

Summary Notes
Residential Advisory Committee Meeting
Thursday Aug 1, 2019
NEEA Office, Portland, OR



Attendees:

In Person:

Patrick Weaver – Puget Sound Energy (PSE)
Lis Saunders – Tacoma Power
Jess Kincaid – Bonneville Power Admin
Roger Kainu – Oregon Dept of Energy
Jeff Tamboro – NW Natural
Thad Roth – Energy Trust of Oregon
Becky Arte-Howell – Idaho Power
Matt Babbitts – Clark PUD

Tina Jayaweera – NW Power & Conservation Council

By Phone:

Deb Martin Young – NorthWestern Energy
Josh Mitchell – Chelan PUD
Scott Cooper – Seattle City Light

NEEA Staff: Jeff Mitchell, Beth Littlehales, Alisyn Maggiora, Eugene Rosolie, Neil Grigsby, Stephanie Baker, Tamara Anderson, Suzi Asmus, Nick Leritz, Jennifer Stout

Guests: Shannon Todd, TRC

Resources

- **Agenda packet on NEEA.org:** <https://neea.org/advisory-committee-documents/q3-2019-rac-meeting-packet>
- **Master slide deck on NEEA.org:** <https://neea.org/advisory-committee-documents/q3-2019-rac-meeting-slides>
- **Meeting Recording:** <http://neea.adobeconnect.com/p8f4t086946n/>

Welcome & Introduction / Housekeeping Items (p. 9-19 in [packet](#) | [slides](#) 1-8)

If you have questions regarding general content in this meeting please contact Eugene (ERosolie@neea.org).

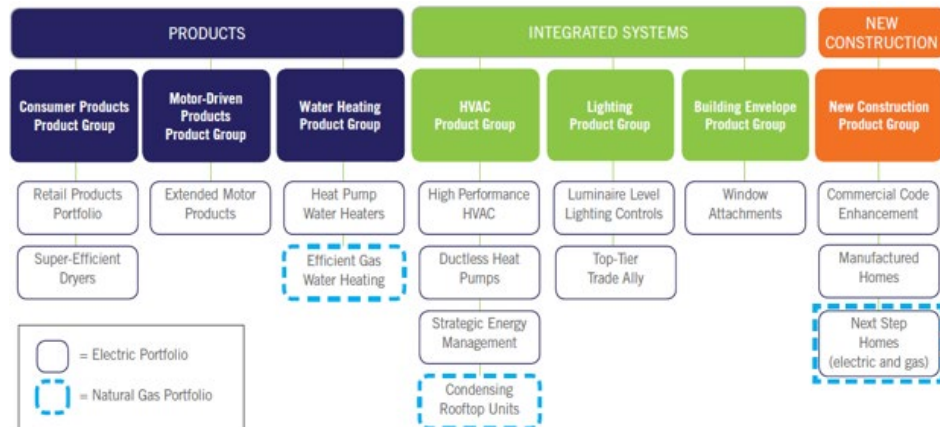
A. Agenda Review

B. Packet Review – Housekeeping Items

- 1) RAC 2019 Workplan
 - a. Prepping for Scale-Up votes with RPAC later this month for Retail Product Portfolio (Q3), Manufactured Homes (Q4), and Next Step Homes (Q1).
- 2) Packet/Informational Updates
 - a. Residential Initiative Memos:
 - i.) PSE is interested in the heat-pump dryer campaign with Beko; Tacoma Power also had questions about the training. **ACTION ITEM: Stephanie Baker to follow up with both funders.**
 - b. NEEA Re-Org & Advisory Committee Streamlining Update:
 - i.) As part of the NEEA Cycle 6 (2020-2024) Business Plan, NEEA is reorganizing to better align with the market and is moving to a product group structure.

