

Commercial & Industrial Coordinating Committee (CICC) Q2 2025 Meeting Agenda



DATE: Tuesday, May 13th, 2025
TIME: 12:30 – 4:05 pm Pacific Standard Time
LOCATION: Virtual Meeting Only
TEAMS LINK: [Click here to join the meeting](#) (Meeting ID: 244 581 725 89 | Passcode: 8Pv7WV3J)
(if needed) Call-in audio only: 971 323 0535 | Phone conference ID: 621 723 503#

CICC OBJECTIVE + DESIRED OUTCOME: Collaboration on coordination and optimization of NEEA programs and related activities by (1) identifying and managing through potential implementation challenges between NEEA and local utility activities, and (2) identifying and seizing leveraging opportunities that can drive amplified market influence.

Tuesday, May 13th

(All Times Pacific)

			Pg #
12:30 -12:45 (15 mins)	Welcome, Agenda & Packet Review	Anouksha Gardner	1-3
12:45 – 2:05 (80 mins)	Introductions & Regional Roundtable <i>Committee members and NEEA program staff share program and organization updates, highlight areas of possible interest and coordination with others.</i> <i>Desired Outcome: All are updated on each other's activities and better understand what's happening across the region.</i>	All	--
2:05 - 2:15	BREAK	All	
2:15 – 3:30 (75 mins)	Regional Priority Topic <ul style="list-style-type: none"> ● Luminaire Level Lighting Control – How the LLLC Program Leverages Champions <i>Desired Outcome: Committee members to gain a deeper understanding of how the program utilizes lighting controls champions to influence the market.</i>	Katherine Gifford & Kate Bushman	4
3:30 – 3:40	BREAK		
3:40 - 3:50 (10 mins)	Q4 Topic Check In <ul style="list-style-type: none"> ● NEEA Shareout – Efficient Fans ● Ad hoc topic <i>Desired Outcome: Committee members confirm there is enough interest in this topic to hold time on the Q2 agenda</i>	Alexis Muench	5-6
3:50 -4:00 (10 mins)	Housekeeping Announcements & Upcoming Meetings/Events	Anouksha Gardner	7
4:00 – 4:05 (5 mins)	Recap, Next Steps, Adjourn	Anouksha Gardner	--

Memorandum- *Agenda Items*



April 29th, 2025

TO: Commercial & Industrial Coordinating Committee (CICC)

FROM: Anouksha Gardner, Stakeholder Relations Manager

SUBJECT: **Meeting Packet Agenda Items. Informational Updates and Additional Information**

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. All other Tier 3 materials are listed below.

AGENDA ITEMS (Tier 1)

- Page 1: Meeting Agenda
- Page 2: Meeting Packet Informational Updates
- Page 3: Meeting Topic Preparation Highlights
- Page 4: Memo: Regional Priority Topic: Luminaire Level Lighting Controls
- Pages 5-6: Memo: Q4 Regional Priority Topic Check in: Efficient Fans

INFORMATIONAL UPDATES (Tier 2)

- Page 7: Memo: Annual Planning
- Page 8: Electric Portfolio, 2025 Flowchart
- Page 9: 2025 Commercial & Industrial Coordinating Committee Annual Workplan

ACTIVITY REPORTS

- Pages 10-13: Extended Motor Products, Pumps
- Pages 14-16: Efficient Fans
- Pages 17-19: High Performance HVAC
- Pages 20-24: Luminaire Level Lighting Controls
- Pages 25-27: BetterBricks

ADDITIONAL LINKS (Tier 3)

- Committee Materials (*meeting notes include links to recordings, packet, and slides*)
 - Q1 2025 CICC [Meeting Notes](#), [Agenda Packet](#), and [Slides Day 1 & Day 2](#)
 - Q1 2025 RCC [Meeting Notes](#), [Agenda Packet](#), and [Slides Day 1 & Day 2](#)
 - 2025 Workplan: [CICC](#) | [RCC](#)
 - Charters: *Updated version attached to email, final to be uploaded to new website*
- [Q1 2025 Market Research and Evaluation Newsletter](#)
- [Q1 2025 Emerging Technology Newsletter](#)
- [Q4 2024 Codes, Standards and New Construction Newsletter](#)

CICC Q2 2025 – Meeting Topic Preparation Highlights



Preparation for All Committee Items:

- Review packet, including agenda, informational updates and all memos. See additional preparation for specific agenda items below.

➤ ROUNDTABLE

Committee Members & NEEA Program Managers will share highlights from their work, programs and/or organization since the February meeting.

Specific topics for Committee Members to consider highlighting include:

- Questions/thoughts on NEEA program activity reports
- Organizational updates
- New program/measure updates
- Any questions of your peers?

➤ REGIONAL PRIORITY TOPIC – Luminaire Level Lighting Controls (LLLC) Program Leverages Champions

Topic format is expected to be a share-out by Katherine Gifford, NEEA Marketing Manager, on how the LLLC program utilizes champions.

Review Tier 1 memo on p.4 and come prepared to:

- (1) Learn how the program defines champions, finds champions, and leverages champions to influence the market
- (2) Share examples of how lighting controls champions are leveraged within your programs
- (3) Share ideas for how regional LLLC efforts might further leverage champions

➤ REGIONAL PRIORITY TOPIC Check In – Efficient Fans

A review of the regional priority topics slated for Q4 (4th November) 2025

Review Tier 1 memo on p. 5-6 and come prepared to:

- (1) Hear from NEEA's Program Manager Alexis Muench on the 2025 priorities for the Efficient Fan's program
- (2) Provide input on whether the topic is still relevant and what areas the committee would like NEEA to explore

Memorandum – *Agenda Item (Tier 1)*

April 29th, 2025



TO: Commercial & Industrial Coordinating Committee

FROM: Katherine Gifford, Marketing Manager

SUBJECT: How the Luminaire Level Lighting Controls (LLLC) Program Leverages Champions

Our Ask of You:

Please come prepared with examples of how lighting controls champions are leveraged within your programs. Bring ideas for how the regional LLLC effort might further leverage champions.

