform continues to maintain and build relationships with regional electrical, lighting, and maintenance and repair (MRO) market actors across the region. The platform, through various programs (RWLR, LLLC) and a pilot (Midlight) maintains relationships and data gathering contracts with 25 distributors throughout the region. This includes the largest electrical distributors and is estimated to touch the majority of lighting products sold in the region.
- NEEA continues to support a midstream pilot for Seattle City Light that leverages the distributor platform. NEEA administers a midstream rebate coupled with layered bonus structures by branch to accelerate the conversion to LED commodity lighting. Overall, participation in the pilot is increasing but continues to be slow. Initial findings include that the low per lamp rebates coupled

with program requirements are barriers for some distributors in the program. The program continues to adapt and learn from pilot interventions.

- A second pilot with Snohomish PUD targets branches with market transformation incentive structures only, and no per lamp rebate. Between both the SCL and Snohomish pilots, NEEA is amassing significant full category data and documenting pilot lessons learned on behalf of the region to inform possible program designs in 2020.
- The Distributor Platform continues to add full category data sets to the Commercial Lighting Data Dashboard and will support the regional data collection effort across all lighting products for 2019.

Commercial Real Estate (CRE)

- The transition of the CRE Program to BetterBricks is on track; the program will conclude at the end of 2019 and continuation of key market relationships and resources will occur via the BetterBricks Platform. After the review of market research completed in Q2 and funder input from the CAC in Q3, the Spark Tool, a legacy CRE asset for deep energy retrofit business case development, has been transitioned to the BetterBricks Platform and will be maintained at a light level in 2020.
- The BetterBricks Campaign, which was approved by RPAC+ in February, has had great success connecting the target audience with the BetterBricks' website and resources, and has increased traffic from the BetterBricks' website to utility websites. Year to date (Q1-Q3), traffic to BetterBricks has increased 246% and referrals from BetterBricks to utility websites has increased 214% year to date as compared to the same time period last year.

Strategic Energy Management (SEM)

- Following one-on-one outreach in Q2 and Q3, the program confirmed that SEM Infrastructure has sufficient anticipated funding to move forward as a Special Project in Cycle 6. Anticipated funders include Energy Trust of Oregon, Puget Sound Energy, Seattle City Light, PacifiCorp, Clark Public Utilities, Tacoma Power, Chelan PUD and Snohomish PUD. To guide program activities and focus areas in the new cycle, the program is currently forming an advisory group for opt-in funders and plans to convene this group in Q4.
- The program's proposed regional SEM Data Plan was approved by funders in Q3. The program is now moving forward in selecting a contractor to commence an initial data project in Q4 – a meta-analysis of existing evaluations and reports to summarize regional key performance indicators, program achievements and data gaps. The information is expected to provide insights to programs and serve as the foundation for future Data Plan activities.
- This year's Northwest SEM Collaborative Fall Workshop was held in Portland on October 24th and had nearly 70 attendees. The theme of this year's Workshop was *SEM Trailblazing in the Pacific NW: Advancing the Conversation*.

Memorandum – Agenda item (Tier 1)



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Anne Curran, Senior Program Manager
SUBJECT: Luminaire Level Lighting Controls (LLLC) Update

Our Ask of You: Please review and bring any questions to the Q4 CAC meeting. Please be prepared to share a brief update on LLLC activity in your lighting programs and on any changes planned for 2020.

Program Focus:

In its current market development phase, the program continues to tackle market barriers around cost, skill and awareness to address the slow adoption of LLLC. Key focus areas include:

- Collaboration with manufacturers, sales agencies (manufacturer representatives) and distributors to bring additional sales and promotional focus to the region.
- Training and resources for installers, designers and lighting specifiers.
- Fostering awareness amongst decision makers and influencers through case studies, leverage of industry partnerships and support for funder programs.

