

## Letter to the Region:

I am so pleased to share NEEA's 2017 Annual Report: Progress through Partnership. Four years ago, NEEA's Board of Directors created a five-year (2015-2019) Business Plan based on the region's collective vision for Northwest market transformation. Looking back over the alliance's 2017 accomplishments, it is clear that this vision is becoming a reality:

- NEEA's pipeline is full, with over 20 electric and natural gas market transformation programs in the current portfolio.
- The regional strategic market planning process has increased regional collaboration and delivered tangible outcomes in both the commercial and industrial lighting and consumer products markets.
- The alliance's Natural Gas Collaborative is getting the attention of market actors around the world and it is evident that the Northwest has an important role to play in natural gas market transformation.
- The latest Residential Building Stock Assessment is complete, compiling invaluable data from more than 1,100 buildings in the Northwest. The alliance is now supporting the commercial market with a similarly scoped Commercial Building Stock Assessment to be completed at the end of 2019.

- In September, the alliance launched a five-year, \$18 million End Use Load Research project—the first of its kind since the 1980s. This research will support the region with detailed information about residential and commercial customer electricity use by the hour.

While NEEA staff are focused on delivering the goals of the current plan, NEEA's Board spent much of 2017 crafting a Strategic Plan that will help set a course for 2020 and beyond. In 2018, staff will work closely with funders and stakeholders to develop a new five-year (2020-2024) Business Plan that meets the region's evolving needs.

I hope you enjoy reading this annual report. Now more than ever, I am humbled by the results that this region accomplishes by working in partnership to ensure a strong, resilient energy future for Northwest utility customers.



**Susan E. Stratton**  
Executive Director



### Year In Review

Read about key milestones and moments from the last year



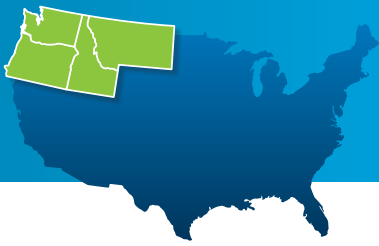
### Success Stories

Dive in to learn more about 2017 Progress through Partnership



### Impacts and Investments

View NEEA's savings estimates and other key metrics



# 2017 Highlights and Results

## Success Story Highlights

In 2017, Northwest utilities partnered to create the 'Good, Better, Best' guide to LED retrofits, which helps commercial and industrial lighting customers get the most out of their retrofit projects.



Clothes dryers use more energy than almost any other household appliance. The alliance partnered with ENERGY STAR® and manufacturer Whirlpool in 2017 to help Northwest consumers save energy by choosing super-efficient heat pump dryers.

*"NEEA has been influential in all of our dryer efficiency efforts. I firmly believe that without NEEA, and many of the others that were involved in launching those first rebates, we wouldn't have the amount of heat pump dryers in the market that we do today."* - Sean Southard, Manager Regulatory Affairs, Whirlpool

## Portfolio Highlights

**2** new programs added to the portfolio - **Commercial Code Enhancement and Condensing Gas Rooftop Units**

**2** new technologies added to existing programs: **low-e storm windows and electric split system heat pump water heaters**

**1,435** aMW of energy savings potential in the **emerging technology pipeline**

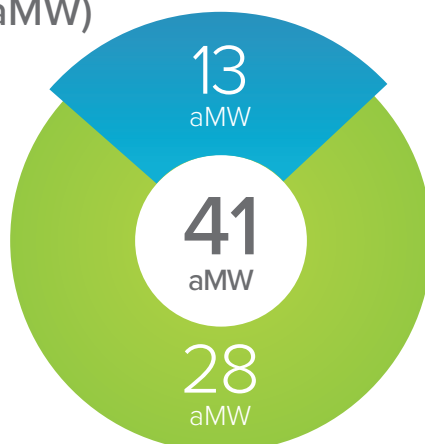
## Energy Savings Results

### 2017 Co-Created Energy Savings (aMW)

All Investments:

 **Current Investments (2015-2019)**

 **Previous Investments (1997-2014)**



2017 Target = 35 aMW

### Co-Created Energy Savings by Sector (All Investments)



23.1 aMW  
Codes & Standards  
(All Sectors)



12.7 aMW  
Residential



1.5 aMW  
Commercial



3.6 aMW  
Industrial/Agriculture

Thank you to our funders and other stakeholders who volunteer their time, talent and resources toward making energy efficiency a cornerstone of a vibrant and sustainable Northwest. Visit [neea.org/annualreport](http://neea.org/annualreport) to read all 2017 success stories.

NEEA's Natural Gas Collaborative worked with manufacturers, technology developers, trade associations, and others to accelerate the development of efficient natural gas water heaters in 2017.

*"Everyone in our industry understands the need for higher efficiency water heater technology, but we wouldn't be this far ahead with product development without the support of NEEA and Northwest utilities."*

- Ankur Maheshwari, Senior Product Manager, Rheem



Luminaire Level Lighting Controls combine LEDs with integrated controls and sensors to deliver significant energy savings, improved building performance and better occupant comfort. Northwest utilities and efficiency organizations worked together in 2017 to bring these advanced lighting solutions to customers and trade allies.

**22%**

year-over-year growth in the **ductless heat pump** market

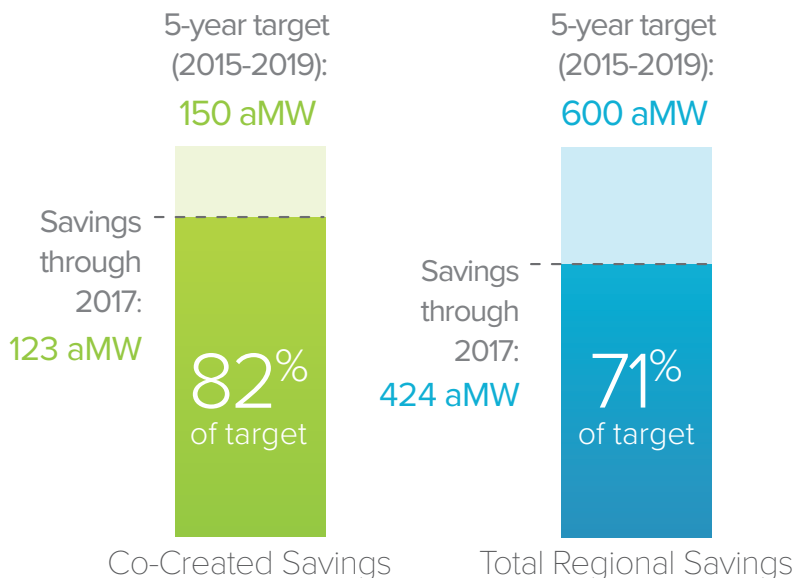
**66%**

increase in **electric heat pump water heater** sales over 2016 and a 20% drop in the cost of small tanks (<55 gallons)

**10,000+**

**above-code homes** built in the region

### Progress to Business Plan Goals



### 20 Year Levelized Cost:

Current Portfolio = 2.9 cents/ kWh

### Additional Value Metrics:

Regional Peak Demand Savings:

75 MW (winter)

55 MW (summer)

Avoided CO<sub>2</sub> Emissions:

183,322 annual tons





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& CEO*

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*Senior Manager of Energy  
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