

# 2022 Q3 Market Progress Quarterly Report

This icon map shows the programs featured in this report. **Ctrl + Click** on a program icon to jump to that section of the report.

The icon map is organized into four main sections, each with a distinct header and icon:

- PRODUCTS** (Green header with cube icon):
  - Consumer Products
  - Motor-Driven Products
  - Water Heating Products
  - Retail Products Portfolio
  - Extended Motors Products
  - Heat Pump Water Heaters
  - Efficient Gas Water Heating
- INTEGRATED SYSTEMS** (Blue header with gear icon):
  - HVAC Products
  - Lighting Products
  - Building Envelope
  - High Performance HVAC
  - Luminaire Level Lighting Controls
  - High Performance Windows
  - Variable Speed Heat Pumps
  - Window Attachments
  - Efficient Rooftop Units
- NEW CONSTRUCTION** (Orange header with hammer icon):
  - New Construction
  - Manufactured Homes
- INFRASTRUCTURE** (Yellow header with toolbox icon):
  - BetterBricks
  - Commercial and Industrial SEM



# Products

Status Legend: 90 - 100 percent = Green; 75 - 90 percent = Yellow; <75 percent = Red

Initiative Name	Manager	Fuel Type	Initiative Goal
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Consumer Products Product

<b>Retail Products Portfolio (RPP)</b>	<b>Beth Littlehales</b>	<b>Electric</b>	<b>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.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Effectively implement product-specific strategies.	Document significant specification/standard progress related to four products.	Document significant specification/standard progress related to two products.	On target	No update since last quarter: NEEA staff have been responding to multiple rulemakings regarding test procedures and energy conservation standards. Nearly every product in the portfolio has seen some federal rulemaking activity this year.
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Engage retailers and Program Sponsors in program management and strategy and improve satisfaction with program.	Create and deploy retailer scorecards by end of Q2.	Create and deploy retailer scorecards by end of Q3.	Heads up	Scorecards were created this summer and deployed with retailers. They provide retailers with an opportunity to see how their performance in the program compares to the retailer average and will encourage competition among participants. The goal is to create more engagement with retailers and drive them to increase sales of qualifying products.
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Grow and strengthen ESRPP program through targeted recruitment and retention activities.	Conduct outreach to four target Program Sponsors.	Conduct outreach to two target Program Sponsors.	On target	No update since last quarter: NEEA staff have been reaching out to and working with several prospective program sponsors. One has joined as of June 1, another will join this fall, and a third large sponsor is planning to join for the 2023 program year.
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# Products

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Initiative Name

Manager

Fuel Type

Initiative Goal



Motors Product Group

Extended Motor Products (XMP)		Warren Fish	Electric	Develop program to drive awareness, stocking and sales of efficient pumps and influence Federal standards over time.	
2022 Operations Plan Milestones		Target	Threshold	Status as of 11/7/2022	Comment
Refine and improve how participating pump and circulator distributors preferentially stock and sell efficient products.	<ul style="list-style-type: none"> <li>Participants achieve:               <ul style="list-style-type: none"> <li>Highly efficient pumps market share of 25 percent or more</li> <li>Smart pump market share of 20 percent or more</li> <li>Smart circulator market share of 15 percent or more</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Participants achieve:               <ul style="list-style-type: none"> <li>Highly efficient pumps market share of 15 percent or more</li> <li>Smart pump market share of 15 percent or more</li> <li>Smart circulator market share of 10 percent or more</li> </ul> </li> </ul>	Heads up	In Q3, Smart Circulator market share was exceptional, at 20%, above our target of 15% and above the Q2 total of 17%. Expanded inventory and successful customer outreach by manufacturers' representatives were responsible for this increase in Q3 Smart Circulator penetration. Smart Pump market share was not as strong in Q3 due to supply chain constraints, coming in at 15% for the quarter, below our target, in line with our threshold value, and down from the Q2 level of 17%. Highly Efficient market share reached 20% in Q3, down from the exceptional 27% we saw on that metric in Q2, and right at the midpoint between our target and threshold values.	
Raise awareness of energy efficient pumps, the Energy Rating label, and smart pumps.	Facilitate 250 or more contact hours with Northwest pump buyers/specifiers to educate about the Energy Rating label and Hydraulic Institute's lifecycle cost calculator.	Facilitate 200 or more contact hours with Northwest pump buyers/specifiers to educate about the Energy Rating label and Hydraulic Institute's lifecycle cost calculator.	On target	Distributor-led customer outreach on energy efficient pumps continued strongly in Q3, with an expansion of outreach on tap for Q4, leading the program to exceed our annual target for contact hours in 2022.	
Finalize key intervention strategies and transition the program to Market Development.	Program Advancement presented to RPAC in Q2 2022.	Program Advancement presented to RPAC in Q4 2022.	On target	RPAC voted to approve Program Advancement in Q2 as planned.	



