

Regional Portfolio Advisory Committee



DATE: Monday, November 3, 2025

TIME: 9:00-11:30 Pacific

LOCATION: Virtual via Microsoft Teams

WEBINAR: [Click here to join the meeting](#) (Meeting ID: 277 908 189 084 7 | Passcode: CV37To3N)
(if needed) Call-in audio only: 971-323-0535 | Phone Conference ID: 579 747 012#

AGENDA (All Times Pacific)

Page #

9:00-9:25 (25 min)	Welcome, Introductions & Agenda / Packet Review	All	1-2
9:25-9:40 (15 min)	Housekeeping and Looking Ahead • Updates ○ NW Online Marketplace Pilot ○ HPWH Marketing Campaign in Progress • Announcements & Reminders ○ Special Manufacturer-focused Product Council Nov 12 ○ Reminder: Leadership in Energy Efficiency Awards ○ Upcoming Meetings + 2026 RPAC dates <i>Desired Outcome: Committee members aware of recent developments and upcoming topics for engagement.</i>	Alisyn Maggiora Britt Cutsforth Dawkins Mark Rehley	--
9:40-10:00 (20 min)	Heat Pump Water Heater Work Group Proposal • Work Group Objectives • Scope and Timeframe • Ask of RPAC <i>Desired Outcome: Committee members aware of need for greater regional coordination, support establishing work group and assigning representatives thereto.</i>	Emily Moore Emily Rosenbloom Alex Merrill	3-5
10 min	STRETCH BREAK		
10:10-11:15 (65 min)	RPAC Round Robin • Big changes (programs/personnel) • Current challenges, lessons learned • How utility activities relate to NEEA's • Sharable tools/materials • Policy directives w/ customers • Findings, filings, IRPs	All	--
11:15-11:25 (10 min)	Wrap-Up & Adjourn	Alisyn Maggiora	--

Informational Updates:

- **Page 6:** Enverve NW Online Marketplace Pilot
- **Page 7-8:** Q3/Q4 Committee Updates
- **Page 9-23:** Q3 2025 Market Progress Report (Gas + Electric Programs – Progress toward annual goals)

Additional Reference Materials:

- **Committee Meeting Materials & Charters:**

Please review the committee updates on pg. 6 for a recap on recent and upcoming committee activities/topics. Links to recent meeting materials are provided there.

- Q3 2025 RPAC meeting [packet](#), [slides](#) and notes (to be posted soon)
 - Charters: [RPAC](#), [CEAC](#), [RETAC](#), [Coordinating Committees](#)
- **Latest Functional Newsletters** (Emerging Tech | Market Research & Eval | Codes, Standards, New Construction): <https://neea.org/resource-type/quarterly-updates/>

2026 RPAC MEETING DATES:

Quarter	Day(s)	Date(s)	TIME (pst)	LOCATION
Q1	Tuesday	Feb 10	9am-4pm	NEEA/HYBRID
Q2	Tuesday	May 19	9am-4pm	Virtual
Q3	Tuesday	Sept 1	9am-4pm	Virtual
Q4	Tuesday	Nov 3	9am-4pm	Virtual

Memorandum – *Agenda item (Tier 1)*



October 27, 2025

TO: Regional Portfolio Advisory Committee

FROM: Emily Moore, Director of Market Strategy & Execution;
Emily Rosenbloom, Manager, Program Management & Heat Pump Water Heaters;
Alex Merrill, Program Manager, Heat Pump Water Heaters

SUBJECT: Heat Pump Water Heater work group proposal

Our Ask of You:

Please review the memo and proposed work group charter and bring any questions or feedback you have.

As a reminder, work groups are formed by RPAC on an as-needed basis and staffed with as-needed expertise, for a limited term and specific purpose that is distinct from that of RPAC and the Coordinating Committees. ***Consider who from your organization should participate in the proposed Heat Pump Water Heater work group.***

Brief Overview:

NEEA staff are proposing a Heat Pump Water Heater (HPWH) work group in 2026 to convene the region and identify opportunities to further focus and amplify our collective regional resources and efforts to increase adoption of HPWH. In May 2024, the U.S. DOE finalized a federal standard requiring most electric storage water heaters to transition to heat pump technology by 2029. The standard is key to the region realizing the significant energy savings potential.

It is a critical time for deeper regional collaboration to help ready the market for this shift. Therefore, a goal in the HPWH program Operations Plan is to “Deepen engagement with local stakeholders to accelerate adoption and impact,” with the goal to conduct at least four new collaborations with regional stakeholders.

NEEA staff believe convening a funder work group is essential for meeting this goal, as developing strategies that increase short-term energy savings and support long-term HPWH adoption and compliance with the new federal standard will require focused work sessions. Please review the following charter which outlines proposed objectives, scope, timing, and time commitments. NEEA staff are seeking RPAC approval to launch the work group in Q1.

Please contact [Emily Rosenbloom at erosenbloom@neea.org](mailto:erosenbloom@neea.org) if you have questions about the **Heat Pump Water Heater** Program.



