

Summary Notes – DRAFT
Commercial Advisory Committee (CAC)
Tuesday, January 17, 2017



Attendees:

On Phone:

Doug Case – Columbia REA
Nancy Goddard – PacifiCorp
Bill Hibbs – Clark Public Utilities
Oliver Kesting – Energy Trust of Oregon
Lorri Kirstein – Avista
Shelley Martin – Idaho Power
Peter Meyer – Tacoma Power
Jessica Mitchell – Snohomish PUD
Jennifer Pope – Idaho Office of Energy Resources
Blake Shelide – ODOE
Kevin Smit – NWPPCC
Deb Young – NorthWestern Energy

In Person:

John Wilson – BPA
Joe Fernandi – Seattle City Light
Mattias Jarvegren (Clallam PUD)

NEEA Staff: BJ Moghadam, Sepideh Rezania, Mark Rehley, Kim Hughes, Dulane Moran, Natalie Fish, John Jennings, Anne Swanson, Ken Baker, Warren Fish, Josh Pelham

Welcome, Introductions, and Housekeeping Items

- a. Meeting packet review
- b. Informational updates:
 - i. Proposed CAC Meeting Date change to April 25th
 - ii. CAC Charter will be sent out for review with the today's meeting notes

Commercial Portfolio Update

- a. Commercial Lighting Market (four programs)
 - i. Reduced Wattage Lamp Replacement: CED Columbia division is now on board and doing well. Recruiting Home Depot (89 stores) through RPP and Wesco (18 stores). Collectively at 21% market share with upward swing in December. Largest 4 changing stocking practices. Regional lighting products data collection with BPA.
 - ii. Luminaire Level Lighting Controls: 10 Manufacturers meet the QPL specs, up from 3 last quarter. RTF incorporated LLLC in calculator as a controls option. Completed research around purchase decision makers and influencers for Lighting Controls.
 - iii. Top-Tier Trade Ally: 45 individuals and 25 companies have received designation. NXT Level 2 continues to be dependent on increased participation.
 - iv. Commercial Lighting Regional Resources: Driving more traffic in 2016 to utility sites. Completed audit to determine 2017 next steps and will focus on making tools more accessible.
 - v. Questions:
 1. Shelly Martin: What is the target number of people to be trained on NXT level to offer the second level?
 - a. Our goal is to have 75 individuals and 30 companies designated by end of Q2 before we launch NXT Level 2.
 2. Peter Meyer: Has the LLLC decision maker research material been provided to us?

- a. The report went to the lighting managers but not to CAC. [Here](#) it is.
- b. Other Markets
 - i. Commercial Real Estate: Kicked off the first utility workgroup for Navigator and BetterBricks.
 - ii. Commercial Window Attachments: Assessment plan near finalization. Received data from 3 manufacturers for our region. Moving away from pilots as our questions may be answered with this data. Will decide mid-February whether pilots are needed.
 - iii. Commercial and Industrial SEM Infrastructure: SEM Hub launched 12-30-2016. Fall Workshop of NW Industrial SEM Collaborative was a success with 80 attendees.
 - iv. Commercial Code Enhancement: Market characterization complete. Design meetings held with 11 utilities participating. Scheduled for Scale-up RPAC vote in May 2017.
 - v. Building Operator Certification: Market penetration 30% higher than benchmark with 6 BOC courses offered in Idaho and Montana in 2016. Ending involvement in Montana and Idaho in 2017. At this point IBOA is set up to be self-sustaining moving forward.