Brief Overview:

The LLLC program utilizes champions to inspire further adoption of the technology, including by featuring peer-to-peer communication opportunities, providing credible examples of success, sharing lessons learned and leveraging competitive positioning. The program collaborates with a variety of market actors in these efforts including lighting designers, specifiers, installers, sales reps, and decision makers.

At this CICC meeting, LLLC's marketing manager and implementation contractor will co-present on how the program defines champions, finds champions, and leverages these individuals to influence the market. We will close with an opportunity to discuss collaborative efforts to amplify the impact of champions in your region and your lighting programs.

Please contact **Katherine Gifford** (kgifford@neea.org) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS: Market Development



Memorandum – *Agenda Item (Tier 1)*

April 29th, 2025



TO: Commercial & Industrial Coordinating Committee
FROM: Alexis Muench, Program Manager
SUBJECT: Efficient Fans Q4 Regional Priority Topic Check-in

Our Ask of You:

Please come prepared to provide input on the Efficient Fans topic for Q4. We'll share progress to date and 2025 priorities, with a focus on understanding fan purchasing and decision-making across commercial and industrial sectors. This includes engaging key market actors, supporting adoption of FEI (Fan Energy Index) rated products, and enhancing fan selection tools. **We welcome your input on whether this topic remains relevant, what areas you'd like us to explore next, and any lessons learned from your own efficient fan efforts.**

Brief Overview:

2024 brought measurable progress for the Efficient Fans program. Highlights include:

- Continued partnership with the [Air Movement and Controls, Association, Inc.](#) (AMCA), who rates fan products via its certified ratings program, including [fans rated with Fan Energy Index \(FEI\)](#).
- Completed the Fan Systems Market Characterization Study, detailing the path-to-purchase and motivations of market actors.
- Expanded outreach to include manufacturers' reps, leading to more opportunities for learning and fan promotion.
- Initiated engagement with two manufacturer representatives to explore partnership opportunities and potentially acquire additional sales data.
- Continued optimization of manufacturer fan selection software to better highlight FEI during the design/specification process.
- Submitted comments on the Notice of Proposed Rulemaking for Fans and Blowers.
- Developed and disseminated a proposed value proposition for efficient fan systems.
- Conducted regional FEI trainings through BetterBricks in Spokane and Boise.
- Explored engagement with trade associations to better educate specifiers.
- In partnership with AMCA, began laying groundwork for a potential Efficient Fans Coalition to promote voluntary participation and future FEI tiers.

2025 activities (planned and in progress) include:

- Launch of a market research study to further understand specifier behavior and how purchasing decisions are made in relation to efficient fan systems.
- Engagement with a new manufacturer and acquisition of both current and historical sales data to inform baseline development and early market indicators.
- Further optimization and information gathering on manufacturer fan selection software to assess how FEI is being represented and utilized in real-world applications.
- Expansion of FEI-related educational content via BetterBricks, with new tools and messaging tailored to specifiers, contractors, and engineers.

- Continued exploration of an Efficient Fans Coalition in collaboration with AMCA and additional manufacturers to align around program goals and drive deeper market participation.
- Begin forming initial learnings and takeaways from two years of sales data, training efforts, and software engagement to inform next-phase strategy.

Please contact [Alexis Muench](#) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS





Memorandum – *Informational (Tier 2)*

April 29th, 2025

TO: Commercial & Industrial and Residential Coordinating Committee Members

FROM: Anouksha Gardner and Alisyn Maggiora, Stakeholder Relations Team

SUBJECT: Nov 5 (CICC) & Dec 2 (RCC) Annual Planning Sessions

Ask of You:

Review the details below so you are refreshed on the annual planning process and know what to expect heading into the Q4 meeting.

What to Expect:

The annual planning sessions to develop 2025 regional priority topics will take place on the second day of the Q4 2025 Coordinating Committee meetings. We will use the Mural board platform again to discuss and finalize topics. Committee Members will not need to familiarize themselves with Mural in advance, nor will they need to do any activities on the Mural board during the session. NEEA staff will capture the necessary details on the board. **Our ask is that you follow along, engage in brainstorming discussions and help align on final topics for the 2025 workplan. You are welcome to include any program/product subject matter experts from your organization in the sessions.**

Process:

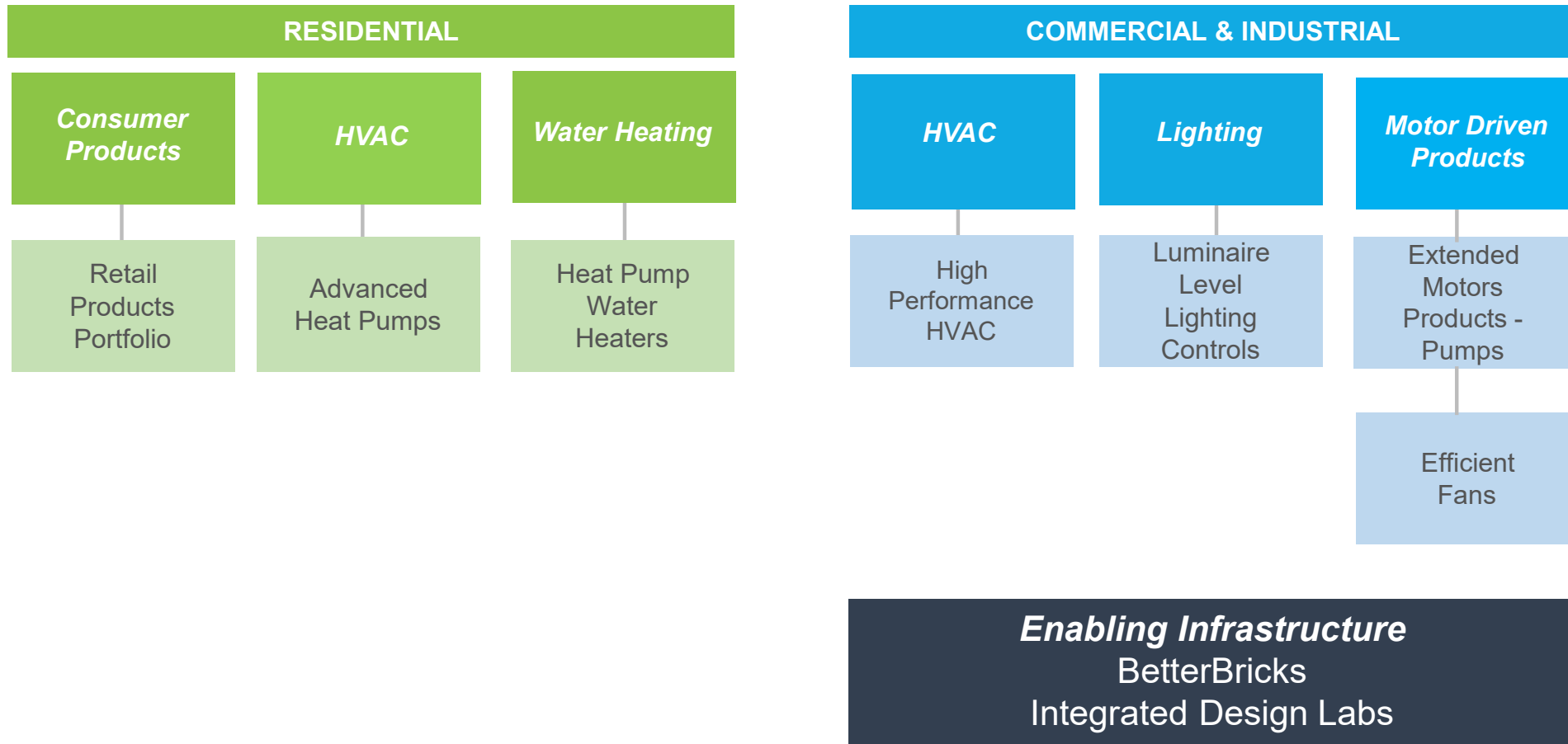
Committee members will be sent a survey on the 29th of September to be due October 14th with topics for discussion in 2025. NEEA staff will pre-populate the mural board with the topic rankings and any additional topic ideas from the survey results. Each program will have allotted time for discussion, schedule coming soon. We will start with NEEA suggested topics based on the survey rankings and create space to discuss any additional suggested topics offered in the survey. We may follow up with committee members about additional suggested topics before the sessions.

Schedule will be sent with the Q4 agenda packet.

Please contact [Anouksha Gardner](#) if you have questions about the annual planning sessions.



Electric Portfolio for Coordinating Committees, 2025



Snapshot of Regional Priority Topics for Commercial & Industrial Coordinating Committee

Link to the CICC Annual Workplan

Commercial & Industrial Coordinating Committee (CICC) 2025 Annual Workplan				
Q1 Meeting Day 1 – 26 th February, Wednesday (HYBRID)	Q1 Meeting Day 2 – 27 th February, Thursday (HYBRID)	Q2 Meeting – 13 th May, Tuesday (VIRTUAL)	Q4 Meeting Day 1 – 4 th November, Tuesday (VIRTUAL)	Q4 Meeting Day 2 – 5 th November, Wednesday (VIRTUAL)
<p>COMMERCIAL HVAC: High Performance HVAC, Very High Efficiency DOAS (VHE DOAS)</p> <p><u>Topic:</u> NEEA Shareout: Inform on key activities identified in NEEA's market engagement plan (critical awareness & education opportunities in the region, and to which audiences)</p> <p>(60 minutes)</p> <p><u>Desired Outcome:</u> TBD during topic buildout</p>	<p>MOTOR-DRIVEN PRODUCTS: Pumps & Circulators (XMP)</p> <p><u>Topic:</u> Coordination Opportunity: Hear from the committee on Utility Custom Projects for pump energy efficiency (review recent results and success stories; talk about best practices and new opportunities</p> <p>60-90 minutes</p> <p><u>Desired Outcome:</u> TBD during topic buildout</p>	<p>COMMERCIAL LIGHTING: Luminaire Level Lighting Controls (LLLC)</p> <p><u>Topic:</u> NEEA Shareout: Inform on new ways of tracking champions for LLLC. (How NEEA identifies the new champions and ideas) – from a Marketing perspective</p> <p>60 minutes</p> <p><u>Desired Outcome:</u> TBD during topic buildout</p>	<p>MOTOR-DRIVEN PRODUCTS: Efficient Fans</p> <p><u>Topic:</u> NEEA Shareout: NEEA research on Fan purchasing and decision-making process (Market actors role and Industrial research)</p> <p>60 minutes</p> <p><u>Desired Outcome:</u> TBD during topic buildout</p>	<p>2026 ANNUAL TOPIC PLANNING</p>

CICC Q1 2025 EXTENDED MOTOR PRODUCTS (XMP) ACTIVITY REPORT

NEEA IDENTIFIED COORDINATION OPPORTUNITIES SUMMARY (SEE TABLE ON PAGES 2-3 FOR DETAIL):

- Identify and co-develop case studies on Smart Pumps with NEEA
- Collaborate with NEEA and manufacturers' representatives on presentations to relevant industry groups in your service territory
- Share smart pumps [video](#) and leverage marketing [tools](#)
- Offer local insights from the supply chain and pump end users
- Promote smart pumps and the Energy Rating label via website

KEY UPDATES:

- **PROGRAM:** Ten regional pump distributors sharing full category sales data with NEEA and promoting energy efficient products. Extensive pump sales database managed internally by NEEA. Recently added two new participants.
- **MARKET RESEARCH:** Market Progress Evaluation Report ([IMPER #1](#)) published in Q1; Irrigation pumping research now underway.
- **EMERGING TECH:** Investigating new savings opportunities in electric double-diaphragm pumps, American National Standards Institute (ANSI) pumps, vertical line shaft pumps, and submersible turbine pumps.
- **CODES AND STANDARDS:** Final Rule for first-ever circulator pump standard issued by US DOE in 2024 (takes effect in 2028).