Purpose

The purpose of Work Groups is to support alliance¹ success by collaborating with NEEA staff to achieve specific objectives identified by the Regional Portfolio Advisory Committee (RPAC), Natural Gas Advisory Committee (NGAC), Cost Effectiveness & Evaluation Advisory Committee (CEAC), Regional Emerging Tech Advisory Committee (RETAC), Coordinating Committees (CCs) (collectively, “Committees”) and/or NEEA staff, consistent with the goals and objectives of NEEA’s then-current Business Plan and annual Operations Plan. Work Groups shall be formed on an as-needed basis as authorized by each respective Committee and/or NEEA staff and staffed with as-needed expertise, for a limited term and specific purpose that is distinct from that of the Committees.

A committee member and/or NEEA staff may propose the formation of a Work Group, including guidance on desired stakeholder representation and expertise (i.e. right people, right topic, right time). As a result of their portfolio oversight role, RPAC or NGAC is responsible for sponsoring the formation of all Work Groups, and shall conduct an annual review of each active Work Group to ensure its purpose remains both relevant and distinct from that of the Committees, and any other active Work Group.

Responsibilities

1. Collaborate with NEEA staff to support the objective(s) identified by the sponsoring committee (see *Objectives* below), sharing knowledge, expertise and resources to achieve the identified objective(s).
2. Determine with NEEA staff the appropriate meeting cadence and required duration for the Work Group, and commit the resources required to achieve the identified objective(s) on schedule.
3. Ensure information and outcomes from Work Group collaboration are (a) shared within Work Group-member organizations, and (b) reported to RPAC or NGAC, and if applicable, any other relevant committee.
4. Sunset the Work Group (a) on schedule or upon extension² from RPAC or NGAC, and (b) upon achieving the objective(s) set by the respective committee.

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HEAT PUMP WATER HEATER WORK GROUP

Statement of Purpose and Connection to Business and/or Operations plans

The regional Heat Pump Water Heater (HPWH) program aims to make HPWHs the dominant and preferred technology for electric water heating in emergency replacements, planned replacements, and new construction for single-family homes and low-rise multifamily buildings. Since 2011, the alliance has worked to transform the water heating market by influencing manufacturers to invest in advanced technology performance and by overcoming key barriers to market adoption. In May 2024, the U.S. DOE finalized a federal standard requiring most electric storage water heaters to transition to heat pump technology by 2029.

In 2026, the HPWH program will focus on regional collaboration, product support, and national engagement. In preparation for the 2029 federal water heating standard, the program will focus on ensuring that the market is equipped to meet the standard and ease the transition. NEEA staff envisions forming a work group to provide stakeholders with the opportunity to come together to learn from one another about successful efforts, share current strategies, and identify areas for collaboration to ensure the market is equipped to meet the new standard, sustain long-term adoption, and ensure energy savings. Deepening regional collaboration and alignment through a work group at this pivotal time will help to further address barriers and support a smooth transition to the upcoming standard.

Why a Work Group?

¹ The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers to increase the adoption of energy-efficient products, services and practices. To do this, the alliance identifies and removes market barriers to energy efficiency to drive permanent change throughout the supply chain. This formalized, lasting approach is known as Market Transformation.

² In the event a Work Group requires additional time to achieve its objective(s), beyond the duration identified in Responsibility #2, a justification shall be provided to RPAC for approval.

This work group will serve a distinct purpose complementary to RPAC and the Residential Coordinating Committee's (RCC) work. The work group's purpose is focused on targeted collaboration and development of regional activities in the near-term with a distinct timeline to prepare for the 2029 federal water heating standard. Membership of this work group will be comprised of program leaders who are involved in implementing local and regional programs to foster collaboration and knowledge sharing for the benefit of HPWH adoption efforts throughout the region.

Objective(s)

1. Ensure a coordinated regional approach to support the transition to the 2029 federal standard.
2. Identify gaps and opportunities for collaboration to maximize effectiveness and efficiency of regional and local programs supporting HPWH adoption.
3. Facilitate share-out of program experiences to clarify barriers impacting adoption.
4. Develop and commit to regional activities supporting HPWH adoption.

Outcomes Reported To (check all that apply): ☒ RPAC ☐ NGAC ☒ RCC

Estimated Duration and Meeting Cadence

- Start date: January 2026
- Meeting frequency: Up to two meetings per quarter through Q1 2027.
- Meeting location: Hybrid, with opportunities for in-person collaboration aligned with relevant events such as RCC's Q1 meeting and 2026 Efficiency Exchange.
- Completion/sunset date: Q1 2027. Should more time be needed, the work group will determine an adjusted completion date and revisit the charter with RPAC at that time.

Specific Expertise Needed

- Leadership of HPWH program efforts, understanding of market needs and challenges, understanding of local and regional barriers and opportunities to HPWH adoption.
- Ability to inform and commit to specific program goals or activities that are in support of the regional collaboration.

Stakeholder Representation Needed:

- Each alliance funder may appoint one to two (1-2) designated members to the work group pursuant to this Charter.

Memorandum – *Informational item (Tier 2)*

October 27, 2025



TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alisyn Maggiora, Sr. Stakeholder Relations Manager
Steve Seminario, Market Transformation Manager, Consumer Products

SUBJECT: Northwest Online Marketplace (Enervee): Scanning Results & Pilot Next Steps

Our Ask of You:

This is an inform. Please review the context below and reach out if you'd like to discuss the opportunity further, or how/whether others in your organization have been involved.