Recent Progress:

Education has been a key focus in 2019. By year end, alliance members will have hosted 13 sessions of a 1-day class delivered by Lighting Design Lab (LDL) throughout the region, not including those hosted by LDL itself. Additional classes and educational resources will soon be rolled out and made available for alliance member use, including a set of 6 technical handouts designed to compliment in person training, an 8-minute LLLC Intro video, and a half day class on Communicating the Value Proposition of Networked Lighting Controls and LLLC. Awareness of LLLC was also strengthened through a targeted earned media campaign featuring interviews with industry experts and through a presence at industry events supported by the BetterBricks platform, such as Building Owners & Managers Association (BOMA).

Next up:

In partnership with Seattle City Light, the program is working on a marketing case study of a LLLC installation at a business park. The program continues to seek additional case studies. There have been some nice collaborative efforts this past quarter to explore some possibilities. The program has developed its plan to engage the supply and sales chain. Over the next few quarters, agreements will be established with a targeted set of manufacturers to enhance focus on LLLC by their Northwest sales channel (local, independent manufacturer representatives and distributors). Additionally, planning is underway to establish detailed 2020 plans for training and educational resources, as well as market awareness building. These plans are intended to be complimentary to alliance member efforts to promote LLLC and will require coordination to avoid market confusion.

PROGRAM LIFECYCLE STATUS



Memorandum – Agenda item (Tier 1)



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager
SUBJECT: Coordinating Committee – Check-in

Our Ask of You:

Please review the following context and come to the meeting prepared to give your feedback, based on your experience, on how best to operationalize the Coordinating Committees (CCs) for success.

Context:

RPAC, at the Board’s direction, proposed to the Board an advisory committee structure that clarifies RPAC’s roles and responsibilities and redefines the roles of the sector advisory committees and work groups to ensure distinct and complementary roles, as well as, compatibility with the product groups structure of NEEA’s 2020-2024 Business Plan.

- The proposed, streamlined committee structure includes the following forums and roles:
 1. Regional Portfolio Advisory Committee (RPAC):
 - a. Portfolio optimization and program advancement
 - b. Downstream marketing coordination (RPAC+)
 - c. Monitor outcomes of all advisory committees
 - d. Oversee supporting committee and work groups
 - e. Advises NEEA’s Executive Director
 2. Coordinating Committees (CCs):
 - a. Program/activity coordination
 - b. Leverage opportunities for market influence
 - c. Reports to RPAC
 3. Work Groups (WGs):
 - a. Limited-term, as-needed for purposes distinct from roles of RPAC and CCs
 - b. Reports to RPAC (with dotted line to CCs if applicable)

The Board has informally approved the proposed structure and will reconvene on 12/4 and 12/5 to consider for final approval. In the meantime, per the Board’s request, RPAC is on task to review and clarify RPAC Charter edits at its meeting on 11/13. Once the Board officially approves the RPAC, CC, and Work Group Charters, RPAC will be on task to assess who will represent their organizations most effectively on the CCs, considering the CCs’ scope below *:

- To support Alliance by collaborating with NEEA staff on coordination and optimization of NEEA programs and activities,
- To identify and manage through potential implementation challenges between NEEA and local utility activities, and seize leveraging opportunities that can drive amplified market influence, and
- To support RPACs role of advisor on NEEA’s portfolio composition and management, consistent with goals & objectives of NEEA’s current Biz Plan and Annual Ops Plan

**Coordinating Committee Draft Charter attached for your reference.*

NEEA's Stakeholder Relations group is working with staff to design the operational details of the Coordinating Committees, adhering to RPAC's intent and guiding principles below, and addressing alliance members' concerns wherever possible to support a smooth transition to the new structure. Our hope is to utilize the most effective engagement practices and communication channels, and have these meetings be more efficient, productive and engaging. **This is where we need your help.**

QUESTIONS FOR YOU—Please ponder the following and be ready to share your ideas, based on your experience with committee meetings overall:

- What have you found most valuable about committee meetings overall (*NEEA or non-NEEA*)? Least valuable?
- What communication channels (*e.g. topic specific memos, portfolio updates, slides, notes, recordings, newsletters, reports, etc.*) have you found most helpful/effective? Least helpful/effective?
- What meeting structure (*e.g. 1:1 meetings, calls, webinars, timing, cadence, discussion, presentations, etc.*) have you found most productive? Least productive?
- Any other ideas you'd like to share, that will be useful in the operational design of the Coordinating Committees?