RESOURCES FOR UTILITIES:

- "All About Smart Pumps" two-minute [video](#), hosted on Hydraulic Institute (HI) website, YouTube, and BetterBricks
- [Case study on](#) smart pumps at Tower 333 in Bellevue, WA
- [BetterBricks](#) page with blogs, articles, resources, & [Podcast](#)
- Pump industry marketing [tools](#) and collateral specifically designed for utility program efforts: Lifecycle Cost Calculators, Energy Rating label marketing materials and FAQ, HI pumps infographic, Example TRM workbook, CEE Pumps Program Specification guidebook

Program Overview	
Program Manager	Warren Fish
Product Group	Motor Driven Systems
MT Goal	The marketplace specifies, stocks and sells efficient motor driven products, focusing on pumps and circulators 50hp and below, which will influence future federal standards
Program Status	Market Development
Initial Product Description	Motor-driven systems with an active-end that converts electric power into mechanical power; initial focus on high efficiency Energy Rating (ER) labeled pumps and circulators, including Smart Pumps with integrated drives and controls
Sector(s) Target Market(s)	All Office, municipal, healthcare, schools, hospitality, multifamily, municipal water conveyance, industrial, irrigated agriculture
Key Market Actors	<ul style="list-style-type: none"> • Manufacturers' representatives & manufacturers • Distributors • Installation contractors • Mechanical engineers and equipment specifiers • Building owners and managers
Implementation Contractors	<ul style="list-style-type: none"> • Resource Innovations: Supply chain; engineering • Evergreen Energy Partners: Field education • Summit Conservation Strategies: Incentive design; midstream engagement
Program Partners	<ul style="list-style-type: none"> • Hydraulic Institute • WSU Integrated Design Lab • Participating manufacturers' representative firms

KEY 2025 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 76-80)

The XMP program uses a multi-faceted approach incorporating midstream partnerships with manufacturer’s representatives, market awareness building, training, utility program support, and integration with energy codes and standards to transform the market so that selecting energy efficient pumps with Energy Rating (ER) labels and integrated controls becomes common practice.

GOAL 1) *Raise awareness of energy-efficient pumps, the use of the Energy Rating (ER) label, and smart pumps*

Recent Progress	What’s Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> In Q1-25, participating manufacturer’s rep firms completed four events educating pump buyers about energy efficient pumps, including two lunch-and-learns with local engineering firms where they co-presented with the NEEA team Our goal for 2025 is to complete 30+ high-impact awareness building activities including: smart pump education events, case studies, and “Industry Voices” videos published on BetterBricks See our BetterBricks pumps and motors page for the most recent posts Our Evergreen Energy Partners field team attended three industry events in Q1 to raise awareness of smart pumps and to develop additional outreach opportunities We continue to update and developed new marketing collateral and presentation content to support field outreach 	<ul style="list-style-type: none"> Continuing to support ER label awareness <ul style="list-style-type: none"> Promoting lifecycle cost calculator tool with sales teams at rep firms Developing Smart Pump case studies in partnership with utility programs, including one in Spokane with Avista Program Support Plan activity implementation by participating distributors (using NEEA funding) Participation with Hydraulic Institute and pump manufacturers on Smart Pump registry concept, improvements to Energy Rating label program More outreach to pump decision makers through events, Hydraulic Institute channels, newsletter, blog posts, and co-marketing opportunities with participating manufacturers representative firms 	<ul style="list-style-type: none"> Partner with NEEA and manufacturers’ representatives on smart pump presentations in your service territory Support case studies about smart pumps, by sharing completed case studies with customers and identifying additional case study opportunities Promote the ER label, smart pumps and smart circulators, and lifecycle cost calculators to your customers and trade allies using marketing and technical tools from BetterBricks and Hydraulic Institute Leverage the recently updated Consortium for Energy Efficiency (CEE) Pump Systems Initiative

GOAL 2) Motivate participating manufacturers' representative firms to preferentially stock and increase sales of smart pumps and smart circulators

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Ten Northwest pump distributors now participating (up from 8 last year), enabling data collection on pump and circulator sales, and midstream influence opportunities Database housed in NEEA cloud and managed by internal NEEA staff; data visualization dashboards to analyze progress Customized Program Support Plans in place with seven participating distributors, enabling co-investment on energy efficiency focused marketing, sales, inventory, and training efforts Monthly meetings with each participant where we review detailed analysis of recent sales progress 	<ul style="list-style-type: none"> Continued collaboration with participating companies to increase fleetwide average ER, increase sales of the highest efficiency pumps and circulators (Smart Pumps) Smart Pump demonstration units now in use by participants for hands-on learning at lunch and learns and conferences, supported through XMP Program Support Plan co-investments Encouraging rep firms to use ER in all quotes and leverage other efficiency sales tools Working to gain participation by an 11th regional pump manufacturer's representative firm 	<ul style="list-style-type: none"> Bring pump training content to your utility SEM cohorts – PSE did this for example Leverage data from XMP to enhance utility DSM portfolios Promote new streamlined pump and drive measures from BPA to increase sales of pumps with high ER's (and low Pump Energy Index (PEI) ratings which equate with high ER)

GOAL 3) Accelerate program participation by growing the number of participating manufacturer representative firms, and by expanding the program scope into additional markets

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Improvements to the ER Label Program are now finalized and implemented Partnered with Washington State University's Integrated Design and Construction Lab (ID+CL) to add pump technical content from Hydraulic Institute into their Building Science curriculum, including into a Canvas learning module which other Universities are likely to start using in their own curricula. Over 100 students at WSU engaged with that content in 2024 Supporting Product Group strategy development for variable speed drives and electronically commutated motors (ECM) in ways that complement our discreet pump and fan programs 	<ul style="list-style-type: none"> Research into the irrigated agriculture and well pumping market in the Northwest to inform opportunities in that specific segment Expanding regional coverage to include more of the regional market for clean water pumps and circulators, including in segments and geographies not yet reached as significantly Gathering data to support future federal standard updates to a higher minimum ER requirement Promoting with Hydraulic Institute a new commercial building energy opportunities fact sheet to support national efficiency awareness efforts 	<ul style="list-style-type: none"> SEM Coaches and Energy Efficiency Account Managers can identify and help develop smart pump case studies Extensive educational content on pump efficiency is available – work with NEEA to leverage it to support technical topic engagement with implementation contractors, Account Managers, and trade ally networks Promote the smart pump value proposition and use of the ER label among pump end users, engineers, installation contractors and others in your network Develop case study and Industry Voices content in partnership with NEEA