Brief Overview:

Over the past year, NEEA implemented and conducted an evaluation of an on-line consumer product marketplace based on the Enervee platform. The market transformation opportunity with the Northwest Marketplace is to raise the overall energy efficiency of northwest consumer product sales by making it easy to find, evaluate, compare and source energy efficient products. The Enervee platform provides information for both gas and electric consumer products. NEEA is moving forward with a three-year pilot (2026-29) and is actively exploring how it might align/support alliance utility goals and initiatives.

Context:

The NW Marketplace site is nw.enervee.com. In the initial scanning/evaluation phase (Oct 2024-Oct 2025), NEEA demonstrated and discussed the platform's potential with an initial subset of alliance utilities (in collaboration with Regional Portfolio Advisory Committee members) to gauge use, functionality, and desired participation in a pilot. NEEA also conducted search engine marketing in Energy Trust and Clark PUD zip codes to drive traffic to the site; this provided enough site visitors to assess consumer behavior and site potential. As envisioned, visitors used the site to find, evaluate, compare and source efficient products across 19 product categories and then navigated to a range of supported retailers to consider purchasing those products.

Based on the results of the initial phase, NEEA will allocate funding for a three-year pilot that will add functionality and include branded home/landing pages for interested alliance funders, including the ability highlight rebated products, process rebates, and e-commerce (buy-now) capabilities. Many alliance utilities would like an online marketplace to feature and even rebate and/or sell products they incentivize, but a marketplace is expensive standalone. By NEEA offering this platform for the region and enabling utilities to have their own customized landing pages/subsites, this significantly reduces their cost and may enable a utility to offer incentives on products that were previously not cost-effective (by reducing the administrative burden). In its basic form, the site also serves as an educational tool (service) for customers, for which most utilities can't get rate recovery.

NEEA will cover the initial setup fee for any alliance funder that wants to join the pilot in this initial launch (Q1 2026). NEEA staff have additional documentation that summarizes the pilot offering and details, and we are happy to provide a demo if you'd like one. At this juncture, all alliance funders have either been notified of this opportunity via email, or have been more deeply involved in the evaluation of the platform over the past year.

Please contact Alisyn Maggiora amaggiora@neea.org if you have questions about the Northwest Marketplace or the Enervee-based Pilot to be launched in Q1.

Memorandum – Informational Update



October 27, 2025

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Anouksha Gardner, Stakeholder Relations Manager (Coordinating Committees)
Mike Smith, Sr. Manager, Emerging Tech (RETAC)
Jonathan Belais, Policy Manager (CEAC)

SUBJECT: Update on recent committee meetings (Q3/Q4 2025)

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Our Ask of You:

Please review the memo and bring any questions, recommendations, feedback, or concerns to the upcoming RPAC meeting, or contact NEEA staff listed below.

Reminder: Effective 2025, the Integrated Systems Coordinating Committee is renamed to the Commercial & Industrial Coordinating Committee (CICC) and the Products Coordinating Committee renamed the Residential Coordinating Committee (RCC). The coordinating committees will skip the Q3 meeting and only meet three times a year.

Commercial & Industrial Coordinating Committee (CICC):

The CICC uses an annual planning process to co-create high-priority regional topics for the following NEEA programs (commercial & industrial focus): Luminaire Level Lighting Controls (LLLC), High-Performance HVAC, Extended Motor Products (XMP) Pumps & Circulators, Efficient Fans, and Better Bricks. This year's co-created regional priority topics are listed in the [CICC 2025 Workplan](#).

In the Q4 2025 virtual CICC meeting on day 1 (November 4) the committee will focus on topics *NEEA Research Findings on Fan Purchasing & Decision-Making Process* facilitated by NEEA Program Manager Alexis Muench, and *Luminaire Level Lighting Control Program (LLLC) Market Research Findings* shareout by MRE Scientist Zdanna King. Committee members will also engage in a regional roundtable discussion on organization and program updates. On day 2 (November 5), committee members will participate in an annual planning process to discuss and align on 2026 regional priority topics. The committee did not convene for a Q3 meeting. However, an informational packet was compiled and distributed to ensure committee members remain informed about recent updates and upcoming engagements. For details on the informational packet please visit our website [here](#).

Please contact [Stephanie Quinn](#) or [Anouksha Gardner](#) with questions about the CICC.

Residential Coordinating Committee (RCC):

Like the CICC, the RCC uses an annual planning process to co-create high-priority regional topics for the following NEEA programs (residential focus): Heat Pump Water Heaters (HPWH), Consumer Products/Retail Product Portfolio (RPP), and Advanced Heat Pumps (Advanced HP). This year's co-created regional priority topics are listed in the [RCC 2025 Workplan](#).

In the Q4 2025 virtual meeting, on day 1 (December 1) the RCC will focus on program updates on *Retail Product Portfolio*, facilitated by NEEA Program Manager Anne Brink. Committee members will also engage in a regional

roundtable discussion on organization and program updates. On day 2 (December 2), committee members will participate in an annual planning process to discuss and align on 2026 regional priority topics. The committee did not convene for a Q3 meeting. However, an informational packet was compiled and distributed to ensure committee members remain informed about recent updates and upcoming engagements. For details on the informational packet please visit our website [here](#).

Please contact [Stephanie Quinn](#) or [Anouksha Gardner](#) with questions about the RCC.