Northwest Energy Efficiency Alliance
421 SW Sixth Avenue, Suite 600, Portland, OR 97204
503.688.5400 | Fax 503.688.5447
neea.org | info@neea.org

- ii.) The transition is in process now, with a plan to be fully implemented by January 1.
- iii.) Main concerns thus far have centered around maintaining reporting and engagement structures that still align with funders (sector based, i.e. Residential, Commercial, etc.). New Construction now falls under Codes & Standards department and has its own product group; at this point the expectation is that Next Step Homes and Manufactured Homes will likely fall under one of the “coordinating committees” that will replace the existing RAC committee structure in the coming year, though this is still to be determined. RPAC has pulled together the advisory committee structure proposal; the NEEA Governance Committee has recently reviewed and recommended this to the Board of Directors.
 - ACTION ITEM: Eugene to share a PDF of the product group slide and the org chart slide so it can be shared more broadly in funder orgs.
 - Consider whether to mark Windows as a dual-fuel program



Retail Product Platform – Market Development Overview (p.5 in [packet](#) | [slides](#) 9-39)

Nick Leritz (NEEA) provided the overview. *The desired outcome is for Committee members to have a shared understanding of program design and status, and gather feedback on support for an RPAC decision. If you have questions about this presentation please contact Nick (NLeritz@neea.org).*

Overview Topics w/ Key Discussion Points, Action Items & Decisions: *Review packet and slides for greater detail*

- 1) Scale-Up Timeline
 - a. Held an RPAC webinar at the end of June
 - b. Will go before RPAC for a final vote Sept 4
- 2) Scale-Up Key Activities
 - a. Test the intervention strategies in the market
 - b. Refine strategies
- 3) Program Overview
 - a. Major retailers the program works with are Best Buy, Home Depot, Lowe’s, Nationwide (these comprise about 80% of the market)
 - i. ACTION ITEM: NEEA Staff to double check to ensure that all the participating retailers store locations are being engaged and reflected on the participant map (especially Montana), then follow up with NorthWestern.
 - b. ENERGY STAR RPP (Retail Product Platform)
 - i. Taskforce structure; NEEA staff lead key taskforces and participate in others.
 - ii. Coordinated, national-level administration of contract templates and all program sponsors use the same data system.

- 4) Product Selection criteria includes ENERGY STAR certification, national support from program sponsors and participating retailers, and a wide selection of models, including inefficient.
- 5) Intervention Strategies include measurement and compliance, and risk and mitigation.
- 6) Market Test assessment sought to evaluate the improvement in data administration, build scale, improve transparency and the portfolio management process, and build consensus; the evaluation of the assessment is in progress and results thus far are generally positive.
- 7) Other retailers that are of interest are wholesalers like Costco, and even online such as Amazon.
- 8) Energy Savings Forecast

Savings Forecast (aMW)	2015-2019	2020-2024	2025-2029	2015-2034
Total Regional Savings	1.1-1.5	13-30	50-60	115-150
Co-Created Savings	0.6-0.8	8-16	30-50	40-90
Net Market Effects	0.6-0.8	8-16	30-50	40-90
Current Power Plan Baseline Regional Savings	4-5	4-6	TBD	TBD
Benefit Cost Ratio	Portfolio: 1.8			

- a. Expecting huge ramp in C7 savings (2025-2029) resulting from federal standards changes and ENERGY STAR specifications; this would all result from those products currently in the portfolio (appliances are the big 3).

ACTION ITEM: NEEA Staff to provide the breakdown of savings by product to committee members.

- 9) Risks and Mitigation – need to continue to provide technical support to program sponsors, further evaluate EPA’s role, PG&E’s role and coordination with the California Public Utility Commission (CPUC).
- 10) In summary, the state of the program is good: sound market theory, visible market impact, validated program elements, savings calculation approach, and mitigation strategies are in place for risks.

DISCUSSION & RAC RECOMMENDATION

- 1) PSE noted a need to further understand the savings estimations and will review with their internal team to ensure there’s no concern. The appendices of the milestone document do include baseline details.
- 2) BPA expressed no concerns and see RPP as a very valuable aspect of the NEEA portfolio.
- 3) Clark PUD is in support
- 4) Energy Trust is in support; a little curious how sponsors come and go, how to grow the number of sponsors, and keeping an eye on risk with PG&E.
- 5) Tacoma Power
- 6) Seattle City Light in support, will double check with other team members
- 7) Chelan PUD noted appreciation for the program in general; would like to ensure the mitigations are really well fleshed out
- 8) NorthWestern was curious about the stores engaged and expressed the need to verify that; otherwise, in support.
- 9) Idaho Power is generally in support, will confirm with internal team.