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Water Heating Product Group

Heat Pump Water Heaters (HPWH)	Emily Rosenbloom	Electric	Influence passage of a federal standard for all electric storage tanks > 45 gallons by 2025.	
2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Increase documentation and data accuracy for costs and best practices of challenging installations to provide accurate comments and life-cycle cost analysis in DOE rulemaking process and support cold climate funders.	Complete two research studies by Q4 2022.	Have two research studies in the field by Q4 2022.	Heads up	<p>The research at Bridger View continues. In Q3 on-site interviews and site observation completed. With construction nearing completion, the research firm is focused on determining available data for cost delta modeling and preparing outreach materials for homeowners.</p> <p>Recruiting for phase one of the Cold Climate Demonstration Installation research completed in Q3 with installations scheduled for early October. Phase one targets the Missoula area. Five individual installation contractors were recruited and installation sites reflect a variation of installation conditions. During Q4, recruiting will focus on installers and installation sites in Billings with installation occurring in early 2023.</p>
Increase regional and national HPWH stocking levels in major retailers.	Increase HPWHs by 30 percent of sales for a major retailer's water heating category in the Northwest.	Increase HPWHs by 25 percent of sales for a major retailer's water heating category in the Northwest.	On target	Early analysis of retail data for Q1 and Q2 shows positive progress towards goal. Current analysis shows double growth in retail compared to growth in Q1 and Q2 of last year. NEEA collaborated with the Puget Sound Energy midstream retail program to develop and implement a solution for limiting contractor sales at retail locations with a digital coupon. This solution enables the midstream program to continue at major retails and diffuses distributors' concerns of their business shifting to retail.



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Water Heating Product

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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Implement engagement plans, in preparation for the DOE rulemaking process, to support our long-term savings goals.	Engage stakeholders in the DOE rulemaking process by Q1 2022.	Engage stakeholders engaged in the DOE rulemaking by Q2 2022.	On target	Collaboration continued in Q3 with NEEA's gas water heating team and additional stakeholders to explore opportunities related to DOE rulemaking for residential water heaters. In August, in addition to submitting comments in support of the Department of Energy's (DOE) Supplemental Notice of Proposed Rulemaking to amend the test procedure for consumer and residential-duty commercial water heaters, NEEA provided supplementary data. The data was from the 2015 Heat Pump Water Heater Model Validation Study and fulfilled a DOE's request for data that provides insight into the range of indoor ambient air conditions typical in semi-conditioned spaces and how these conditions correlate to outdoor conditions in different national regions.
Increase broad stakeholder support and market acceptance, through increased regional and national awareness and sales, in support of a federal standard.	Increase HPWH adoption in three Northwest territories with historically lower adoption rates (such as sales, marketing, and/or trainings).	Increase HPWH adoption in one Northwest territory with historically lower adoption rates (such as sales, marketing, and/or trainings).	On target	Significant effort and results have been tracked in Q3. The Boring But Efficient awareness campaign launched at the end of Q3 with a focused emphasis on lower adoption areas. In a pivot from 2022's campaign, 75% of the budget is focused on rural regions. In-person trainings were hosted in Bozeman, Montana for installers and counter sales staff in collaboration with a key distributor, manufacturers, and Northwestern Energy. Early analysis of sales through Q2, show an increase of more than 50% in both Montana and Idaho.