Commercial Building Stock Assessment – Status Update

- a. Phased Project Timeline
 - I. Phase 1: Planning (Now through August, 2017)
 - i. Random Sampling and Creating the Survey Instrument
 - II. Phase 2: August 2017 through December, 2019
 - i. Recruiting participants, Building Audits, Data Analysis
- b. Opportunities for Involvement
 - i. Workgroups focused on sample design and building variables are recruited
 - ii. Oversample opportunity for 2017-2018: consider any oversample needs now to be prepared to leverage the sample planning and optimization tool to be developed this spring
 - iii. Periodic, regional stakeholder reporting (status reports will be posted on Conduit, large-scale webinars scheduled periodically throughout the project to bring the region up to speed on any decisions and/or progress)
- c. Specific Input
 - I. The Phase 1 contractor is developing several web-based tools for collecting input from regional stakeholders and interested parties. All input tools will be posted on Conduit
 - II. Three primary topics for input:
 - i. Overarching design issues and prioritization (this tool will cover several components of overarching design, including frequency, linkages to CBECS, survey methods, integration of utility oversampling, strategies for improving response rate, and population definitions)
 - ii. Sample size/cost/precision trade off tool (will use an open-source, web-based tool to help utilities and NEEA explore the tradeoffs associated with balancing desired precision with budget limitations)
 - iii. Input into data elements through interactive data dictionary (will allow program staff and others with expertise in specific building data components to log in and provide recommendations for eliminating, keeping, or enhancing the variables associated with key building components)
 - III. Timeframe: Each topic for input will be open on line for two weeks to allow for comments. The first topic will be open for review beginning in February. Sign up for the Conduit CBSA micro-site. NEEA will strive to keep the region informed of all opportunities for input.
 - IV. Questions:

- i. Peter Meyer: As we move more towards SEM in the commercial sector, equipment and end users in facilities become more important. Are we going to survey who is maintaining the equipment, or take an inventory of their skillsets?
 1. This is a snap shot of the stock installed, not building management practices. Onsite audits can get rather long – could see how we get that information now and determine if we could connect our research with the building practice research. This has not come up yet but is a good question.

SEM Hub

- a. SEM Hub was viewed by the group and many features of the site were demonstrated. The site is currently on a “soft” launch meaning that it is open to the public and live but not being promoted so that the user group team can do continued testing.
- b. Final optimization and bug checks are being completed
- c. NEEA will be populating the site with content and determining any gaps in information but are asking our utility partners to also feel free to add content to the site.
- d. Questions/Comments:
 - I. John Wilson: Looks great, looks nice.
 - II. Oliver Kesting: The site is really coming together well.
 - III. Peter Meyer: SEM Hub looks impressive.

CAC Member Share-out

ETO: We’re going to keep doing what's working - final goals for 2016 are looking near 100% or near 100% of all of our goals for all utilities. In 2017, we are working to support Avista, City of Portland benchmarking, working on LLLC pilot with NEEA, Awarding stipend for NZB to individuals, multi-family sub metered project has launched. Looking to support low income as well. Pay for Performance has experienced a slight delay due to budget and staff transitions. Adding 6 customers in 2017 to enroll by mid-year.

Avista: commercial lighting measure that is paying quite high is taking up a lot of time until end of January.

Snohomish PUD: great year, met goal in all business areas. Big year-end outdoor lighting promotion that was very successful - filled up pipeline for 2017. SEM workgroups spinning up in water and wastewater cohort. Paperless processing went live in 2016.

Columbia REA: had a good year, small rural utility. Ag conservation has been successful in 2016. Lighting projects in commercial warehouse spaces.

Idaho Office of Energy Resources: Appreciate getting the SGS info from BJ. Government Leading by Example program (with IDL) auditing public buildings for energy opportunities.

NWPCC: United regional strategy for lighting and engaged with CBSA. Working on end use load shapes for other sectors as well.

PacifiCorp: Hit 100% of one year goal, Com and Ind came in under but landed at 100% combined. Added measures for Jan 1 - looking forward to increased participation. Added measures for their smallest business customers. Trainings scheduled for small business contractors for the end of the month.

Tacoma Power: Exceeded targets again - still wrapping up 2016. Our plan is to run the same programs this year with few modifications. Excited to partner with BPA on SEM. New database is operational for all programs. Marketing material will be available at CAC for next meeting. Indoor ag mktg material.

Idaho Power: Exceeded our goals for 2016. 2017 is looking good - training classes for trade allies for LED and controls, end of Feb, 8 cities throughout the service area, via Evergreen. April class through NEEA for Design Lights Consortium (for LED ratings) one class held in Boise.