Position in NEEA's (Program) Initiative Lifecycle



CICC Q1 2025 EFFICIENT FANS ACTIVITY REPORT

NEEA IDENTIFIED COORDINATION & LEVERAGING OPPORTUNITIES SUMMARY:

- NEEA continues to offer valuable assets to support utility efforts in promoting efficient fan technologies. Utilities are encouraged to leverage the BetterBricks platform for market-facing educational materials on the Fan Energy Index (FEI) and efficient fan system components. Looking ahead, strategic training partnerships with manufacturers and their representatives remain a key avenue for collaboration. Funders interested in co-hosting events or tapping into NEEA-supported training resources—such as manufacturer-led workshops or FEI-focused presentations—are encouraged to reach out.
- Utilities are encouraged to continue promoting efficient fan options through their current programs. For more information or to explore coordination opportunities, please contact Alexis Muench at amuench@neea.org.

KEY UPDATES:

- Our recent data partnership with Greenheck has provided two years of detailed sales data. We are also collaborating with their Oregon-based representative, Johnson Air Products, to promote FEI education and adoption among design specifiers.
- We continue to gather and analyze sales data from two established manufacturer partners (Greenheck and Twin City Fans) and seek out additional manufacturers and reps. This data will inform program baseline and impact tracking set to be completed this year.
- Currently completing a supplemental market research study on manufacturer reps / specifiers for the purpose of understanding opportunities with key influencers for strategic program design.
- Completed Phase 1 of FEI field methodology study — concluded that field verification would be cost-prohibitive; report to be published in Q2 2025.

Program Overview	
Program Manager	Alexis Muench
Product Group	Motor-Driven Systems
MT Goal	Manufacturers will produce and their reps will promote efficient fan systems, resulting in an overall increase in fan efficiency of 20 – 25% above baseline.
Program Status	Program Development
Product Description	<p>Fans that are AMCA certified with a Fan Energy Index (FEI) > 1</p> <p>Fans with a Horsepower (HP) ≥ 1</p> <p>Fans sold and installed as a standalone fan that are not included in another piece of equipment, or</p> <p>Fans sold and installed in another piece of packaged equipment where that packaged equipment is not rated by any efficiency metrics (such as AFUE, HSPF, SEER, etc.)</p>
Sector(s) Target Market(s)	<p>Commercial: Office, lodging, multifamily, education, healthcare, assembly, food service, grocery, retail, and schools</p> <p>Industrial: Manufacturing, general, warehouse</p>
Key Market Actors	<ul style="list-style-type: none"> • Fan manufacturers and manufacturers' representatives • Specifiers/Engineers
Industry Association	<ul style="list-style-type: none"> • Air Movement and Control Association (AMCA)

KEY 2025 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 72-75)

GOAL 1) *Partner with two manufacturers or manufacturers' representatives to acquire and assess data, and to test interventions to promote FEI via their fan selection software.*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> We have acquired data from two major fan manufacturers, also having gathered multi-year historical data from one of them. In discussions with a new manufacturer's rep to further inform program design and interventions 	<ul style="list-style-type: none"> Formalize partner agreement with one additional manufacturer and another rep by end of 2025 to lock in future sales data sharing and education opportunities. Continue working with current partnerships to secure necessary data sharing, test market intervention strategies, and ascertain feedback. 	<ul style="list-style-type: none"> None at this time

GOAL 2) *Develop baseline and savings forecast along with a third-party review of the baseline and savings forecast.*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> The team wants a complete data set from existing manufacturer partners and additional partners in 2025 to have the most comprehensive information possible before beginning baseline work. This will avoid risks associated with potential re-work and/or incomplete information leading to potential re-evaluation of key assumptions. 	<ul style="list-style-type: none"> The team anticipates the third-party review of the baseline and savings forecast to be complete by Q4 of 2025 or Q1 2026. 	<ul style="list-style-type: none"> None at this time.

GOAL 3) *Conduct field or lab verification of fan systems in order to understand more about the performance of fan systems compared to the FEI design point and to inform program strategies and interventions*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Completed Initial findings to investigate the feasibility (technical and cost effectiveness) of measure FEI on installed fans. Concluded that field verification would be cost-prohibitive. 	<ul style="list-style-type: none"> Report to be published in late Q2. 	<ul style="list-style-type: none"> None at this time.

Program Lifecycle



CICC Q2 2025 HP HVAC ACTIVITY REPORT

NEEA IDENTIFIED COORDINATION & LEVERAGING OPPORTUNITIES SUMMARY:

- ❖ NEEA's HP HVAC team is planning a variety of market engagements throughout 2025, including in-person events intended to bring a wide range of market actors into buildings utilizing the VHE DOAS system approach. These engagements would be enhanced with utility program collaboration and attendance.
- ❖ The team is also interested in refining the value proposition to designers (engineers, architects, consultants, etc.) and prospective customers. Any guidance or experience utility program staff could share regarding past success in connecting to these audiences would be appreciated.
- ❖ Utilities are encouraged to continue promoting VHE DOAS system strategies through their current programs.

KEY UPDATES:

- HP HVAC program is expanding program activities and resources to address the anticipated industry shift towards air-to-water heat pumps in lieu of the traditional Variable Refrigerant Flow (VRF) heat pump technology historically used in VHE DOAS systems. This will include developing relationships with additional HVAC manufacturers and completing case studies utilizing this hydronic form of heating and cooling. This shift is due to upcoming refrigerant regulations which would make VRF systems more costly.
- BetterBricks commercial HVAC landing page is undergoing refresh to improve connection between the HP HVAC and Efficient Roof Top Units programs. Website users will be offered guidance on identifying which approach is a better fit for their specific projects.