Regional Emerging Technology Advisory Committee (RETAC)

At the Q3 RETAC meeting, Michelle Wildie with Puget Sound Energy presented policy and technology assessment priorities including Demand Response, Distributed Energy Resources, Thermal Energy Networks, and support for Building Performance Standards. As part of a round robin, the committee members shared their areas of research and completed projects. NEEA and BPA staff shared an update on commercial heat pump water heaters. A summary of the projects and updates are included in the notes from the meeting.

The Q4 meeting is scheduled for December 4, 2025. Energy Trust will share their technology research, and the committee members will share as part of a round robin. In addition, Oakridge National Lab will share an overview of the labs' research areas.

Resources / reference:

- Meeting notes are available [here](#). The slide deck is available [here](#).
- To view the Product Council schedule and recordings of previous meetings or to submit requests for product councils, visit [neea.org](https://www.neea.org).

Please contact [Mike Smith](#) or [Alisyn Maggiora](#) with any questions about RETAC.

Cost-Effectiveness & Evaluation Advisory Committee (CEAC)

The Q3 2025 meeting was held on August 27, 2025. During this meeting, staff provided an overview of upcoming Market Research and Evaluation (MRE) activities from the quarterly newsletter and discussed progress on ongoing evaluation efforts. The committee reviewed Industrial Economics' (IEc) recommendations from the Code Baseline and Key Assumption Review, along with NEEA's initial responses and proposed next steps. Staff also shared findings from several recently completed studies, including Market Progress Evaluation Report (MPER) 1 for Efficient Rooftop Units (ERTUs), MPER 1 for High-Performance HVAC, and the Oregon Residential Code Compliance Evaluation. NEEA staff presented an overview of the Dual-Fuel Residential HVAC program concept, including preliminary metrics and benefit-cost analysis, and concluded with a Key Assumptions Update and demonstration of NEEA's new Funder Portal for accessing committee materials.

The next meeting (Q4) is scheduled for October 29, 2025. During this meeting, staff will provide an overview of upcoming Market Research and Evaluation (MRE) activities from the 2026 Operations Plan. The committee will review findings from the Market Progress Evaluation Report (MPER) 3 for Luminaire Level Lighting Controls (LLLC) and MPER 6 for Building Energy Codes, with discussion focused on key takeaways and implications for market progress tracking. Staff will also present the Q4 2025 Key Assumptions Update, answering committee questions on recent adjustments. Finally, NEEA staff will kick off the annual reporting process, outlining the committee's role and key touchpoints in preparation for 2026 reporting.

Recent meeting materials linked below:

- Q3 2025 Cost Effectiveness and Evaluation Advisory Committee [packet](#)

Please contact [Nathan Martinez](#) or [Jonathan Belais](#) if you have questions about CEAC.

Market Progress Quarterly Report

Residential



**Retail Products
Portfolio**



**Heat Pump Water
Heaters**



**Advanced Heat
Pumps**

Commercial and Industrial



High Performance HVAC



Extended Motor Products



Efficient Rooftop Units



Efficient Fans



**Luminaire Level Lighting
Controls**



**Advanced Commercial
Water Heating**

Infrastructure



BetterBricks

Residential

Residential					
Initiative Name		Manager	Fuel Type	Initiative Goal	
Consumer Products Product Group	Retail Products Portfolio (RPP)	Anne Brink	Electric	Leverage midstream incentives to influence retail stocking practices, ultimately driving manufacturing and standards for a portfolio of energy efficient products sold through the retail channel.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Advance television savings opportunity by growing ENERGY STAR v 9.1 market share, continuing to monitor the voluntary agreement and ensuring the TV test procedure is augmented as needed.	Implement a national incentive program with other ESRPP program sponsors.	Implement a regional program to support ENERGY STAR TVs.	Heads up	The team is pursuing the opportunity to promote ENERGY STAR televisions regionally with 2 national retailers in Q4 2025 and Q1 2026. One online ad campaign is in the process of launching in October with a top TV retailer. Another campaign will potentially launch in November with the second retailer. This meets the threshold level for our television goal.
	Advance refrigerator savings opportunity by supporting energy-efficient technologies, leveraging data for future comments on test procedures and ENERGY STAR specifications.	Ensure final draft of ENERGY STAR specifications includes key NEEA recommendations.	Provide data and comments for ENERGY STAR refrigerator specifications.	Action required	The EPA is not currently moving forward with new ENERGY STAR refrigerator specifications. Contracting is in process for conducting research on developing a future test procedure that recognizes savings on adaptive technologies. This research will help NEEA identify potential refrigerator savings to meet cycle 7 goals.
	Advance laundry savings opportunity by leveraging data for future comments on test procedures and ENERGY STAR specifications.	Ensure draft of ENERGY STAR specifications includes key NEEA recommendations.	Provide data and comments for clothes washer ENERGY STAR specifications.	Action required	The EPA is not currently moving forward with new ENERGY STAR clothes washer specification setting. The team has made advancements in laundry as follows: Dryer test procedure research has completed fielding and results support modifications to the test procedure. While there are no immediate DOE or ENERGY STAR standards or specification actions to be taken, the data and findings will support recommendations in the future. The team is also beginning research on product barriers to adoption for the new all-in-one washer/dryer category. The intent of this research is to identify potential product improvements that could increase market adoption of heat pump dryer technology in this category.
	Grow and strengthen ESRPP program through sponsor evaluation support, targeted recruitment and retention activities.	Begin implementing activities identified in the evaluation support plan by Q3.	Draft plan for ESRPP evaluation support by Q2.	On target	Our contractor is in final stages of providing the identified tools needed to support ESRPP sponsors in evaluating their programs. These tools will be ready in Q4 with training meetings scheduled for Q1 2026.

