

Industrial Advisory Committee



DATE: October 10, 2019

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

TIME: 10:00 am – 11:30 am Pacific Time

WEBINAR: <https://neea.adobeconnect.com/neeaiac2019q4/> (includes phone option)

DIAL-IN: 1-877-890-9502, Participant Code: 770.237.8329 (for those dialing in directly)

AGENDA			Packet Page #
10:00-10:25 am	Welcome, Introductions, Packet Review <i>Desired Outcome:</i> <i>Alignment on preparation materials and meeting objectives</i>	Maria Alexandra Ramirez	--
10:25-11:25 am	IAC Member Share Out/Round Robin		--
11:25-11:30 am	Opportunity for public comment and adjourn	Maria Alexandra Ramirez	--

Memorandum – *Agenda Item (Tier 1)*

October 10, 2019



TO: Industrial Advisory Committee (IAC)
FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager
SUBJECT: IAC Information Packet – Q4 2019

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:

- Pages 3-4: Industrial Portfolio Updates
- Page 5: Market Research & Evaluation Q4 Update
- Pages 6-7: Advisory Committee Streamlining Update
- Page 8: 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 [IAC Meeting Notes](#)
- Q4 2019 [Emerging Technology Report](#)
- Q2 2019 [Codes & Standards Report](#)
- Q2 2019 [Marketing Newsletter](#)

Memorandum – Informational Memo (Tier 2)



October 10, 2019

TO: Industrial Advisory Committee (IAC)
FROM: Emily Moore, Senior Manager, Commercial & Industrial
SUBJECT: Industrial Portfolio Updates

Our Ask of You:

Please review the program highlights from the last quarter and direct any questions or comments to Emily Moore (emoore@neea.org or 503-688-5422) or the program manager.

PROGRAM HIGHLIGHTS FOR Q3-2019:

Pumps

Extended Motor Products

Program Manager: Warren Fish (wfish@neea.org or 503-688-5402)

- In Q3, the program finalized the XMP Pumps Energy Savings Validation Research study. The final study will be 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.

Cross-cutting Infrastructure

Strategic Energy Management (SEM)

Program Manager: Debbie Driscoll (ddriscoll@neea.org or 503-688-5487)

- **Data Planning:** As part of this year's scope for SEM Infrastructure Program, NEEA facilitated the development of a regional SEM Data Plan, available at <https://conduinw.org/Pages/File.aspx?rid=4931>. Funders supported moving forward with the proposed first step, 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. NEEA hopes to complete and share the meta-analysis in Q1 2020.
- **SEM Infrastructure in Cycle 6:** SEM Infrastructure is 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. NEEA is currently forming a Steering Committee consisting of funders to provide input and guidance on program activities and focus areas.
- **Fall Workshop:** This year's Northwest SEM Collaborative Fall Workshop will be held in Portland on October 24th. The theme of this year's Workshop is *SEM Trailblazing in the Pacific NW: Advancing the Conversation*. Agenda and registration are available at: <https://semhub.com/events/2018-nw-sem-collaborative-fall-workshop>. We look forward to seeing you and your SEM staff there!
- **Energy Modeling Method Selection Guide:** The NW SEM Collaborative's Measurement and Verification Working Group recently publish a new overview of energy modeling approaches on SEMHub.com: <https://semhub.com/resources/sem-energy-modeling-method-selection-guide>. The volunteer-led

whitepaper provides very relevant and needed information on the selection and application of a variety of SEM M&V methods.

Industrial Technical Training (ITT)

Program Manager: Warren Fish (wfish@neea.org or 503-688-5402)

- To-date in 2019, the program has delivered eight in-person trainings to 141 attendees, with an average class size of 18.
- The remaining four trainings are scheduled in Q4:
 - Pumping System Optimization: Tacoma, Washington, October 3rd
 - Best Lighting Retrofits Now and Future Impacts: Great Falls, Montana, October 22nd and Vancouver, Washington, October 24th
 - Industrial Refrigeration Systems Energy Management, Hermiston, Oregon, November 6th
- The outlook for attendance at the final trainings is good. But we could always use help promoting these to more customers, especially the refrigeration training in Hermiston, Oregon on November 6th. Please consider promoting these final ITT trainings to your customers.
- Attendee satisfaction level so far this year is at 99% and funder satisfaction level is at 95%. The program is on track to meet annual goals in all key metrics for 2019.
- As the ITT program is concluding at the end of 2019, NEEA staff have begun working with stakeholders on disposition of program assets, sharing all of the tools, templates, contact information, and other resources about ITT with all funders interested in using them. If you are interested in program assets or further support from the program team in 2019, please let us know.