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Water Heating Product Group

<b>Efficient Gas Water Heating (EGWH) / Gas Heat Pump Water Heaters (GHPWH)</b>	<b>Aaron Winer</b>	<b>Gas</b>	<b>Accelerate product development of gas-fired heat pump water heater technology and create market conditions to accelerate market adoption to influence a federal manufacturing standard.</b>	
<b>2022 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 11/7/2022</b>	<b>Comment</b>
Collaborate with manufacturer and gas utilities across North America to finalize GHPWH product design, demonstrate performance in cold climates and prime the market. Total of approximately 60 units estimated to be installed early 2023.	GHPWH demo installations scheduled.	Confirmed shipment dates for GHPWH demo units.	Action required	Neither metric will be achieved in 2022; GHPWH demonstration project timeline dependent on product development status, which has been delayed due to COVID, supply chain issues and other market disturbances Action taken: Adjusted 2023 Operations plan to focus on activities assessing likelihood of a commercialized residential GHPWH by 2025.
Partner with technology developers and manufacturers to accelerate testing and commercialization of additional GHPWH technologies and/or optimized versions of existing technologies.	Two technologies demonstrated.	One technology demonstrated.	On target	Commissioned full-scale water heater prototype with complete control specifications. Completed cost analysis of an integrated gas heat pump water heater. Monthly check-ins with major manufacturer exploring opportunities and debriefing on lab test findings, cost analysis results, and NEEA market research.



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Water Heating

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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Partner with North American Gas Heat Pump Collaborative and major manufacturer to develop GHPWH product launch strategy, likely including aligned rebate programs, supply chain awareness activities, proactive replacement campaign and/or alternate financing mechanisms.	GHPWH product launch plan implemented.	GHPWH product launch plan developed.	Heads up	Collaborative supportive activities supporting GHPWH launch re-scoped to: <ul style="list-style-type: none"> <li>• Codes/standards review and roadmap</li> <li>• Early adopter trade ally segmentation/market research</li> <li>• Updated installer support materials</li> </ul> Due to scoping and contracting delays, supportive activities expected to be complete mid-2023.



# Integrated Systems

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HVAC Product Group

<b>High-Performance HVAC / Very High Efficiency Dedicated Outside Air Systems (VHE DOAS)</b>	<b>Maria Murphy</b>	<b>Electric</b>	<b>Develop program to accelerate the adoption of high efficiency HVAC systems and components.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Engage two to three multi-actor, supply chain teams who design and install VHE DOAS projects to inform market intervention development.	Complete four VHE DOAS projects by Q4 2022.	Complete two VHE DOAS projects by Q2 2023.	Heads up	Pandemic-related factors, including rapidly rising equipment costs and down-sizing of corporate offices, have caused two of the four projects identified to either choose an alternative design or be discontinued. However, engagement with the supply chain team market actors has provided the insight needed to inform NEEA program development: Maintaining the system specification throughout the design phase is the most critical area on which to focus program intervention activities at this point. The program team will continue to support and engage on the two remaining projects through installation to inform future training and promotion efforts associated with installation.
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Acquire access to data needed to support market adoption tracking.	Acquire access to data sources for measuring three system attributes and develop a plan to measure the remaining two.	Acquire access to data sources for measuring two system attributes and develop a plan to measure the remaining three.	On target	Program team acquired access to industry database that provides data to potentially identify 3-4 of the system components and is actively engaging with manufacturers of compliant ventilation equipment to gather sales and product information. Further, system tracking methodology has been successfully vetted by third party evaluator; the results of which can be found here: <a href="https://neea.org/resources/review-of-market-share-forecast-and-key-assumptions-for-vhe-doas">https://neea.org/resources/review-of-market-share-forecast-and-key-assumptions-for-vhe-doas</a>
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HVAC Product Group