Seattle City Light: Expanding pay for performance program, with workshops coming up; tune-up ordinance, DOE grant work targeting small-med businesses; looking at remote virtual audits, and retro commissioning-light approach, partnering with UW IDL on training program using energy modeling; partnering on a tool lending library - working on SEM with BPA, one year into our re-org, but almost finished. Advanced rooftop has been launched. Smart Building Center maintains the tool lending library and project data.

Clallum PUD: On target to meet targets. Strong commercial lighting programs - Relight Washington Grant. Hit targets so soon, incentives will be reduced in 2017.

BPA: Commercial sector launch of comprehensive program for the region. Complete RFO package has been passed on. Major work is done. Radical measure simplification, many of the measure improvements are streamlined and easier to implement going forward. Four BPA qualified measures in 2017: advanced power strips, air handler units (indoors), high efficiency heat pump conversion, commercial insulation. Workshops all around the region to promote with trade allies, joint workshop schedule is published. New Marketing materials are available. ET field tests - BPA will pay up to 100% of installed costs in order to speed them up and prove them out.

Emerging Technology Update

- a. Emerging Technology and Program Strategies for Technologies Coming this Year To RPAC
 - I. How should we organize our work?
 - i. Currently 10 programs in market development
 - ii. 8 programs in program development
 - iii. Typically we have one technology per program (~18 total in the portfolio)
 - iv. Usually there are 3-4 technologies ready with varying savings potential per year. One tech per program is not enough to sustain the pipeline.
 - v. Our opportunities are generally smaller, how can we organize these smaller techs into themes so that they can be considered together?
 - vi. Organizing program teams and technologies together:
 1. Increase the efficiency and effectiveness of program resources
 2. Increase awareness of the strategic intent of each program
 - a. Want to make future, longer term goals apparent early on
 3. Enable market interventions for individual discrete technologies
 - a. Example: Engine Block Heaters - too small for a program, but could there be a broader category that would encapsulate many smaller pieces to add up to a full program?
 - vii. Technologies for consideration:
 - a. Low-e storm windows; Extended Motor Products, Efficient Heat Recovery Ventilation, other HVAC
 - viii. **NEEA Question: Your thoughts on combining many of these discrete savers into one program that can create efficiencies of scale for resource management?**

1. Peter Meyer: I like the approach in general. It makes sense to group where they can be grouped. However, there are different customer groups in each product group.
 - a. Mark: there will be cases where building owners pick a variety of attachments for each building. There could be challenges around savings calc. Could call it building envelope or building shell to encompass all of choices.
 - b. Sepideh: if the grouping went across commercial and residential, are there challenges on your end? Does a sector crossing create issues?
 - c. Peter: we would coordinate with our Res group, but most utilities have both groups and coordinate on other areas so we could do that in this arena as well.
 - d. Sepideh: Accounting practices – does that get reflected back in your organization or is it lump sum NEEA funding?
 - e. Peter - I think it is separated out by sector.
2. Deb Young: How would you break out the savings between commercial and residential?
 - a. Mark: data management plan, collect savings data for the region, distinct mfg. for res and comm, we think that the bldg. will be able to tie to their energy rating, where did they land, what attributes of the bldg. are present, these are connections to be made that are more challenging. Goal would be to break up by res and com and bldg. types. Data stream at AERC / mfg. could be used as a revenue source.
3. John Wilson, BPA - what do you mean exactly when you say NEEA will be running a program?
 - a. Mark: a group of projects that deliver business results, with mt being the focus. Looking for barriers, removing the barriers and letting the market do what it does best. Most of our efforts are upstream, CWA national stage, ratings, test methods, and data flow re: market intelligence. Then step back and see how it plays out. The market could adopt some of these on their own after clear ratings and identification are established. This barrier makes the market not transparent.
 - b. John Wilson: Great proposal, very smart - this approach is strategic. Concern is that the approach will sound good in practice, but in the end the utilities will pull back and deny NEEA anything in the market. Can utilities get out of the way and allow NEEA to handle these smaller, bundled technologies? If people really have objections to this, voice them now - not wait until RPAC.
4. Mark: is there anything that I have presented with these three technologies that would be in competitive pressure and not complementary goals?
 - a. Oliver Kesting: I don't think so - it is a question of scale. If it scales up significantly, there may be some issues between competition with trade allies.
 - b. Mark: What does Scale Up look like for you?
 - c. Oliver: SEM did a lot to build it but at a certain point it made sense to turn it over to the utilities. When the tech has been proven it would be turned over to utilities.
5. Deb Young: What if you saw transformation of certain measures within the budget - how would you deal with that? What about lagging markets vs. other parts of the region?
 - a. Mark - we are really thinking a lot about that - the focus on market intelligence, bundled product family thing go. Want to stay high level, strategic, national but bring them to the region for idea on approach.