Background:

As part of NEEA's Cycle 6 Business Planning effort, the NEEA Board asked for a \$250k reduction (\$50k/year) to NEEA's "convene and collaborate" function, and RPAC formed a Task Force to propose changes to improve the efficiency and effectiveness of alliance collaboration. The Task Force, made up of RPAC members and NEEA staff, have worked diligently to align on a proposed approach and agreed on the following guiding principles:

1. Communication disconnects result in delays, missed opportunities and strained relationships. ALL involved share responsibility for communicating within/among our organizations.
2. One size does not fit all—even the most knowledgeable committee member won't have all the expertise to advise on every program/activity/technology that comes to that committee for input.
3. The "Goldilocks" target is the goal – *engage the right people for the right topics at the right times.*
4. Role clarification is key to ensuring distinct and complementary functions for each committee, and reducing/eliminating redundant roles that create communication disconnects and inefficiencies.
5. Collectively, the role of NEEA's Advisory structure is to:
 - a. Advise on the optimization and advancement of alliance program portfolio;
 - b. Ensure stakeholder awareness/understanding of alliance market transformation activities;
 - c. Identify and prevent instances of overlap/conflict through robust coordination;
 - d. Share knowledge, expertise and resources to support alliance success.

Recognizing the critical role RPAC plays in NEEA's advisory ecosystem, the Streamlining Task Force focused first on clarifying RPAC's roles and responsibilities, and then turned to evolving the supporting committees and work groups to ensure distinct and complementary roles, as well as compatibility with the product groups structure of NEEA's 2020-2024 Business Plan.

INTEGRATED SYSTEMS COORDINATING COMMITTEE CHARTER

Review process:



DRAFT

HISTORY			
Source	Date	Action/Notes	Next Review Date
RPAC	July 1, 2019	Proposed Draft	Q1 2020
Governance Committee	TBD, by email	Recommended Board approval	Q2 2025
Executive Committee	TBD, by email	Recommended Board approval	Q2 2025
Board Decision	December 5, 2019	Board approval	Q2 2025

Purpose

The purpose of the Coordinating Committees (CCs) is to support Alliance success by collaborating with NEEA staff 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 leveraging opportunities that can drive amplified market influence.

This coordination is a critical and complementary function to support the Regional Portfolio Advisory Committee’s (RPAC) role to advise on NEEA’s portfolio composition and management, consistent with the goals and objectives of NEEA’s then-current Business Plan and annual Operations Plan. As such, the CCs are considered RPAC subcommittees and shall report to RPAC.

Responsibilities

1. To support effective performance of NEEA programs and related activities, consistent with the goals and objectives of NEEA’s annual Operations Plan, coordinate with NEEA staff to (a) identify and manage through instances of conflicting activities in common markets, and (b) identify and seize opportunities for leverage among alliance and local programs.
2. Share knowledge, expertise and resources with NEEA staff and RPAC members to improve the design, delivery and results of regional programs and related activities.
3. Ensure information and outcomes from CC are shared within CC member organizations, and coordinate with RPAC member as needed to support RPAC’s role.
4. Provide a forum for information exchange within the region on market and program updates and developments, and opportunities for collaboration.

Committee Membership

Each RPAC member may appoint one representative from his/her organization, who possesses sufficient expertise to fully inform alliance work, to serve on the CC.

Open Meetings and Closed Sessions

All CC 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, and summary notes) 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 shall not be publicly shared. Any CC member may request a closed session.

Meeting Schedule

The CCs will determine with NEEA staff the appropriate meeting cadence based on the specific coordination needs of each CC.