Clothes Washers Update (p.6 in [packet](#) | [slides 41-58](#))

Nick Leritz (NEEA) provided the update. *The desired outcome is for Committee members to be aware of activities around residential clothes washers. If you have questions about this presentation please contact Nick (NLeritz@neea.org).*

Overview Topics w/ Key Discussion Points, Action Items & Decisions: *Review packet and slides for greater detail*

- 1) ILC Status – Concept Opportunity Assessment: evaluating opportunity potential, planning the initiative, conducting outreach to stakeholders, forming the initiative team if it's determined to move forward
- 2) Brief History
 - a. NEEA ran a clothes washer initiative in the late '90s, ended in 2000.
 - b. Added washers to RPP initiative in 2016 (they're high volume sales and important to retailers).
 - c. May 2019 NEEA decides to develop washer concept to further investigate market trends demonstrating a growing share of top loaders (a backslide from efforts 20 years ago).
- 3) Current Market Context
 - a. Not seeing evidence in research that top load gets clothes cleaner, but it could just be perception.
 - b. Impeller models are more water efficient than agitator models and yet agitator models are regaining market share (note, both of these models are top load). Agitator models are also typically the cheapest.
 - c. There is lack of consumer awareness on efficient options, as well as a flawed performance metric.
 - d. Savings potential:
 - i.) Technical Potential: 110 aMW
 - ii.) Estimated Achievable 20-year Potential: 45 aMW
- 4) Intended outcomes moving forward:
 - a. Get a washer test procedure and efficiency metrics that accurately represents real world performance
 - b. Increase the efficiency of the entire product category
- 5) Current & Planned Activities
 - a. Execute RTF Research Strategy
 - b. Research trends in high-efficiency washers
 - c. Advocate for increasing top-load efficiency
 - d. Push for revised ESTAR levels and improved ESME specification
 - e. Encourage manufacturers to offer low cost front-load option

Round Robin

Committee members shared out current activities and successes within their utilities/organizations, with a focus on updates since the last meeting in April 2019. Key announcements or activities that may have broader regional impact are noted below.

- A. **NWPCC** deep in power planning work; next CRAG mtg on Aug 21, expect to have a draft in October
- B. **PSE** trying to figure out how to reorganize their portfolio given the continuing drop in lighting savings and the impacts of the latest legislation – WA HB 1444; may maintain some lighting incentives, but most will drop off. Just had first of five manufactured home replacements (pilot program in coordination with

WSU). Limited time offer with Beko and a lighting limited time offer with Target and GE. Have not set a target for 2021 yet.

- **ACTION ITEM: Neil and Patrick to follow up regarding which spec is being used (ENERGY STAR NEEM, or NEEM+).**
- C. **Idaho Power** getting a website and interactive game built for kids to teach them about energy efficiency. Evaluation under way for their two pilot programs (new homes and home energy report).
- D. **Tacoma Power** working on conservation plan for 2020-2021. Continuing big emphasis on low-income, bringing back deferred loan (lien) option for low-income customers. Pulling out of retail lighting starting in January. Nearly doubled incentives for windows.
- E. **BPA** having to figure out how to refill the 14 aMW gap left by lighting – will be pushing quality HVAC installs. Investigating new measures. Budget staying flat (but basically is a cut due to inflation). Expect a massive amount of work coming out of the residential sector through February for BPA. HPWH incentives will go up by \$100 in October.
- F. **Clark PUD** engaging in digital coupon campaign. Launched Manufactured Homes program July 1 and just incented their first NEEM 1.1 home (\$1200); NEEM+ incentive is \$1400. Making progress on Smart Thermostat installs, targeting low-income.
- G. **Energy Trust** likely to continue lighting through first half of 2020, then expect to remain in tier 3, low-volume stores for the remainder of the year. Working with Pacific Power and NW Natural to see how efficiency can satisfy capacity constraints; also looking at how solar + storage can help with
- H. **NorthWestern** evaluating what to do with Manufactured Homes. Residential audit program still going strong. Waiting for capacity study results, expect it will impact commercial side.
- I. **Chelan PUD** considering doing Simple Steps again. Looking at offering a residential solar program next year. Looking at a cost effectiveness number of 1+ for HPWH for next year and an \$800 incentive. Low income weatherization evaluation to be complete next week, looking forward to next steps that come out of that for low-income planning for 2020. LED streetlight study preliminary findings indicate that LEDs are not the technology that will help reduce “night sky” impact; however, on the positive they have not received any complaints about them from customers.
- J. **Seattle City Light** working through 5 year strategic plan, to incorporate aspects on reducing greenhouse gases. May highlight some virtual net metering and solar.