Residential

Initiative Name		Manager	Fuel Type	Initiative Goal	
Water Heating Product Group	Heat Pump Water Heaters (HPWHs)	Emily Rosenbloom	Electric	Influence passage of a federal standard for all electric storage tanks > 45 gallons by 2025.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Increase confidence and technical capability of HPWH installers in the Northwest for single family and low-rise family applications	Increase number of installation companies listed on Hot Water Solutions by 25%.	Increase number of installation companies listed on Hot Water Solutions by 15%.	Heads up	In Q3, the program doubled the new installers listed on the installer finder since Q2’s reporting period. The number of installers listed has increased by 10% since the beginning of 2025. In preparation for the “Level Up” consumer campaign, the program conducted outreach to distributors to share information and encourage more installer signups. Upcoming activities are focused on continued outreach, including distribution of materials such as one-pagers to provide to installers and encourage participation on the installer finder. The program will add a quote request feature in coordination with the launch of the consumer campaign to streamline requests from customers interested in a HPWH and drive business to participating installers. With targeted outreach efforts and interest driven by the campaign, the program is likely to achieve the threshold for this goal by the end of the year.

Residential

Initiative Name					
Manager		Fuel Type		Initiative Goal	
Water Heating Product Group	Heat Pump Water Heaters (HPWHs)	Emily Rosenbloom	Electric	Influence passage of a federal standard for all electric storage tanks > 45 gallons by 2025.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Leverage national and extra regional partnerships to increase consistent adoption of HPWHs nationally to ensure market readiness for the 2029 federal standard.	Strengthen strategic relationships with five national or extra regional organizations.	Strengthen strategic relationships with two national or extra regional organizations.	On target	During Q3, the program focused on strengthening relationships with two organizations previously identified as key influencers within their respective regions: Tennessee Valley Authority (TVA) and Midwest Energy Efficiency Alliance (MEEA). As part of this effort, the program collaborated with both organizations to review Hot Water Solutions' current assets and explore opportunities for co-branding existing materials to support outreach efforts targeting installers. The discussions also addressed unique regional barriers to market adoption and provided an opportunity to share best practices from the Northwest. These collaborative conversations are helping to align regional strategies and amplify the impact of NEEA's market transformation efforts. The program also initiated conversations with Air-Conditioning, Heating, Refrigeration Institute and Lowe's to explore collaboration opportunities aimed at driving retail sales and supporting manufacturers as they prepare for the upcoming standard. These discussions are expected to progress in Q4, with partnerships and initiatives anticipated to take shape. The program remains on track to meet this goal.
	Increase customer awareness and demand among populations with low adoption.	Identify two low adoption populations in the Northwest and document baseline, barriers and opportunities.	Identify one low adoption population in the Northwest and document baseline, barriers and opportunities.	On target	Leveraging data from the Regional Building Stock Assessment (RBSA), Environmental Systems Research Institute (ESRI), and distributor sales, NEEA's Market Analyst team helped the program identify two Northwest consumer segments with low adoption rates. The team also established a baseline to guide targeted activities and track progress in the next RBSA. During Q4, the program will work to document barriers and opportunities unique to these customer segments.

Residential

Initiative Name					
Manager		Fuel Type		Initiative Goal	
HVAC Product Group	Advanced Heat Pumps		Suzi Asmus		Electric
					Develop program to lock in heat pump efficiency that is 30 percent more efficient than current standards via a series of improvements to the federal test procedure and minimum standard, driving transition from all electric heating to VSHP across all applications and optimizing performance with connected controls.
	2025 Operations Plan Milestones		Target		Threshold
					Status as of 10/27/2025
					Comment
	Increase support from regional and national partners for inclusion of NEEA's priority heat pump improvements in specifications, qualified products lists, product development, and standards reporting.		Facilitate adoption of at least one improvement by two or more target partners, such as in CEE, EPA and RTF, in specifications, manufacturers in product positioning, and in utility or efficiency programs.		Facilitate adoption of at least one improvement by one or more target partners.
	Refine savings rate confidence and metrics that can be used for NEEA savings tracking and to convey value proposition to the market.		Complete field data analysis with final report and future field study defined.		Complete field data analysis.
	Establish clear, consistent priority heat pump improvement messaging and value propositions for program partners and target audiences.		Publish program communications resources for at least five improvements on BetterBuiltNW.com.		Develop program communications resources for at least three improvements.
					On target
					On target
					Heads up
					Nine heat pump manufacturers are participating in NEEA-led working group to develop a connected commissioning specification. Participation of manufacturers increases likelihood of their adoption and implementation of the final specification. Also, some manufacturers have begun using the new controls verification test procedure (CVP) NEEA helped develop, which was adopted by the Air-Conditioning, Heating, and Refrigeration Institute (AHRI) in 2024.
					Field research analysis continues to be on track to receive the final report by the end of 2025 along with recommendations and framework defined for future field study.
					Program communications have been in development and are expected to be published on BetterBuilt.com in early Q4 for three improvements. Content for additional improvements will likely be published in 2026.