Shared Commitment

CC members and NEEA staff share a commitment to robustly communicate within and among their respective organizations on the activities of this committee, in the spirit of collaboration and with the intent of operating with no surprises.

Charter Review schedule:

RPAC will review CC charters annually to confirm need and resource availability. The Board will review this charter during the first year of the funding cycle, or at other times as needed.

NEEA Governance/ Management/ Advisory Roles and Responsibilities	
NEEA Board	<ul style="list-style-type: none"> • 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 • Strategic and Business Plan development and approval • Operations Plan and budget approval
NEEA Executive Director	<ul style="list-style-type: none"> • Manage the business of NEEA according to Strategic, Business and Operations Plans, set forth by Board • Oversee business operations and staff
Regional Portfolio Advisory Committee (RPAC)	<ul style="list-style-type: none"> • Advise NEEA’s Executive Director on portfolio performance and program advancement; “challenge flag” process; RPAC+ downstream marketing elections • Monitor developments from other advisory committees with regard to regional coordination, market progress, and emerging technology
Coordinating Committees (CCs)	<ul style="list-style-type: none"> • Collaborate with NEEA Staff and 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
Cost Effectiveness and Evaluation Advisory Committee (CEAC)	<ul style="list-style-type: none"> • Advise NEEA’s Executive Director on methods, data sources and inputs for use in NEEA’s cost-benefit analysis and energy savings reporting • Advise NEEA’s Executive Director on market research and evaluation methodologies
Regional Emerging Technology Advisory Committee (RETAC)	<ul style="list-style-type: none"> • Advise NEEA’s Executive Director on NEEA’s work toward achieving its strategic pipeline goals • Track and coordinate the progression of energy efficiency technologies to improve technology readiness and market adoption in the Northwest
Work Groups	<ul style="list-style-type: none"> • 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

Memorandum – *Agenda item (Tier 1)*



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Emily Moore, Senior Manager, Integrated Systems
SUBJECT: Special Topic: City of Seattle Tune-Up Accelerator

Our Ask of You:

Listen to the shared outcomes and insights from others in the region.

Background:

At the Q4 CAC meeting, we will be joined by Nicole Ballinger, City of Seattle Office of Sustainability and Environment, Chris Meek, University of Washington Integrated Design Lab, and Ted Brown, Seattle City Light. They will share an overview of the City of Seattle Building Tune-Up Accelerator program, which was launched in 2017 as a voluntary program for owners of mid-size buildings (approx. 100,000 SF or smaller) to “tune-up” early to meet City’s Building Tune-Ups ordinance requirements. The Program included trainings to engage energy service providers in offering tune-ups and a simple per square foot incentive to encourage building owners to participate early. Additional technical support and analytical tools were offered to encourage owners to go beyond the tune-up to engage in utility ECM programs and planning for deep retrofits or “building renewal.” Over 100 buildings have participated.

This is a program in the region that highlights City-Utility partnership in leading by example, as well as collaboration with a local Integrated Design Lab to provide in-market technical assistance to achieve deeper energy efficiency. Our speakers will share outcomes and insights that others in the region may be able to learn from.

For information on the Tune-Up Accelerator program, visit the website:

<https://www.seattle.gov/environment/climate-change/buildings-and-energy/building-tune-ups/tune-up-accelerator>

Memorandum – *Informational Memo (Tier 2)*



November 5, 2019

TO: Commercial Advisory Committee (CAC)

FROM: Debbie Driscoll, NEEA

SUBJECT: Integrated Design Lab Capabilities

Our Ask of You:

Familiarize yourself with the range of services offered by each Lab by taking a moment to review this [Overview of the Labs' Capabilities](#), and sharing with others in your organization.

Background:

The Integrated Design Labs (IDLs or Labs) are an 18-year partnership between NEEA and the region's major universities with architecture programs. The Labs work to advance the state of the art in integrated design and construction and transfer those practices to regional architecture/engineering/construction firms by working on real projects. They are highly respected by practitioners because they are a credible, unbiased resource.