Commercial Code Enhancement – Initiative Design Process

- a. Objectives and Agenda:
 - I. Status of CCE Initiative design process, next steps.
 - II. Input needed: How is the process going from your perspective?

- a. Outlined schedule of milestone process and timelines
- b. Initiative Concept Review
 - I. A regional framework with individual state action plans supporting state adoption of progressively effective energy codes.
- c. Four design meetings are in process, two are complete. The design group is collaborating through these groups and through a special group site on Conduit.
- d. The group is engaged and has made an investment in designing the program.
- e. Insights & Challenges slide
- f. Understanding the Code Landscape
 - I. Completed a market characterization
 - II. Mapped the regional code process and identified where the CCE initiative fits into the process.
 - III. Technology Assessment Process Defined
- g. Design Next Steps - Feedback
 - I. Oliver Kesting: Jessica is impressed with how things are going and had conveyed that things are going well.
 - II. Peter Meyer: I have not talked to Mark. In WA state we have optional compliance methods and this has created problems for discerning the baseline for large buildings.
 - III. Deb Young: I don't think you have anyone from MT in the design meetings we will have to touch base before then.
 - IV. Nancy Goddard: Options are here to stay. When you are doing a simplified approach, you have to choose options in order to predefine a baseline.
 - 1. John Jennings: it may be obvious to see what options are the most chosen, could allow us to track options in the future through the database.
- h. Design Next Steps - Upcoming Actions
 - I. Two more group meetings scheduled
 - II. Development of the State Action Plan framework
 - III. Complete the initiative plan for review prior to the April meeting
 - IV. Please let us know: Is there anything else that you need from us to understand this process, or the program in its design phase?

CRE CAC Update

- a. Program Overview with 2016 Highlights and Plan for 2017
 - i. Vision: EE is an investment that both creates value and delivers a competitive advantage
 - ii. Providing resources and leveraging key relationships to offer range of EE best practices, tools
 - iii. What we heard from you slide
 - 1. Oliver Kesting: I agree with this direction from the workgroup
- b. City of Portland slide
- c. 2017 Benchmarking slide
 - i. Joe Fernandi: IDL tied the spark tool to the ordinance there - from a SCL perspective OSC will have a set of checklist items for them to engage with. The SCL involvement is on the tune-up accelerator to help customers go deeper and faster, spark could fit into this acceleration. It is also feeding the pipeline for? Could not hear this.
 - ii. John Wilson: Three focuses - this will have the greatest impact on until with larger urban centers, there are larger cities with policies, there are larger cities period. How do the Tacoma/smaller/medium markets fit in - is there a strategy to get to small and medium first then cities with a policy. They seem way down the list compares to large cities and cities with policies. SR: Cities that have policies already are an engine in motion, most ability to move the market. As an infra we are trying to support wherever possible. We have the ability to do all three - we would like some guidance to inform where we bring the support

into the market. John: the next, richest, vein to tap are those cities that do not have policies. Peter Meyer: SAP system and portfolio mgr. have not worked seamlessly, they are working on it but it isn't working well yet. As soon as it is ready and works, they are ready to support benchmarking.