Commercial and Industrial

Initiative Name		Manager	Fuel Type	Initiative Goal	
HVAC Product Group	High-Performance HVAC / Very High Efficiency Dedicated Outside Air Systems (VHE DOAS)	Dave Hammond	Electric	Accelerate the adoption of high efficiency HVAC systems and components, and support commercial code advancement that requires the very high efficiency DOAS approach or equivalent efficiency by 2035.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Promote system approach and highlight value proposition (including non-energy benefits) throughout the supply chain.	Complete at least 10 awareness or educational efforts that target supply chain audiences.	Complete at least seven awareness or educational efforts to target supply chain audiences.	On target	The program hosted a webinar in September focused on the energy efficient design strategies incorporated into the Metropole Project in Seattle, WA. This event was well attended and was a precursor to an in-person tour of the building scheduled for October. Additionally, the University of Washington & Washington State University Integrated Design Labs presented to local architects and engineers on the benefits of VHE DOAS in September. The total count of presentations & educational efforts has now exceeded ten (10) in the 2025 calendar year with more events scheduled in Q4.
	Increase availability of lower cost qualifying E/HRVs.	Work with manufacturers to release at least two new capacities or two new price points.	Work with manufacturers to release at least one new capacity or one new price point.	On target	The program continues to make progress toward this goal. The pricing gap has narrowed based on manufacturer representative feedback and demonstration by much wider availability of manufacturers which produce lower-priced pre-packaged models as opposed to custom-made models. Additionally, the program is shifting the incentive structure with manufacturer representatives to gain access to the full sales category data of all commercial energy and heat recovery ventilators sold into the market. This will include an estimation of the sale price and the location of the project, which will be instrumental in tracking progress towards a competitive price point on the NEEA-compliant energy and heat recovery ventilators.
	Build support for NEEA’s proposed code changes.	Ensure key elements of NEEA’s code change proposal are incorporated in the draft code language published by ASHRAE 90.12025 and/or 2027 IECC.	Code development committee voting margins for NEEA’s proposal are closer to approval than for the analogous 2024 IECC proposal.	Heads up	No new comments for this strike zone update. As reported in the Q2 update: The team submitted a code change proposal for 2027 IECC to require DOAS for some commercial building types. In Q1, this proposal was recommended for disapproval by the commercial HVAC subgroup by a vote of 6-3 (with 2 abstentions) and was officially disapproved by the main consensus committee vote in late-May. While the proposed language was not accepted into the draft code, the threshold for this goal was met. The HVAC subcommittee vote for the analogous 2024* IECC proposal was 0-14 (with 4 abstentions).

Commercial and Industrial

Commercial and Industrial					
Initiative Name		Manager	Fuel Type	Initiative Goal	
HVAC Product Group	Efficient Rooftop Units (Efficient RTUs)	Jason Jones	Gas	Increase the efficiency of rooftop units through product differentiation and ultimately an updated federal standard by 2034 that requires at least 20 percent more efficient RTUs than the 2020 market average.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Encourage manufacturers to develop and promote efficient RTUs for the light commercial market.	Work with a minimum of four manufacturers to develop new eligible equipment, two new price points, or two expanded product lines that serve the light commercial market.	Work with a minimum of two manufacturers to develop new eligible equipment, or one new price point, or one expanded product line that serves the light commercial market.	On target	The program is on track to meet the target of four new manufacturers to have products that meet the success metrics. The program is continuing to work with Greenheck/Valient on their new RTU line which incorporates better enclosure insulation and improved efficiency. Product was specifically developed to be better than code-level RTUs, but more economically than a DOAS-type product. The program is working to get the product line on the ERTU compliant product list. The program team has also vetted the Paragon product line by CaptiveAire and will add to the compliant product list in Q4.
	Create partnerships and support for efficient RTUs among market actors (manufacturers, manufacturer representatives, distributors, contractors) and utilities across the US and Canada.	Recruit six manufacturers/ distributors/ manufacturer representatives to partner and submit data showing efficient RTU sales by Q2 2025.	Recruit four manufacturers/ distributors/ manufacturer representatives to partner and submit data showing efficient RTU sales by Q4 2025.	Heads up	The program is expecting to meet the threshold of four partners in Q4. Regular meetings with distributors and manufacturer reps are ongoing. The program has received 2025 project data from two manufacturer reps and is working on formalizing the partnerships to get regular, reoccurring updates. Additionally, the program is working to engage with more partners outside of Portland and Seattle to increase adoption in the eastern parts of the region.
	Ensure a clear, cohesive set of value propositions for efficient RTUs throughout the supply chain.	Develop eight new marketing assets (trainings, flyers, case studies, etc.) by Q3 2025.	Develop six new marketing assets (trainings, flyers, case studies, etc.) by Q4 2025.	Heads up	The program is on pace to develop six new marketing assets, expected to be completed in Q4 which meets the program's threshold goal. The marketing team created a case study for the KBOO radio station project, which is now posted on BetterBricks. Additionally, the team has developed an ERTU brochure that is being shared with manufacturer reps for input.