As will be demonstrated in the Tune-up Accelerator agenda item in the upcoming CAC meeting, the Labs can be valuable resource for NEEA's funders.

Please contact Debbie Driscoll, DDriscoll@neea.org if you have questions about NEEA's work with the Labs. Please contact Lab Directors for further information about each Lab's capabilities. Contact information for each of the Labs is included in the linked document.

Memorandum – Informational Memo (Tier 2)



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Debbie Driscoll
SUBJECT: C+I Regional Strategic Market Plan Update

Our Ask of You:

Please review the memo and bring any questions, feedback, or concerns to the Q4 CAC meeting on November 5, 2019, or contact me at the email below.

Background on the C&I Regional Strategic Market Plan

- The C+I Lighting Regional Strategic Market Plan (RSMP) was originally developed in 2015 through collaboration between the NEEA Regional Portfolio Advisory Committee (RPAC), Commercial Advisory Committee (CAC), utility program leads and planners, NEEA, state energy offices, and market experts. The purpose of the RSMP has been to align the region on longer-term goals in the commercial and industrial (C+I) lighting market, improve coordination in the region, and maximize cost-effective, long-term energy efficiency opportunities.
- Over the course of Cycle 5, several groups have helped refine and carry out the vision, mission and goals of the RSMP: NEEA staff have facilitated the RSMP effort; a five-member Steering Committee has guided updates to the strategy; and the region’s Commercial Lighting Program Manager Work Group has informed and driven progress on strategies.
- In 2018, the collaborative selected two priority strategies to focus on, and retained these priority strategies into 2019: 1) Increase adoption of Networked Lighting Controls (NLC), with a focus on Luminaire Level Lighting Controls (LLLC), and 2) Inform program planning for commodity lamps.
- For the latest update on RSMP activities, see the [Q3 2019 Update here](#).

Update: Transitioning RSMP as NEEA enters Cycle 6

Looking into Cycle 6, NEEA and the Steering Committee plan to transition the RSMP’s communications and activities into other existing forums, and dissolve the Steering Committee. Several factors informed this decision:

- NEEA’s transition to a new streamlined Committee structure, which eliminates Regional Strategy Steering Committees. The new structure also provides an opportunity to evolve the C+I Lighting Program Manager Work Group, which is well positioned to continue driving discussion and collaborative activities related to the region’s strategic priorities.
- NEEA’s new Product Group structure, which will bring greater focus and support across NEEA’s regional Lighting strategy.
- The two strategic priorities of the RSMP effort align well with NEEA’s existing Lighting initiatives. Luminaire Level Lighting Controls, Top Tier Trade Ally, and the Distributor Platform will all continue to play roles in driving activities related to the region’s strategic priorities.

This recommended transition plan will be discussed with the Lighting Program Manager Work Group at the next meeting, planned for January 2020.

Please contact [Debbie Driscoll](#) if you have questions about the transition of the **C&I Regional Strategic Market Plan**.

Memorandum – *Agenda item (Tier 2)*



November 5, 2019

TO: Commercial Advisory Committee (CAC)
FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager
SUBJECT: Conference Coordination

Our Ask of You:

Please review the conferences linked below and email me (maramirez@neea.org) if you'd like to coordinate with NEEA staff in advance of the event, and/or if you would like specific follow-up on the event.

Upcoming Events:

Date	Conference	Report
1/28-1/30/20	DOE/IES Annual Lighting R&D Workshop	Internal
2/3-2/5/20	AHR Expo	Internal
2/11-2/14/20	Strategies in Light	Internal

Background:

This memo is in response to a NEEA Board discussion in 2018, about conference/event attendance, that resulted in NEEA developing a (1) Tracking system to improve the management of staff attendance to conferences/events, and a (2) Criteria that improves NEEA's ability to manage its annual operations plan and budget. The overall intention is to provide a coordination opportunity, so that we're connecting as appropriate in advance and sharing out key relevant takeaways afterwards with the region.

This will be a standing housekeeping item for this Advisory Committee moving forward.