



## ***Collaborating to transform the natural gas market***

Improving energy efficiency for Northwest energy consumers served by natural gas will result in significant benefits to the Northwest's economy and energy availability. Regional natural gas funders including Avista, Cascade Natural Gas, Energy Trust of Oregon, NW Natural and Puget Sound Energy representing over 74 percent of the region's residential and commercial gas customers have collaborated to develop a Business Plan for Natural Gas Energy Efficiency Market Transformation.

The goal of this five-year, \$18.3 million plan is to accelerate the development and market adoption of energy-efficient natural gas products, practices and services and to increase efficiency of natural gas use in the Northwest.

TOGETHER, OUR EFFORTS CAN PROVIDE 280 MILLION THERMS EACH YEAR AT A COST OF \$.28/THERM.

This regional plan is the first of its kind in the nation. It leverages nearly two decades of market transformation expertise in the Northwest to advance the development and market adoption of energy-efficient natural gas products, practices and services.

The region's approach will result in significant improvements in the cost-effectiveness and efficacy of both electric and gas initiatives.

## Projects and Involvement

The plan includes a portfolio of five new residential and commercial gas initiatives, scanning, codes and standards, research and evaluation, a mid-cycle evaluation, and a Natural Gas Advisory Committee to guide NEEA's gas market transformation portfolio over the next five years.

### Specific programs include:

- Combined space-water heaters
- Gas-fired heat pump water heaters
- Hearth products
- Rooftop HVAC
- Gas-fired clothes dryers

THE RESULTS OF THESE PROJECTS  
HAVE BEEN PROMISING, WITH NEWLY  
DEVELOPED GAS-FIRED HEAT PUMP  
WATER HEATERS ALREADY RECORDING  
ENERGY SAVINGS OF 20 TO 58 PERCENT.

For this initial five-year cycle of gas market transformation, we will measure success through energy savings, cost-effectiveness and market progress indicators in all targeted markets.

For more information, please contact NEEA's Natural Gas Team at (503)-688-5400.

**TOGETHER** *We Are Transforming the Northwest*



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