

# Products Coordinating Committee 2024 Annual Workplan

## Snapshot of Regional Priority Topics

*Click on the dates in the table heading to review additional details*

Q1 Meeting 21 <sup>st</sup> March, Thursday	Q2 Meeting Day 1 24 <sup>th</sup> June, Monday	Q2 Meeting Day 2 25 <sup>th</sup> June, Tuesday	Q3 Meeting 12 <sup>th</sup> September, Thursday	Q4 Meeting Day 1 3 <sup>rd</sup> December, Tuesday	Q4 Meeting Day 2 4 <sup>th</sup> December, Wednesday
<a href="#">WATER HEATING: Heat Pump Water Heaters (HPWH)</a>  <b>Inform from NEEA</b> <b>Topic:</b> Customer Messaging to Support Consideration Marketing Campaign <b>(45 minutes)</b>	<a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Coordination on planned or ongoing field studies/pilot studies/data collection. <b>(90 minutes)</b>	<a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Overall future of heat pump rebate offerings <b>(60-90 minutes)</b>	<a href="#">WATER HEATING: Heat Pump Water Heaters (HPWH)</a>  <b>Topic:</b> How to increase Installation Competency (this encompasses both the DIY audience & contractors) <b>(60-90 minutes)</b>	<a href="#">CONSUMER PRODUCTS: Retail Products Portfolio (RPP)</a>  <b>Topic:</b> ENERGY STAR and affordability: Present findings from research on pricing differentials between ENERGY STAR and non-ENERGY STAR products in the refrigerator, clothes washer and clothes dryer categories and, if needed, strategies to address these differentials. <b>(60 minutes)</b>  <a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Coordination on Installer Training content/requirements <b>(TBD)</b>	<a href="#">Annual Planning Session either in 2024 Q4's Day 2 or 2025 Q1</a>

## Products Coordinating Committee 2024 Annual Workplan

Q1 Meeting – 21 <sup>st</sup> March, Thursday	
Regional Topic (up to 90 mins)	Inform from NEEA <b>Topic:</b> Customer Messaging Support Consideration Marketing Campaign
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	
Regional Topic Check In (10-15 mins)	Advanced Heat Pump topic check in for Q2
Housekeeping (15 mins)	

### ***Q1 – Heat Pump Water Heaters***

*Inform from NEEA*

- *Customer Messaging to Support Consideration Marketing Campaign*
  - **Topic lead:** NEEA PM – Emily Rosenbloom
  - **Desired Outcome:** PCC members to understand campaign targeting and how they can complement/support the campaign locally to maximize campaign impact.
  - **PCC Contributors:** Dave Murphy (BPA), Wade Carey (Monmouth P&L), Todd Greenwell (Idaho Power), Haley Putney (Inland Power. As long as its applicable to IP)
  - **Additional detail:** BPA (CRH program) has ongoing marketing support/efforts they could discuss. This would be a NEEA share-out + could hear from around the region what existing messaging efforts are going on.

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Q2 Meeting Day 1– 24 <sup>th</sup> June, Monday	
Regional Topic (up to 90 mins)	<b>Topic:</b> Coordination on planned or ongoing field studies/pilot studies/data collection.
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	
Regional Topic Check In (10-15 mins)	
Housekeeping (15 mins)	

### **Q2 Day 1 – Advanced Heat Pumps**

- *Coordination on planned or ongoing field studies/pilot studies/data collection.*
  - **Topic lead:** NEEA PM – Suzi Asmus
  - **Desired Outcome:** Many utilities are conducting research and pilot studies in the region. NEEA will have some to share out. The amount of time allotted ultimately will depend on members' appetite/ability to contribute from their studies.
  - **PCC Contributors:** Jonathon Belmont/ ShaToya Parker (BPA), Josh Mitchell (Chelan PUD), Haley Puntney (Inland Power (as long as its applicable to IP))
  - **Additional detail:** NEEA already coordinates w/ BPA on these activities; want to hear from others around the region: current efforts, results thereof, suggestions and data points desired in regional data collection efforts (sales data, rebate data).

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Q2 Meeting Day 2– 25 <sup>th</sup> June, Tuesday	
Regional Topic (up to 90 mins)	<u>Topic:</u> Overall future of heat pump rebate offerings.
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	RPP Program Update: ESTAR Market Share Update, Retailer Meeting Update
Regional Topic Check In (10-15 mins)	Advanced Heat Pump Topic Check in for Q4
Housekeeping (15 mins)	

### Q2 Day 2 – Advanced Heat Pumps

- Overall future of heat pump rebate offerings.
  - **Topic lead:** NEEA PM – Suzi Asmus
  - **Desired Outcome:** Update on changes in RTF measures and other impacts of test procedure, refrigerant changes, etc. "how the region talking about HPs, what do we do with that/messaging"
  - **PCC Contributors:** Haley Puntney (Inland Power (as long as its applicable to IP))
  - **Additional detail:** Incorporating new improvements into RTF measures and updating CEE tiers for IRA funding, ESTAR criteria and other specs, test procedure, etc. As we address this, consider including/offering summaries that utilities can share with installers.