Commercial and Industrial

Commercial and Industrial				
Initiative Name		Manager	Fuel Type	Initiative Goal
Lighting Product Group	Luminaire Level Lighting Controls (LLLC)	Anne Curran	Electric	Develop best practice specifications for luminaire level lighting controls, aiming to have the technology adopted as standard industry practice.
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025 Comment
	Bolster demand of LLLC products and increase decision-maker acceptance of the LLLC value proposition.	Feature four new LLLC success stories in earned media or at professional association events.	Feature three new LLLC success stories in earned media or at professional association events.	On target Two success stories are in their final stages of production and will be featured at events in October and November, meeting the program's annual goal of four.
	Strengthen focus and promotion of LLLC by key manufacturer sales channels to motivate more sales professionals to champion LLLC to their customers.	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.	Collaborate with 28 local manufacturer representatives to feature LLLC in strategic meetings or events targeting specifiers, of which 25% (7) will be representatives who have not previously featured LLLC.	On target At eight events in Q3, the program collaborated with twelve manufacturer representatives, seven of which had never worked with the program. The program is on track to meet its goal of thirty-two collaborations with manufacturer representatives to feature LLLC, with thirty already completed year to date. The program has already significantly exceed its goal that eight of those thirty-two be new to featuring LLLC and collaborating with the program, with seventeen manufacturer representatives year to date falling in that category.
	Influence leading lighting designers, engineers and installers to include LLLC in their ongoing business practices	Collaborate with eight 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.	Collaborate with six lighting designers, engineers, or installers, of which at least 50% (3) have not previously partnered with the program, on media content, events, or educational activities.	On target The program is on track to meet or exceed the annual goal of eight collaborations with specifiers. In addition to the six completed in Q1-Q2, four collaborative events with specifiers are planned for Q4.

Commercial and Industrial

Initiative Name		Manager	Fuel Type	Initiative Goal	
	Luminaire Level Lighting Controls (LLLC)	Anne Curran	Electric	Develop best practice specifications for luminaire level lighting controls, aiming to have the technology adopted as standard industry practice.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Increase visibility and demand for LLLC through strategic national engagements to build scale	Strengthen strategic alignment with four national or extra-regional partner organizations.	Strengthen strategic alignment with three national or extra-regional partner organizations.	On target	The program is on target to meet its national and extra regional partnership goal for 2025 with its planned engagement of IES (Illuminating Engineering Society) in Q4.

Commercial and Industrial

Commercial and Industrial					
Initiative Name		Manager	Fuel Type	Initiative Goal	
Motors Product Group	Extended Motors Products (XMP)	Warren Fish	Electric	Working midstream with distributors and manufacturers, drive awareness, stocking and sales of highly efficient pumps and circulators, and influence Federal standards over time.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Motivate participating manufacturer representative firms to preferentially stock and increase sales of smart pumps and smart circulators.	Reach market share of 23% for smart pumps and smart circulators among manufacturer representative firms participating for more than one year	Reach market share of 18% for smart pumps and smart circulators among manufacturer representative firms participating for more than one year	Heads up	In Q3, smart pump penetration levels were 19% and smart circulators reached 23%, putting us on target for circulators in the quarter and just above the threshold on smart pumps for the quarter. Smart pump sales have been volatile in 2025 with a very soft Q1, a very strong Q2, and somewhat soft Q3. Smart circulators sales have been more steady and even throughout the year and near our targets. We are still on pace to reach our target levels for both categories for the year of 2025, and the business outlook among XMP participants in general is anticipating a strong year in 2026.
	Raise awareness of the value of efficient pump products, the use of the ER label and smart pumps.	Complete 30+ high-impact awareness building activities, including: smart pump education events, case studies, or "Industry Voices" videos published on BetterBricks.	Complete 15+ high-impact awareness building activities.	On target	In Q3, the program completed nine more high-impact awareness building activities with relevant target audiences, bringing us to 18 completed in 2025 so far. With 12 additional events and new content pieces planned for Q4, and with additional lunch & learn opportunities in development, the program is on track to meet our target of 30+ for the year.
	Accelerate program participation by growing the number of participating manufacturer representative firms, and by expanding the program scope into additional markets.	Increase participation of firms to 11 participants.	Increase participation of firms to nine participants.	Heads up	With 10 active participants currently, our team's recruitment efforts for an 11th participant firm continued in Q3. However, we have not gained an 11th participant firm yet and we no longer expect to in 2025. We continue to lay the groundwork for additional participants joining the program in 2026.

Commercial and Industrial

Commercial and Industrial					
Initiative Name		Manager	Fuel Type	Initiative Goal	
Motors Product Group	Efficient Fans	Alexis Muench	Electric	Develop program to accelerate the adoption of efficient fans and fan system components.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Gather data and insights from market actors to inform program messaging and education activities	Data/message testing completed with 3–4 new partners and results analyzed by end of Q4 2025	Data/message testing completed with 2 new partners by end of Q4 2025	Heads up	The program has established one formal partnership and is receiving data from a second organization. The threshold is met, and it is unlikely the program will finalize an additional partnership by end of Q4.
	Conduct research to understand fan purchasing and decision-making process between supply chain and market actors	Research completed and key findings disseminated internally by end of Q3 2025	Research completed and key findings disseminated internally by end of Q4 2025	On target	Research has been completed with initial results reviewed by end of Q3 2025.
	Conduct research to identify potential technical barriers to refine market transformation interventions and determine efficient fan product availability	Preliminary technical barriers identified and completed report by Q3 2025.	Preliminary technical barriers identified and completed report by Q4 2025.	Heads up	Research on technical barriers and efficient fan product availability is underway and on track to complete by end of Q4
	Assess data quality, create, and 3rd party review Efficient Baseline	Final baseline drafted and submitted for 3rd party review by end of Q3 2025	Final baseline drafted and submitted for 3rd party review by end of Q4 2025	On target	The target is met, as the final baseline draft completed and was submitted for final third-party review in early Q3 2025.