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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Finalize key intervention strategies and transition to market development.	Program Advancement presented to RPAC in Q3 2022.	Program Advancement presented to RPAC in Q2 2023.	On target	RPAC voted to advance program into Market Development in August. In late Q3, the team rolled out its midstream strategy with several selected market actors and began work to formulate a prioritized outreach plan for 2023, including coordination with alliance partners to integrate NEEA materials, tools and messaging into their education, training and marketing efforts.
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HVAC Product Group

<b>Variable Speed Heat Pumps (VSHPs)</b>	<b>Suzi Asmus</b>	<b>Electric</b>	<b>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.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Improve test procedure and rating to better differentiate product performance.	Specification updated by Q3 2022.	Specification updated by Q1 2023.	Heads up	The program team currently estimates late Q4 updates for NEEA's VSHP specification dependent upon: 1) Canadian Standards Association load based test procedure updates are complete. 2) NEEA's Q4 convening of the VSHP short-term funder workgroup will gather input to inform specification updates.
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Use field, lab, and market research to identify best-fit products and applications for near and long-term product roadmap.	Product plan updated by Q2 2022.	Product plan updated by Q4 2022.	Heads up	Product Plan update is underway and will be completed in Q4. It will incorporate input from both advanced features and capabilities workgroups and the Q4 funder workgroup. Baseline development occurring at the same time to inform program planning estimates.
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Finalize intervention strategies and transition to market development.	Program Advancement presented to RPAC by Q4 2022.	Program Advancement presented to RPAC by Q2 2023.	Heads up	In Q1, the program team reviewed the results of several research efforts, with reports published on neea.org in early Q2. Based on the research and findings, the team refined the MT theory and approach, which will require a new baseline analysis. This is being revisited in Q3 and Q4 2022, delaying the stage gate advancement to Market Development to 2023.
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HVAC Product Group

<b>Efficient Rooftop Units (ERTUs)</b>	<b>Jason Jones</b>	<b>Gas</b>	<b>Develop program to update Federal standards to increase gas rooftop unit efficiency by 10% or greater than 2020 standards.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Support manufacturers in developing and promoting Efficient RTUs to increase product availability.	Agreement from two manufacturers to expand availability by Q4 2022.	Agreement from one manufacturer to expand availability by Q4 2022.	On target	The program team continues to hold meetings with manufacturers to understand intervention strategies that would expand the availability of qualified equipment. Manufacturers have returned completed CSA P.8 calculators for products to identify equipment that will qualify using the performance path specification. Based on current specification, every major manufacturer has a minimum of 1 qualified product.
Create awareness of and support for Efficient RTUs from targeted market actors.	Three partners reference Efficient RTU specification by Q4 2022.	One partner references Efficient RTU specification by Q4 2022.	Heads up	Specification has been finalized based on manufacturer feedback for our initial market development. Efficient RTU program was discussed at CEE Annual Industry Partners Meeting in September. Manufacturers were generally supportive of the specification tiers and performance paths. Expectation is for CEE and other partners to reference specification in 2023.
Finalize key intervention strategies and transition to market development.	Present Program Advancement to NGAC in Q2 2022.	Present Program Advancement to NGAC in Q4 2022.	On target	Successful Program Advancement vote at the Q4 NGAC meeting (October 17, 2022).



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Lighting Product Group


2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Increase promotion of LLLC through key manufacturer sales channels.	12 strategic engagements with specifiers via manufacturers' sales channels completed.	Ten strategic engagements with specifiers via manufacturers' sales channels completed.	On target	The program continued its collaboration with LLLC sales channel to educate the lighting specifier community. In Q3, the program conducted seven strategic engagements with specifiers, reaching the target of 12 engagements for the year.
Decrease misperceptions and lack of skills that inhibit lighting installers, designers, and engineers from incorporating LLLC in their lighting projects.	Provide six educational offerings (resources or events) delivered collaboratively with key industry organizations.	Provide five educational offerings (resources or events) delivered collaboratively with key industry organizations.	On target	The program reached its goal of delivering six educational offering in collaboration with key industry organizations in Q1-Q2 and no further educational offerings were rolled out in Q3.
Influence broader set of lighting specifiers to include LLLC in their business practices.	Feature five influential specifiers in marketing and/or educational activities.	Feature four influential specifiers in marketing and/or educational activities.	On target	The program is actively reaching out to lighting specifiers who have experience with LLLC in order to feature their perspectives and influence their peers. One specifier was highlighted in a multi-faceted media campaign in Q2. Collaboration is underway with multiple additional specifiers for events and earned media in Q4 and the team expects to reach the target of five by the end of the year.