Blake Shelide: We have done a bit of outreach of benchmarking, filtering on size and interest, we have had a fair amount of interest in webinars that we have held - can work with NEEA on this to collaborate.

Sepideh to Lorri Kirstein: Spokane came up as a market ready to be benchmarking? Sepideh will follow up with her.

John Wilson: nice initiative, like where it is going, speaking on behalf of small to medium utilities, I am for it. How are the large utilities - cities going to use this and support it? If they are not on board and not use it, I cannot support it.

Jessica Mitchell: We are trying to figure that out. We are trying to test the spark tool to see if our customers will engage with that tool. Will they get behind a benchmarking initiative?

Sepideh: benchmarking and the spark tool are not 100% connected - benchmarking would identify any need to make changes.

d. Tools to Identify Opportunities - Natalie Fish

i. Navigator on BetterBricks slide

ii. We will have an ask for all utilities that are participating. We will be completing a gap analysis, we will reach out to you and market partners to see if you have the content that could be connected via link or could be housed on Navigator. That ask will be coming in March. Please email Natalie and/or Sepideh if you would like to nominate a participant to the workgroup or show you any of the information.

iii. Questions:

Sepideh: It is your marketing staff of utilities in workgroups? Yes.

Sepideh: any questions on the concept of the navigator, hard to see with no wireframes, but it will restructure the existing tools and fill in gaps for the market?

- Peter Meyer: Were there any commercial real estate folks on the private side involved in this concept and would they actually use it?
- Natalie: before we designed, we talked with pm agents and pms to think about building lifecycle, would this be a format that would be useful. Everyone said it was the way they would like to view resources, but there were other ways to search (case studies by region, tools based on measures).
- Peter Meyer: How much money are you investing in this? What is the budget?
- Natalie: A rough estimate to pull this out puts it around 60-70K.
- Peter Meyer: Will market actors even go there - will it only be for 50 hits - then it seems expensive.
- Natalie: the BetterBricks website still gets around 60K hits per year - much higher than any of our other NEEA websites- they are bookmarking specific sites. We would like to get them to branch out to other parts of the site. We are working to engage them in other areas. We are hoping that Navigator helps them do this. It isn't enough to just build it and put it out there - we need to push it out with campaigns and targeted searches toward the tool. Also providing training to drive traffic.

e. 2016 BetterBricks Toolkits slide

f. Trainings - Four BOMA BEEP 2.0 slide

i. Link to course descriptions: <http://www.boma.org/education/online-learning/beep/Pages/default.aspx>

- ii. The difference between the old training and the new training:
<http://www.boma.org/research/newsroom/press-room/Pages/Update-to-BOMAs-Energy-Efficiency-Program-Released.aspx>

 - g. 2017 NEEA CRE market Trainings slide
Sepideh is to send out a note separately on these trainings and other CRE trainings to be changed or coordinated with the utilities.
- Spark tool - engaging decision makers slide
- . Driving action through utilities
 - i. Changing language on the site to allow for connecting users directly with their utility.
 - ii. Will then provide links to their utility sites and allow for follow up with users post-project.
 - a. Infrastructure Success
 - i. Oliver Kesting: Is there value to the customer? I don't think we have a definitive step, yes or no, at this point. We need some measured steps moving forward to determine this value.
 - ii. John Wilson: I agree with Oliver Kesting, and also this is really important, single biggest ask that I have heard from utilities for what they are asking for. To Oliver Kesting 's point these are the right steps.
 - iii. Joe Fernandi: We need to make sure that our account execs, offices and our teams know about these tools when talking to customers.
 - iv. John Wilson: This tool being deployed in two ways: organic, connecting to regional operators. The other way is through acct execs for large commercial spaces that can bring the tool to the end users. Jessica Mitchell was saying that earlier – will our staff use this and deploy it?
 - v. John Wilson: There is value in the tool - we can see that. The deployment and implementation are still a question.

Wrap up/Feedback on Meeting

- a. NEEA asked that all participants please send any additional questions, feedback, etc., by email due to the oncoming bad weather and need to end the meeting on time.