Program Overview	
Program Manager	Dave Hammond
Product Group	Commercial HVAC
MT Goal	As a result of this program, the commercial energy code in each NW state will require the very high efficiency DOAS approach or equivalent efficiency. This exceeds the 2014 minimum commercial energy code in each of those states by at least 45% of average HVAC energy savings.
Program Status	Market Development
Product (System) Description	1) A high efficiency HRV/ERV that features 82% or greater sensible effectiveness. 2) High-performance heating and cooling system that meets ENERGY STAR® performance standards. 3) Ventilation fully separated from heating and cooling. 4) Right-sized heating and cooling equipment.
Sector(s) Target Market(s)	Commercial: Small-to-medium-sized buildings (less than 50,000 sq. ft.), both new construction and major renovations, and several building types, including schools, retail, government and office buildings.
Key Market Actors	<ul style="list-style-type: none"> • ERV/HRV Manufacturers & Manufacturer Reps • Specifiers, including engineers, architects, consultants and energy service companies

KEY 2025 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 43-46)

GOAL 1) *Promote system approach and highlight value proposition (including non-energy benefits) throughout the supply chain*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> VHE DOAS-focused presentation was delivered at ASHRAE Winter Conference in February. This was one of the highest-attended presentations at the conference and was called out by the organizers as a highlight. Additionally, VHE DOAS concepts were incorporated into an ASHRAE Advanced Learning Institute training focused on commercial ventilation. Additionally, the program is supporting trainings, presentations and events directly targeting designers throughout the NW territory. These activities are primarily being led by manufacturer reps and NW university integrated design labs. 	<ul style="list-style-type: none"> Planned trainings and market outreach activities include: <ul style="list-style-type: none"> In-person events which bring market actors into buildings that have found success with VHE DOAS systems. Refining BetterBricks webpage, case studies and program collateral to align with targeted messaging strategies. 	<ul style="list-style-type: none"> As described above, the HP HVAC team welcomes utility program support in promoting VHE DOAS system design to designers and customers and to join upcoming events.

GOAL 2) *Increase availability of lower cost qualifying E/HRVs*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> 1 new manufacturer and 53 new models were added to the ERV/HRV Compliant Products List (CPL) in Q1. This brings the total list to 9 manufacturers and over 170 models. The increased range of products ensures a wider variety of pricing and the ability to match product attributes to unique site conditions. 	<ul style="list-style-type: none"> The team is reviewing data received from manufacturer reps to determine current price range of ERV/HRV products with relationship to baseline alternative. 	<ul style="list-style-type: none"> None at this time.

GOAL 3) *Build support for NEEA's proposed code changes*

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> NEEA formally submitted a code change proposal to the IECC, requiring elements of the VHE DOAS system design for specific building types. 	<ul style="list-style-type: none"> Participate in ASHRAE and IECC committee meetings to promote the adoption of VHE DOAS system requirements into the applicable areas of codes and standards. 	<ul style="list-style-type: none"> None at this time

Program Lifecycle



CICC Q2 2025 LUMINAIRE LEVEL LIGHTING CONTROL (LLLC) ACTIVITY REPORT

NEEA IDENTIFIED COORDINATION & LEVERAGING OPPORTUNITIES SUMMARY (SEE PP. 2-4 FOR DETAILS):

- ❖ Identify opportunities for case study success stories
- ❖ Host and promote training sessions
- ❖ Distribute educational resources and leverage marketing materials
- ❖ Share market insights from utility incentive program experience
- ❖ Collaborate on event and speaking opportunities

KEY UPDATES:

- ❖ **PROGRAM:** Collaboration with manufacturers' local sales channels to educate specifiers. Leverage of professional and trade organizations to increase LLLC acceptance. (see pp. 2-4)
- ❖ **MARKET RESEARCH:** [MRE Newsletter](#) pg 11-12
 - Market Progress Evaluation Report #3 expected Q4 2025
 - Exterior LLLC Study expected in Q2 2025
- ❖ **EMERGING TECH:** [ET Newsletter](#) pg 17
 - Integrated LLLC-HVAC controls study with final results expected in Q3 2025
 - Exploration into how LLLC parking lot applications might reduce peak demand expected by Q3 2025

RESOURCES FOR UTILITIES:

- ❖ [LLLC Toolkit](#) for Alliance members
 - LLLC technical handout series with 10 topics
 - Customizable marketing collateral
- ❖ Case Studies: [Enumclaw High School](#), [South Lander Business Park](#), [Associated General Contractors of WA](#), [Vision Profile Extrusions](#), [Novanta](#), [Fluke Corporation](#), [Vancouver Innovation Center](#)
- ❖ BetterBricks Industry Voices: [Chris Gilmore](#), [Neil Schilling](#), [Ryan Heron](#), [Aprille Balangue](#), [James R. Benya](#)
- ❖ [LLLC Video Playlist](#) including Ask the Expert series

Program Overview	
Program Manager	Anne Curran
Product Group	Lighting
MT Goal	Adoption of LLLC becomes standard practice for commercial buildings, as the majority of lighting products come with embedded sensors and controls as the default option.
Program Status	<ul style="list-style-type: none"> • Market Development (March 2019) – see p.5 • Market Progress Evaluation Report #2 Q4 2023
Product Description	A type of wireless networked lighting control (NLC) that integrates controls and sensors into the luminaire, enabling communication with each other and transmission of data.
Sector(s)	Commercial, Industrial
Target Market(s)	Office, Schools, Healthcare, Warehouse
Key Market Actors	<ul style="list-style-type: none"> • Lighting manufacturers • Sales agencies (manufacturer representatives) • Distributors • Installation contractors • Lighting designers and engineers • Building owners and managers
Implementation Contractors	<ul style="list-style-type: none"> • Evergreen Energy Partners with Resource Innovations and Kate Bushman Advising • C+C (marketing)
Program Partners	<ul style="list-style-type: none"> • Lighting Design Lab • Integrated Design Labs • Design Lights Consortium • DOE's Integrated Lighting Campaign

KEY 2024 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 46-51)

The LLLC program uses a multi-faceted approach incorporating specification development, market awareness building, training, utility program support, supply chain interventions, and integration with energy codes to transform the market so that LLLC systems become standard practice for commercial buildings.