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Initiative Name	Manager	Fuel Type	Initiative Goal
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	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.	
	2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
	Increase relevance and acceptance of LLLCs among lighting decisionmakers by leveraging early adopter customers.	Feature three influential early adopters in marketing events and/or earned media.	Feature two influential early adopters in marketing events and/or earned media.	Action required	The program has engaged with a number of potential case study candidates and has run into some delays in its collaborations with customers and other market actors. The program now expects to rollout one or two this year, falling short of the target of three. The remaining case studies for this goal are expected to be completed in Q1 2023.



# Integrated Systems

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Building Envelope Product Group

<b>Window Attachments</b>	<b>Rachel Zakrasek</b>	<b>Electric</b>	<b>Develop program to accelerate the adoption of high-performance window inserts in commercial buildings by increasing awareness and demand among target audiences and working upstream with manufacturers and the Attachments Energy Rating Council (AERC) to differentiate products through testing and certification.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Increase understanding and confidence of the cost/benefit of secondary windows.	Complete field test report by end of Q2 2022.	Complete field test report by end of Q3 2022.	Heads up	The last two field test project installations were completed in Q3 for a total of six projects. The team will gather some remaining energy metering data and calibration results in Q4 to inform an updated, final report by end of year. Additionally, a summary of PNNL's study of performance and occupant acceptance of non-glass secondary windows was published to neea.org in Q3.
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Collaborate with key market partners to ensure consistent value proposition for commercial secondary windows and refine program intervention strategies.	Identify consistent value proposition for commercial secondary windows represented by PAWS, AERC and BetterBricks by end of Q4 2022.	Identify consistent value proposition in development by end of Q4 2022.	On target	The program team continues engagement with AERC, BetterBricks and PAWS to better align the value proposition for commercial secondary windows. Four new case studies and additional educational materials will be released in Q4 through BetterBricks, and the team is working with AERC and PAWS to identify ways to leverage these resources in their channels.
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Building Envelope Product Group

2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
High Performance Windows	Rachel Zakrasek	Electric	Develop program to accelerate the adoption of high performing windows that reach 0.20 U value or lower by increasing builder demand, influencing leading manufacturers to scale production and advancing the ENERGY STAR criteria.	
Test high performance windows (HPW) as an easier path/tool to reach aggressive code and above code targets with volume builders in the Northwest.	Use of HPW technology by six Northwest volume builders.	Use of HPW technology by four Northwest volume builders.	On target	The program has successfully enrolled five builders active in the Northwest in its builder pilot. Four builders have already purchased and installed high performance, triple pane windows in one or more homes in the Northwest, and the fifth will purchase in Q4 and install in 2023. The program is in recruitment stages with two additional builders planning developments that will begin construction in Q4 and extend into 2023. These developments offer opportunities to develop case studies and build momentum in the new construction market.
Engage manufacturers and suppliers to co-create strategies for increasing availability of HPW in NW	3 brands of HPW available via NW distribution channels	2 brands of HPW available via NW distribution channels	On target	Three major manufacturers are currently supplying the Northwest with high-performance, triple pane windows. In Q3, the program continued engagement with manufacturers, suppliers and builders to better understand product availability, lead times, and incremental cost of high-performance windows. These insights will inform future strategic interventions.