## Products Coordinating Committee 2024 Annual Workplan

Q3 Meeting – 12 <sup>th</sup> September, Thursday	
Regional Topic (up to 90 mins)	<b>Topic:</b> How to increase Installation Competency (this encompasses both the DIY audience & contractors)
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	
Regional Topic Check In (10-15 mins)	High-Performance Windows Check In
Housekeeping (15 mins)	

### Q3 – Heat Pump Water Heaters

- *How to increase Installation Competency (this encompasses both the DIY audience & contractors)*
  - **Topic lead:** NEEA PM – Emily Rosenbloom
  - **Desired Outcome:** TBD
  - **PCC Contributors:** Todd Greenwell (Idaho Power), Josh Michell (Chelan PUD), Haley Putney (Inland Power (as long as its applicable to IP))
  - **Additional detail:** NEEA planned activities related to this - 2 new trainings recorded; "bootcamp" to pay installers to attend in-person training; getting into high-schools and comm colleges to help with workforce dev. Consider incenting homeowners as well? (maybe oppty for utilities to share how that's going as a complimentary/coordination aspect?); would it be appropriate to go after/incent HVAC installers (some seeing more HVAC installers do HPWH, and often at cheaper cost), realtors/housing industry too? Multiple PCC members seeing/sensing a need to bypass installers possibly - how can we leverage the demand side (DIY/low-income)? Role of tax credits and incentive stacking? Maybe also a need for open space to talk about general utility efforts - Important to cover installer trainings; still part of the overall challenges/barriers with adoption. Impact of higher call-back rates (oppty to incorporate into trainings + how to talk to homeowners (expectation setting))

## Products Coordinating Committee 2024 Annual Workplan

Q4 Meeting Day 1 – 3 <sup>rd</sup> December, Tuesday	
Regional Topic (up to 90 mins)	<p><b>Topic 1:</b> ENERGY STAR and affordability: Present findings from research on pricing differentials between ENERGY STAR and non-ENERGY STAR products in the refrigerator, clothes washer and clothes dryer categories and, if needed, strategies to address these differentials.</p> <p><b>Topic 2:</b> Coordination on Installer Training content/requirements</p>
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	
Regional Topic Check In (10-15 mins)	
Housekeeping (15 mins)	

### Q4 Day 1 – Retail Products Portfolio

- *ENERGY STAR and affordability: Present findings from research on pricing differentials between ENERGY STAR and non-ENERGY STAR products in the refrigerator, clothes washer and clothes dryer categories and, if needed, strategies to address these differentials.*
  - **Topic lead:** NEEA PM – Anne Brink
  - **Desired Outcome:** PCC members glean insights from research findings - understand what NEEA's path forward is on more affordable options and impacts to utility programs and/or opportunities.
  - **PCC Contributors:** Jonathon Belmont (BPA), Wade Carey (Monmouth P&L), Lars Henrikson (SCL), Haley Puntney (Inland Power (as long as its applicable to IP)), Todd Greenwell (Idaho Power)
  - **Additional detail:** BPA payments on W/D are extremely low - could pricing data inform an increase in RTFs incremental cost so they can offer higher incentive? Utilities have a hard time with this - admin costs are high and usually lead to C/E challenges. The majority of consumers have to purchase lowest cost product, how to have most efficient options also be "most affordable". Would be nice to have insight on the more affordable options - including the range of cost on ESTAR products. Background/context dynamic around NEEA's role in the equity/affordability space (as well as regarding regional equity of product availability). Consider covering HP dryers if not already included in this.

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## ***Q4 Day 1 – Advanced Heat Pumps***

- *Coordination on Installer Training content/requirements*
  - **Topic lead:** NEEA PM – Suzi Asmus
  - **Desired Outcome:** NEEA and utility sharing on changes in installer training delivery, content, priority, QA/QC. How are utility programs incorporating RTF measure changes, and other heat pump advances into their trade ally programs.
  - **PCC Contributors:** Jonathon Belmont (BPA), Josh Mitchell (Chelan PUD), Haley Puntney (Inland Power (as long as its applicable to IP)), Todd Greenwell (Idaho Power)
  - **Additional detail:** Keep this on our radar - expect installer training needs/content may change in the year ahead. Any update on this would be helpful (even related to DR). Contractors really liked PCTS training - with that gone, Clark exploring BPA's CRH support. Having some info from NEEA on future of measure and how that relates to what contractors need to know (i.e. what's the future of this, could communicate long-term plans to help keep contractors engaged and aware of broader trends).

## Products Coordinating Committee 2024 Annual Workplan

Q4 Meeting Day 2– 4 <sup>th</sup> December, Wednesday	
Regional Topic (up to 90 mins)	Annual Planning Session or 2025 Q1
Regional Roundtable Update (75-90 mins)	
Ad-Hoc Topic	
Regional Topic Check In (10-15 mins)	
Housekeeping (15 mins)	

### ***Q4 Day 2 – Annual Planning Session***

- Annual planning session either in 2024 Q4's Day 2 or 2025 Q1