GOAL 1) Bolster demand of LLLC products and increase decision-maker acceptance of the LLLC value proposition.

Target: Feature four new success stories in earned media or at professional association events

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> ❖ Two case studies completed: <ul style="list-style-type: none"> ○ Vancouver Innovation Center in collaboration with Clark PUD ○ Fluke Corporation in collaboration with Snohomish PUD ❖ Industry Voices profile published: <ul style="list-style-type: none"> ○ Ryan Heron ❖ LLLC case studies and Industry Voices featured at industry forums: <ul style="list-style-type: none"> ○ Oregon Association of Professional Energy Managers (APEM) Fall Emerging Building Tech Forum in collaboration with Energy Trust and Clark PUD ○ Washington Association of Maintenance and Administration Operators (WAMOA) Regional Meeting, in collaboration with BPA and Energy Trust ○ International Facilities Managers Association (IFMA) OR Symposium, in collaboration with BPA and Energy Trust ❖ LLLC article published in Electrical Construction & Maintenance (EC&M) Magazine , featuring recent case study 	<ul style="list-style-type: none"> ❖ Feature early adopters in resources, earned media and awareness building with professional organizations ❖ Scheduled upcoming events include: <ul style="list-style-type: none"> ○ Seattle 2030 Energy Week 	<ul style="list-style-type: none"> ❖ Identify opportunities for additional case studies and Industry Voices spotlights ❖ Distribute educational resources included in LLLC Toolkit and in the LLLC Video Playlist ❖ Collaborate on event opportunities as they arise

GOAL 2) Strengthen focus and promotion of LLLC by key manufacturer sales channels to motivate more sales professionals to champion LLLC to their customers.

Target: Collaborate with 32 local manufacturer representatives to feature LLLC in strategic meetings or events targeting specifiers, of which 25% (8) will be representatives who have not previously featured LLLC.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> ❖ Worked with an additional manufacturer partner to develop a detailed collaborative action plan to engage their local sales channels. ❖ The team continues to partner with local manufacturing representative agencies on strategic engagements of specifiers. These collaborations include both private and public events. <ul style="list-style-type: none"> ○ 7 events took place in Q4 and Q1, involving 17 manufacturer representatives. 4 of these events included participation of local utilities, including Snohomish PUD, Energy Trust, Puget Sound Energy, Seattle City Light and BPA 	<ul style="list-style-type: none"> ❖ Continued engagement of manufacturers and their priority local representative agencies and distributors to ensure they are well positioned to champion LLLC ❖ Continued collaboration with manufacturer representative agencies to motivate specifiers to consider LLLC for their projects 	<ul style="list-style-type: none"> ❖ Identify manufacturer reps and distributors that you would like to see prioritized ❖ LLLC program will reach out as local opportunities arise

GOAL 3) Influence leading lighting designers, engineers and installers to include LLLC in their ongoing business practices.

Target: Collaborate with 8 lighting designers, engineers, or installers, of which at least 50% (4) have not previously partnered with the program, on media content, events, or educational activities.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> ❖ LLLC featured at industry forums: <ul style="list-style-type: none"> ○ Joint Engineers Conference in MT, with NorthWestern Energy ○ AIA Oregon event, in collaboration with Energy Trust of Oregon ○ Northwest Ecobuilding Guild Education Session in collaboration with Snohomish PUD, Puget Sound Energy, Seattle City Light ○ LEDucation presentation on LLLC and HVAC connectivity ❖ Trade ally training: <ul style="list-style-type: none"> ○ International Brotherhood of Electrical Workers (IBEW) Eastern Washington 	<ul style="list-style-type: none"> ❖ Partner with leading lighting specifiers to serve as role models who are benefiting from including LLLC into how they serve their clients <ul style="list-style-type: none"> ○ Continue to seek market actors to feature in Industry Voices campaign ❖ Planned trade ally training collaborations <ul style="list-style-type: none"> ○ Idaho Power Trainings in Pocatello, Twin Cities and Boise ○ Energy Trust New Buildings Webinar ○ NXT Level Webinar 	<ul style="list-style-type: none"> ❖ Identify opportunities for additional case studies and Industry Voices spotlights ❖ Host an educational webinar for your trade allies and customers ❖ Borrow LLLC demonstration boards for events and training ❖ Promote NXT Level and host a jump start session for your trade allies ❖ Distribute educational resources included in LLLC Toolkit and in the LLLC Video Playlist ❖ Collaborate on event opportunities as they arise

<ul style="list-style-type: none"> chapter training, in collaboration with BPA, Pacific Power ○ Pacific Power Annual WattSmart Vendor Events in Walla Walla and Yakima ○ ❖ Demo boards produced to feature additional LLLC products 	<ul style="list-style-type: none"> ❖ Production of additional demonstration boards planned ❖ Leverage professional organizations' events and resources to reach target audiences <ul style="list-style-type: none"> ○ LightFair ○ NW Facilities Expo ❖ Partnership with local community colleges to incorporate LLLC curriculum into their existing lighting training <ul style="list-style-type: none"> ○ South Seattle Community College Webinar and Hands-On Training 	
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GOAL 4) Increase visibility and demand for LLLC through strategic national engagements to build scale.