# Integrated Systems

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Building Envelope

High Performance Windows	Rachel Zakrasek	Electric	Develop program to accelerate the adoption of high performing windows that reach 0.20 U value or lower by increasing builder demand, influencing leading manufacturers to scale production and advancing the ENERGY STAR criteria.	
2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Finalize key intervention strategies and transition to market development.	Program Advancement presented to RPAC and NGAC by Q4 2022.	Program Advancement presented to RPAC and NGAC by Q2 2023.	Action required	The program development activities are on track, however the program will require more time in program development than originally anticipated in order to refine the baseline forecast, program logic, target market(s) and intervention strategies. The program team has revised its target for Program Advancement to Q4 2023.
Confirm barriers and opportunities for HPW adoption among retrofit installers and homeowners	Q2 Market Characterization Study complete.	Q3 Market Characterization Study complete.	On target	A report on the residential windows market characterization study was published in Q3 on neea.org. The study included a survey of retrofit window installers about install and sales experience with high performance, triple pane windows, as well as a survey of homeowners about the windows path to purchase.





# New Construction

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New Construction Product Group

<b>Manufactured Homes (MH)</b>	<b>Mark Rehley</b>	<b>Electric</b>	<b>Leverage the Northwest Energy-Efficient Manufactured Housing Program (NEEM) infrastructure to ensure a voluntary above-code manufacturing specification exists after the upcoming HUD code change, allowing for future energy savings to be captured by the region.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Manufacturers continue to build and sell NEEM+ homes, maintaining market share.	Participating manufacturers build five percent of all production as NEEM+.	Participating manufacturers build two percent of all production as NEEM+.	Heads up	All three long-running NEEM+ producers (KIT, Palm Harbor, Skyline) have NEEM+ certifications that represent 10% or more of the plants' overall NEEM activity. Overall, 112 NEEM+ homes have been put into production so far in 2022, out of 2,402 NEEM homes certified, or 4.5% of NEEM certification activity.
New Federal Standard is equivalent to or greater than the NEEM 1.1 specification.	Provide NEEM+ data to influence Federal Standard in 2022.	Provide NEEM+ data to influence Federal Standard beyond 2022.	1-On target	DOE released their final rule for Manufacturers with an effective date of March 2023. Enforcement remains an issue between DOE and HUD and could impact effective date. NEEA staff contributing to the Environmental Protection Agency's (EPA) update to the ENERGY STAR® specification of Manufactured Homes expected Fall 2023.
Northwest utilities support NEEM+ in local markets.	Partner with 3-5 utilities to support NEEM+.	Partner with 1-3 utilities to support NEEM+.	1-On target	Ongoing dialog with Energy Trust of Oregon, Puget Sound Energy and Snohomish PUD program implementation teams, including providing a likely homes report to the utilities. Utility Rebate Finder tool has all current incentives loaded and available on the website.



# Infrastructure

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<b>BetterBricks</b>	<b>Josh Pelham</b>	<b>Electric</b>	<b>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.</b>
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Infrastructure Programs

2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
Optimize BetterBricks relationship strategy to reduce barriers and secure opportunities for alliance programs to achieve current and future MT goals.	Complete market relationship plan by Q1 2022.	Complete market relationship plan by Q2 2022.	On target	The BetterBricks team continues to refine and update the market relationship plan that the team completed in Q1 and is currently executing. Through this plan the team has been able to better target key partners, engage new partners and/or rekindle past partnerships (e.g., U.S DOE Better Buildings Initiative) and provide deeper collaborations (e.g., BOMA Seattle and AIA Seattle) to more broadly educate the market on alliance program offerings. Importantly, the team regularly connects with alliance program teams to ensure our target audiences and partners are correctly prioritized given current market dynamics and changing program strategies.
Ensure coordinated engagement in the commercial buildings market, creating shared benefits across multiple programs and maximizing the region’s investment.	Arrange 15 market engagements between market partners and alliance programs (e.g., speaking, training, newsletters, etc.).	Arrange 10 market engagements between market partners and alliance programs (e.g., speaking, training, newsletters, etc.).	On target	BetterBricks partner engagements in Q3 included supporting our market partners at NEEC to secure HVAC experts to speak at the Smart Building Exchange. BetterBricks also facilitated program participation at the AIA Montana Conference. While only two engagements occurred in Q3, much of the quarter was spent securing and arranging for a strong number of Q4 engagements, tracking to the target for the year.