Memorandum – Informational Memo (Tier 2)



October 10, 2019

TO: Industrial Advisory Committee (IAC)

FROM: Steve Phourides

SUBJECT: MRE Q4 Update

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Our Ask of You:

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

Brief Summary of Program Update:

The Extended Motor Products (XMP) program is moving towards the next internal milestone within NEEA’s initiative lifecycle, *product readiness approval* (PRA) milestone early 2020. As one of the requirements for passage of this milestone, NEEA requires that a report assessing the characteristics of the market be completed to determine if the opportunity is viable, and if it is, to develop a better understanding of market operations in order to effectively design a market transformation program.

To fulfill this requirement, the XMP team kicked off the Pump Market Characterization research project in February 2019. The intent of this particular characterization report is to 1) profile the nature and size of the pump opportunity, 2) understand the roles key market actors play in distributing and installing these products, and 3) assess whether the Logic Model barriers are correctly identified.

The field research was conducted by The Cadmus Group. The research team interviewed a sample of manufacturers, distributors, contractors and utilities in the region. All data has been collected – no further field activity for this project will be undertaken. The research team is currently preparing the final report. We anticipate that it will be published and available for review by the end of October 2019.

Please contact Steve Phourides at sphourides@neea.org if you have further questions.

PROGRAM LIFECYCLE STATUS



Memorandum – *Agenda item (Tier 2)*



October 10, 2019

TO: Industrial Advisory Committee (IAC)

FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager

SUBJECT: Advisory Committee Streamlining Update

Our Ask of You:

Please review and be in touch with your Regional Portfolio Advisory Committee (RPAC) member regarding any input on the transition to and/or the participation in the new advisory committee (AC) structure.

AC Streamlining Process Update

- The Task Force proposed to the Board an AC structure that clarified RPAC's roles and responsibilities and evolved 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.
- 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 new CC structure, and will reconvene on 12/4 and 12/5 to review the RPAC Charter for approval. In the meantime, RPAC is on task to review and clarify RPAC Charter edits at their next meeting on 11/13, for the Board meeting in December.
- NEEA's Stakeholder Relations group is on task to work out the operational details of the CCs, so that the guiding principles below are upheld and any RPAC concerns voiced at their last meeting, are addressed. NEEA Staff appreciates RPAC's willingness and/or support to try this proposed structure and is committed to transitioning to a new structure as seamlessly as possible.
- Once the Board officially approves the RPAC Charter in December, RPAC will be on task to assess who will represent their organization most effectively on the CCs, considering the CCs scope above.
- Once a CC design is complete and RPAC is onboard, an introductory meeting will be held in Q1 or Q2 2020.

Background:

As part of NEEA's Cycle 6 Business Planning effort, the NEEA Board of Directors asked the Regional Portfolio Advisory Committee (RPAC) to advise on a recommended budget reduction for NEEA's advisory committee/coordination process. RPAC concluded that, while the magnitude of the reduction could not be accommodated without compromising effectiveness of the process, there was room for improvement in process efficiency and effectiveness. Based on RPAC's guidance, the Board asked for a \$250k reduction (\$50k/year), 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 agree 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.
6. RPAC is the portfolio and program-advancement advisor to NEEA's Executive Director—purpose/scope clarification needed.
7. SACs are to advise Staff on program coordination and optimization—purpose/scope clarification needed.
8. WGs are to form 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 and SACs.

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.

Memorandum – Agenda item (Tier 2)



October 10, 2019

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

Our Ask of You:

Please review the Upcoming Event agenda(s) 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 there are specific topics/breakouts you'd like to hear about at our next CC meeting in Q1/Q2 2020.

Upcoming Events:

Date	Conference	Report
10/23/19	Hydraulic Institute Fall Conference	Internal

Background:

In response to a NEEA Board discussion last year about conference/event attendance, NEEA developed a (1) Tracking system to improve its management of staff attending conferences, and (2) Criteria that improves NEEA's ability to manage to its annual operations plan and budget.

There is a coordination opportunity here to ensure 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.