Target: Strengthen strategic alignment with four national or extra-regional partner organizations

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> ❖ Incorporation of LLLC in Illuminating Engineering Society (IES) practices: <ul style="list-style-type: none"> ○ Recently published recommended practices for offices (RP1) includes LLLC ○ Draft recommended general lighting practices (LP6) out for comment includes LLLC ❖ Participation in key industry forums: <ul style="list-style-type: none"> ○ Design Lights Consortium (DLC) Controls Summit ○ Participation in newly formed DLC Program Planning Work Group ○ Digital Illumination Interface Alliance (DALI) North America Summit ○ U.S. Department of Energy's (DOE) Building Technology Office (BTO) Annual Peer Review event. ❖ Collaboration with extra regional LLLC market transformation efforts, including Center for Energy & Environment (CEE) and ComEd ❖ Collaboration with DOE's Pacific Northwest National Lab (PNNL) to leverage NEEA off LLLC installation as a Living Lab for industry learning 	<ul style="list-style-type: none"> ❖ Continued participation in IES committee processes to incorporate LLLC in recommended practices. <ul style="list-style-type: none"> ○ LP6 expected to be published with the incorporation of LLLC ○ Updates to recommended practices for libraries (RP3) and recommended practices for schools (RP4) are in process and expected to include LLLC ❖ Continued discussions and collaboration with Design Light Consortium (DLC) ❖ Continued collaboration with CEE so that respective market transformation efforts stay aligned and joint leverage opportunities are identified 	<ul style="list-style-type: none"> ❖ Participate in Design Light Consortium (DLC) member meetings and committees, including the new Program Planning Work Group. Contact Anne Curran if interested in getting more involved. ❖ Join an IES committee to help influence recommended practices. Contact Chris Wolgamott if interested in getting more involved.

Program Lifecycle



CICC Q1 2025 BETTERBRICKS ACTIVITY REPORT

NEEA IDENTIFIED COORDINATION & LEVERAGING OPPORTUNITIES SUMMARY:

- ❖ Share and amplify content; provide relevant topic suggestions
- ❖ Identify opportunities for case study success stories
- ❖ Provide content and/or participate in case studies
- ❖ Highlight key events and cross-promote when applicable
- ❖ Collaborate on event and speaking opportunities

KEY UPDATES:

- **Partnerships:** 2025 Partnership outreach and agreements in-process
- **Resources:** BetterBricks published several new resources in Q1, including 1) a video breaking down key differences between Washington State Energy Code and very high efficiency DOAS, and 2) a fact sheet on smart circulators.

RESOURCES FOR UTILITIES:

- [BetterBricks.com](https://betterbricks.com)
- [BetterBricks YouTube page](https://www.youtube.com/channel/UCv8v8v8v8v8v8v8v8v8v8v8)
- [BetterBricks LinkedIn](https://www.linkedin.com/company/betterbricks)
- [Building Renewal article series](#)
- [LLLC utility toolkit page](#)

Program Overview	
Infrastructure Lead	Josh Pelham, Strategic Accounts Manager
Product Group	Enabling Infrastructure
Description	BetterBricks supports the alliance's commercial and industrial programs by fostering market relationships and providing tools and resources to help raise market awareness and capability for energy-efficient products, services and practices.
Sector(s)	Commercial, Industrial
Target Market Actors	<ul style="list-style-type: none"> • Building owners, managers and operators • Architects, engineers and building designers • Specifiers/system designers • Facilities managers
Implementation Contractors	<ul style="list-style-type: none"> • Cyclops (BetterBricks marketing) • Us Creative (Website Redesign)
Program Partners	<ul style="list-style-type: none"> • U.S. Department of Energy: Better Buildings Initiative • Integrated Design Labs • BOMA OR • BOMA Greater Seattle • AIA OR • AIA Seattle • Building Potential (Formerly NEEC) • Seattle 2030 • New Buildings Institute • IFMA OR & SW WA • IFMA Greater Seattle • USGBC

KEY 2025 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (pp. 63-66)

GOAL 1: Influence commercial building industry perspectives and practices

Target: Engage in 15 market events. Publish 10 pieces of original content.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> • In partnership with NEEA program teams, BetterBricks was represented at 3 market engagements in Q1, including a HVAC presentation with Big Sky ASHRAE in Billings and a technical webinar on XMP with Buildings Potential. • BetterBricks published 5 new resources in Q1, including 2 new BetterBricks Industry Voices featuring Efficient Rooftop Units and Oregon Energy Codes, 1 new case study featuring energy recovery field testing on gas rooftop units, an industry news article on efficient fans and blowers, and an RTU field study report. 	<ul style="list-style-type: none"> • BetterBricks will have a booth at the IFMA Oregon and SW Washington Symposium in April, featuring a smart pumps expert and luminaire level lighting controls (LLLC) expert and demonstration board display. • BetterBricks is sponsoring and attending the Seattle 2030 Vision Awards in Seattle. • BetterBricks will have a booth at the Northwest Facilities Expo, also featuring smart pumps and LLLC experts. • BetterBricks continues to develop content related to whole building efficiency and integrated design to publish throughout 2025, including a case study featuring Unico Properties and a Portland building retrofit. 	<ul style="list-style-type: none"> ❖ Share tradeshow booth space and/or attend industry events together. ❖ Share BetterBricks communications to help boost attendance at speaking sessions/trainings. ❖ Consider collaborating and sharing time at individual speaking engagements ❖ We welcome and appreciate suggestions about possible market partners and collaborations, as well as introductions via utility relationships. ❖ Partner with BetterBricks and/or program teams on trainings (identifying training opportunities, delivering trainings, promoting trainings, etc.). ❖ Provide info on your trainings and events for BetterBricks to amplify through its owned channels. ❖ Identify, flag and/or participate in success stories for potential case studies. ❖ Make us aware of your content and tools to which BetterBricks.com can help drive traffic.

GOAL 2: Increase BetterBricks brand awareness and audience reach.

Target: Increase website traffic by 12% from 2024.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> BetterBricks is finalizing its website refresh, which will launch in Q2. The new website was designed based on building decision-maker research conducted in 2023-2024 and will feature more guidance on supporting building decision-makers as they navigate building upgrades and complying with building performance standards. 	<ul style="list-style-type: none"> The new betterbricks.com website is set to launch in late April. Promotion plans are scheduled for Q2-3 to drive new traffic to the website. Following the new website launch, BetterBricks will begin measuring monthly site traffic against the previous site's performance. 	<ul style="list-style-type: none"> ❖ Link to and leverage BetterBricks.com as appropriate in your work.