# Infrastructure

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Infrastructure Programs

<b>BetterBricks</b>	<b>Josh Pelham</b>	<b>Electric</b>	<b>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.</b>	
<b>2022 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 11/7/2022</b>	<b>Comment</b>
Enhance and amplify regional programs’ capacity-building work by leveraging BetterBricks’ established channels and strong market positioning	Work with program teams to develop and disseminate seven new program tools and resources.	Work with program teams to develop and disseminate five new program tools and resources	On target	Q3 was a productive quarter for the development of new program tools and resources, particularly for the alliance's Window Attachments program with four new resources being published. Several new case studies and fact sheets covering HVAC, LLLC, and windows content have been completed and posted. A total of 67 case studies were evaluated and updated for consistency and a new webpage focused on building performance and compliance is expected to go live early Q4.



# Infrastructure

Status Legend: 90 - 100 percent = Green; 75 - 90 percent = Yellow; <75 percent = Red

Initiative Name	Manager	Fuel Type	Initiative Goal
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<b>Commercial and Industrial SEM</b>	<b>Suzi Asmus</b>	<b>Electric</b>	<b>Sustained adoption of SEM is valued, desired and implemented by a majority of Northwest business owners.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
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Add high-value SEM tools and resources to the SEMHub.	Increase number of users and sessions for LMS and EMA over previous year. Refreshed Commercial Tool Box Talk Cards. 12 new resources posted to SEMHub.com.	Increased number of users and sessions for LMS and EMA platforms over previous year. Refreshed Commercial Tool Box Talk Cards. Eight new resources posted to SEMHub.com.	On target	14 new resources have been posted to SEMHub in 2022 to date, exceeding the target of 12. ( <a href="https://semhub.com/resources">https://semhub.com/resources</a> ). Refreshed SEM Commercial Energy Talk Cards were completed in Q3 and posted to SEMHub, meeting this target. ( <a href="https://semhub.com/resources/commercial-toolbox-talk-cards">https://semhub.com/resources/commercial-toolbox-talk-cards</a> ) #EMA new users slightly down over 2021 but sessions over 10% higher. #LMS users and course enrollments up significantly over 2021.
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Build regional and national consensus on SEM as a best practice or de facto standard.	Create communications to inform region about CEE minimum standards as they are published. Create and support a working group focused on Best Practices and Standard SEM delivery.	If CEE minimum standards are not published in 2022 provide forum for CEE to present to Funder Workgroup. Include a Fall Workshop Session on Best Practices and Standard SEM delivery.	Heads up	While there was not enough interest among the NW SEM Collaborative to stand up a 2022 working group focused on Best Practices and Standard SEM delivery, the team is working to propose an open space topic at the Fall Workshop and is engaging with CEE to disseminate minimum elements when they are ready for broader communication.
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<b>Commercial and Industrial SEM</b>	<b>Suzi Asmus</b>	<b>Electric</b>	<b>Sustained adoption of SEM is valued, desired and implemented by a majority of Northwest business owners.</b>
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2022 Operations Plan Milestones	Target	Threshold	Status as of 11/7/2022	Comment
SEM practitioners actively collaborate with one another on shared challenges via alliance sponsored structure.	A minimum of two funder meetings to align on LMS refresh modules and additional platform improvements. Five active working groups who each deliver a new regional resource. 80 or more attendees at the Fall Workshop.	A minimum of 2 funder meetings to align on LMS refresh modules and additional platform improvements. Three active working groups who each deliver a new regional resource. At least 60 attendees at the Fall Workshop.	Heads up	There are four active Collaborative working groups in 2022; three of the four have developed and delivered an original regional SEM resource, meeting the goal threshold. Refreshed learning modules completed and posted in Q3. New course on track to post at the beginning of Q4. Funders began discussing online learning platform plan for 2023 in Q3 and will continue planning in Q4. Q3 registrations already exceeded the threshold of 60 attendees for the Q4 Fall Workshop, but do not expect to reach the target of 80.