Smart Thermostats Research Project (p.7 in [packet](#) | [slides 62-70](#))

Josh Mitchell (Snohomish PUD) provided an update with the project, led through the Consumer Products Regional Strategic Market Steering Committee. *The desired outcome is for Committee members to be acquainted with the project. If you have questions about this presentation please contact Josh Mitchell (josh.mitchell@chelanpud.org) or Dave Kresta (DKresta@neea.org).*

Overview Topics w/ Key Discussion Points, Action Items & Decisions: *Review packet and slides for greater detail*

- 1) Identifying need for more regional data to support regional task force effort.
- 2) Two-phased approach to research: 1) determine a methodology for estimating energy savings, then determine deemed energy savings with sufficient reliability; 2) determine savings shape/load profile,
- 3) Working with funding utilities and Apex Analytics to get contracts setup and expect work to begin Sept 2019. Anticipate this project to take about 1 year.
- 4) Expect the RTF to extend the sunset date on this measure.

Manufactured Homes – Market Development Overview (p.8 in [packet](#) | [slides 71-102](#))

Neil Grigsby (NEEA) provided the overview. *The desired outcome is for Committee members to be updated on activities and consulted, and have an opportunity to offer feedback on the program before it goes to RPAC for a vote to move into the Market Development phase. If you have questions about this presentation please contact Neil (NGrigsby@neea.org).*

Overview Topics w/ Key Discussion Points, Action Items & Decisions: *Review packet and slides for greater detail*

- 1) Background
 - a. NEEM (NW Energy Efficient Manufactured Homes) is a code rating program and run by a 3rd party market actor
 - b. RAC/RPAC decision to continue initiative in streamlined effort in late 2017.
 - c. Both NEEM 1.1 and NEEM+ are in the BPA Implementation Manual
- 2) Changing Market Factors
 - a. HUD code change opportunity delayed due to current Administration
 - b. Manufacturers were really busy, most had a back-log of three to four months, so they were less inclined to pay attention to the efficiency/NEEM opportunities.
 - c. NEEM savings reduced
- 3) RAC and RPAC felt strongly in 2017 that they wanted NEEA to maintain this program, even given the aforementioned factors, so the program streamlined the milestone phasing approach in order to move this program into Market Development sooner.
 - a. Much of the “product readiness” phase activities were conducted during the time the RTF was reviewing and approving the savings calculations (2017).
- 4) Key activities leading to Market Development phase
 - a. Market Assessment
 - b. Marketing activities (NEEM+) to improve branding and awareness
 - c. Increasing retailer ability to influence homebuyers
 - d. Solidifying NEEM+ manufacturers commitment
- 5) Scale-Up Timeline
 - a. Mid-Sept: review market assessment
 - b. Early-Oct: NEEA Director review meeting
 - c. Late-Oct: RAC webinar
 - d. Mid-Nov: RPAC meeting/vote

DISCUSSION

- 1) What’s the incremental cost to retailers above non-NEEM homes?
- 2) This program is really important to BPA, especially for the residential portfolio; want to make sure the NEEM+ spec is adopted by as many manufacturers as possible, or really, reaches the greatest market share possible. **BPA would appreciate a packet of information on this, not necessarily a webinar.**
 - **Multiple funders agreed that receiving the RPAC packet at the time it goes out would be sufficient.**
 - **ACTION ITEM: NEEA Staff to seek out information on what national manufacturers (outside the Region) do to sell to Montana retailers.**
- 3) Pacific Power expressed appreciation for the initiative and it’s progress.

Feedback & Wrap-Up, Adjourn

A. Comments:

- 1) Good meeting, appreciation for the utility share-outs, would be good to hear how other utilities are implementing with NEEA (especially after a NEEA share-out), multiple funders noted positives on RPP work and presentation, appreciate how the packet is organized and prioritized,

presentations were good and helpful, appreciate all thoughts and feedback on advisory committee streamlining effort.

- B. Next meeting is scheduled for Thursday, Nov 7, 2019, at the NEEA office in Portland, OR; this meeting may be hosted elsewhere, and/or turn into a webinar depending on needs.
- C. Meeting adjourned at 2:55pm.