Commercial and Industrial

Commercial and Industrial				
Initiative Name		Manager	Fuel Type	Initiative Goal
Water Heating Group	Advanced Commercial Water Heating	Melissa Mejía	Gas	The program will transform the commercial and multifamily water heating retrofit and new construction market to increase the adoption of gas heat pump (GHP) water heating systems, resulting in reduced gas consumption and carbon emissions in these sectors.
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025 Comment
	Engage with manufacturers to understand their go-to-market strategies and support midstream training initiatives.	Engage three gas heat pump manufacturers and three electric heat pump manufacturers to support the development of midstream training initiatives.	Engage one gas heat pump manufacturer and one electric heat pump manufacturer to support the development of midstream training initiatives	Heads up The program continues to prioritize and engage Robur, Vicot, and SMTI in addition to electric heat pump manufacturers; however, the development of midstream training initiatives has been delayed. Some related activities include: - The program continues to interpret the Washington State Energy Code to deliver an FAQ for contractors working with gas in Washington. The publication of the code has been pushed into 2026. - SMTI secured Proctor Sales Inc. as their manufacturing rep, in addition to a sales representative dedicated to the region. Proctor Sales Inc. is facilitating contractor trainings for the ANESI product. - The program has been tracking Robur's new product release and supporting their efforts of securing a Northwest manufacturing rep, has committed to co-funding Vicot's North American product certification in partnership with the North American Gas Heat Pump Collaborative (expected to be completed in Q4), and is prioritizing SMTI for the identified GHP field demonstration opportunity.
	Execute and monitor field demonstrations to validate performance and savings, target market, challenges, and inform training opportunities.	Initiate one gas heat pump field demonstration and one dual fuel demonstration.	Initiate one dual fuel demonstration.	On target The program is on target, with both a gas heat pump demonstration and a dual fuel demonstration in the beginning phases. Baseline metering has been completed at both sites. Equipment installation will take place in Q4.

Commercial and Industrial

Commercial and Industrial				
Initiative Name		Manager	Fuel Type	Initiative Goal
Water Heating Group	Advanced Commercial Water Heating	Melissa Mejía	Gas	The program will transform the commercial and multifamily water heating retrofit and new construction market to increase the adoption of gas heat pump (GHP) water heating systems, resulting in reduced gas consumption and carbon emissions in these sectors.
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025 Comment
	Model and lab test gas heat pump technology and dual fuel configurations to further inform value proposition and savings potential.	Complete modeling effort and initiate performance validation lab tests.	Complete modeling effort.	On target The program is on target and has received final modeling results for each building type (multifamily, lodging, and full-service restaurants). A final presentation and report will be provided in Q4. Modeling results will inform optimal peak load distributions and system configurations in field tests and wider adoption. In each iteration, the configurations including a GHP yielded the highest savings in annual operating costs.
	Complete Market Characterization of Commercial Water Heating Systems in select North American Regions in partnership with Canadian and U.S. Utilities	Complete study and receive final reports by end of year.	Complete study by end of year.	Action required The program is not on target to complete the study by end of year. Research was officially kicked off in Q2. Interview guides and survey instruments have been finalized and manufacturer interviews have begun. The estimated completion date for the research is Q1 2026 with final reports expected in Q2 2026.

Infrastructure

Infrastructure				
Initiative Name		Manager	Fuel Type	Initiative Goal
Infrastructure Programs	BetterBricks	Josh Pelham	Electric	To support 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.
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025 Comment
	Influence commercial building industry perspectives and practices	Engage in 15 market events. Publish 10 pieces of original content.	Engage in 10 market events. Publish seven pieces of original content.	On target The program is on track to meet the targets for market events and content in 2026. Events/Partnerships: BetterBricks participated in five events in Q3, including a booth at the American Institute of Architects Montana Conference, a presentation and sponsorship at the Building Owners and Managers Association Pacific Northwest Conference, and a presentation at the Seattle American Institute of Architects codes lunch-and-learn. BetterBricks and the High-Performance HVAC program hosted a webinar in September in partnership with the University of Washington Integrated Design Lab. The webinar, spotlighting Seattle's Metropole building retrofit, featured the building owner and design team sharing the project's vision, challenges, and integrated design strategies. New Resources: BetterBricks published two new case studies in Q3: A high-performance HVAC project in a Portland mixed-use office building, and a central heat pump water heater project in a Portland multifamily building. A new BetterBricks Industry Voices was published in September featuring a lighting consultant discussing luminaire level lighting controls in school projects.

Infrastructure

Initiative Name	Manager	Fuel Type	Initiative Goal
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Infrastructure Programs	BetterBricks	Josh Pelham	Electric	To support 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.	
	2025 Operations Plan Milestones	Target	Threshold	Status as of 10/27/2025	Comment
	Increase BetterBricks brand awareness and audience reach.	Increase website traffic by 12% from 2024.	Increase website traffic by 8% from 2024.	On target	The team just kicked off a campaign to drive awareness for and traffic to the website which will run through Q4. The newly launched website (April) will have its first full quarterly site performance review in October.