

Products Coordinating Committee



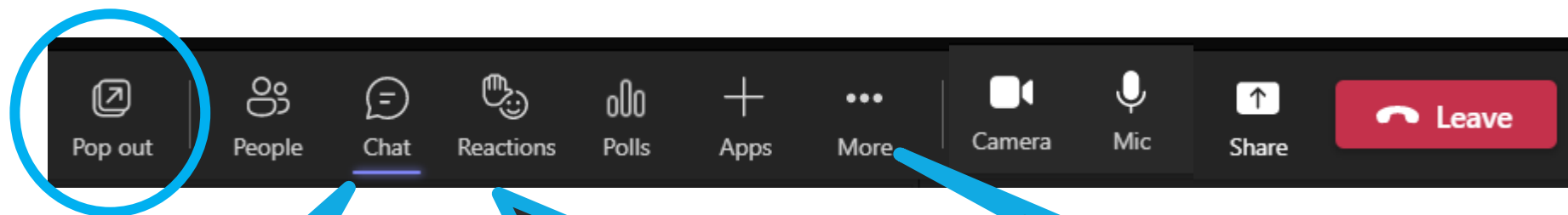
Q1 2024 Meeting

*Thursday, March 21, 2024
12:30 – 3:45 pm, Pacific Time*





Tools for Today: Engaging on Teams



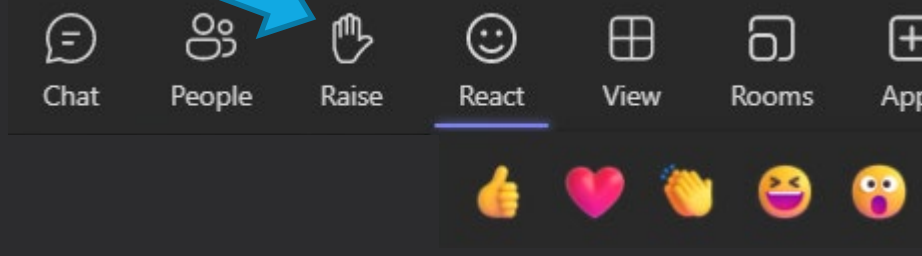
The chat is not captured in the recording.

Do you have any accessibility challenges with this technology today?



Comments/Questions?

Please raise your virtual hand or chime in
Chat & reactions also welcome



“...” More includes:

- ✓ Settings: mic & video
- ✓ Background effects

Heads up:
“Spotlighting” Speakers





Collective Role – Working Together

- Share your organization's activities
- Come prepared to actively participate
- Be transparent
- Identify any potential conflicts/challenges
- Flag any potential opportunities to leverage
- Be present in the conversation and stay flexible



» AGENDA

All times Pacific

12:30 -12:45	Welcome, Agenda & Packet Review
12:45- 2:05	Introductions & Regional Roundtable
2:05 - 2:15	BREAK
2:15 – 3:00	Regional Priority Topic
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3:20 – 3:35	Housekeeping
3:35 – 3:45	Recap, Next Steps, Adjourn



Packet Review & Informational Updates



- Tier 1: Agenda Items

- ✓ *Heat Pump Water Heater Customer Messaging to support Consider Marketing Campaign (pg. 4)*
- ✓ *Q2 Regional Priority Topic Check In (pg. 5)*
- ✓ *Regional Portfolio Advisory Committee (RPAC) Updates (pg. 6)*

- Tier 2: Informational Updates

- ✓ *Advance Heat Pump Updates (pg. 7)*
- ✓ *Heat Pump Water Heater Focus Conversations (pg. 9)*
- ✓ *Coordinating Committee Assessment (pg. 10)*

- Tier 3: Additional Resources (links on pg. 2)

Committee materials (charters & recent meeting resources, functional newsletters (Market Research & Eval, Emerg Tech, Codes + Standards + New Construction)





New PCC Members

- Welcome to PCC
 - Michele Drake (Avista)
 - ShaToya Parker (BPA)
 - Christian Douglass (NWPCC)
 - Tyler Boehringer (Emerald PUD)



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Introductions + Committee Roundtable



Introduction Prompt ***(All)***

- **Name**
- **Organization**
- ***And...***



Roundtable Focus ***(NEEA PMs & PCC members)***

- Highlights since Q4 of 2023
 - Programmatic updates
 - Organizational updates



Please aim for 3-5 min max, thanks!

» *Break!*

Please return at 2:15pm PDT



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Heat Pump Water Heater - Customer Messaging to Support Consideration Marketing Campaign

Emily Rosenbloom

Sr. Program Manager, Heat Pump Water Heater

3/21/2024





Context: Timing and RPAC+ Process

Q1 2024	Q2 2024	Q3 2024	Q4 2024
<p>February</p> <p><i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none">• Overview of proposed 2024 consumer campaign <p>March–April</p> <ul style="list-style-type: none">• Hold 1:1 meetings with RPAC members and their marketing staff	<p>May</p> <p><i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none">• Review proposed plan, funders make elections	<p>July</p> <ul style="list-style-type: none">• Launch 2024 consumer campaign	<p>October</p> <ul style="list-style-type: none">• Conclude campaign



Increasing consumer awareness remains a key component of market transformation, especially since most people do not think about their hot water heater until it breaks (MPER#7)





Context: Past Campaigns

HOT WATER SOLUTIONS

Today's Electric Hybrid Water Heaters

A Little Boring. A Lot Efficient.

3.5X
More efficient
than standard electric
water heaters*

\$
Utility rebates
up to \$800**

Pays for itself
over time

*Efficiency varies 2 to 3.5 times more efficient than a standard tank based on usage, model, and climate zone.
**Utilities located in ID, MT, OR and WA. Rebates and availability vary by utility. Check with your local utility to learn more.

ZIP CODE

GET STARTED

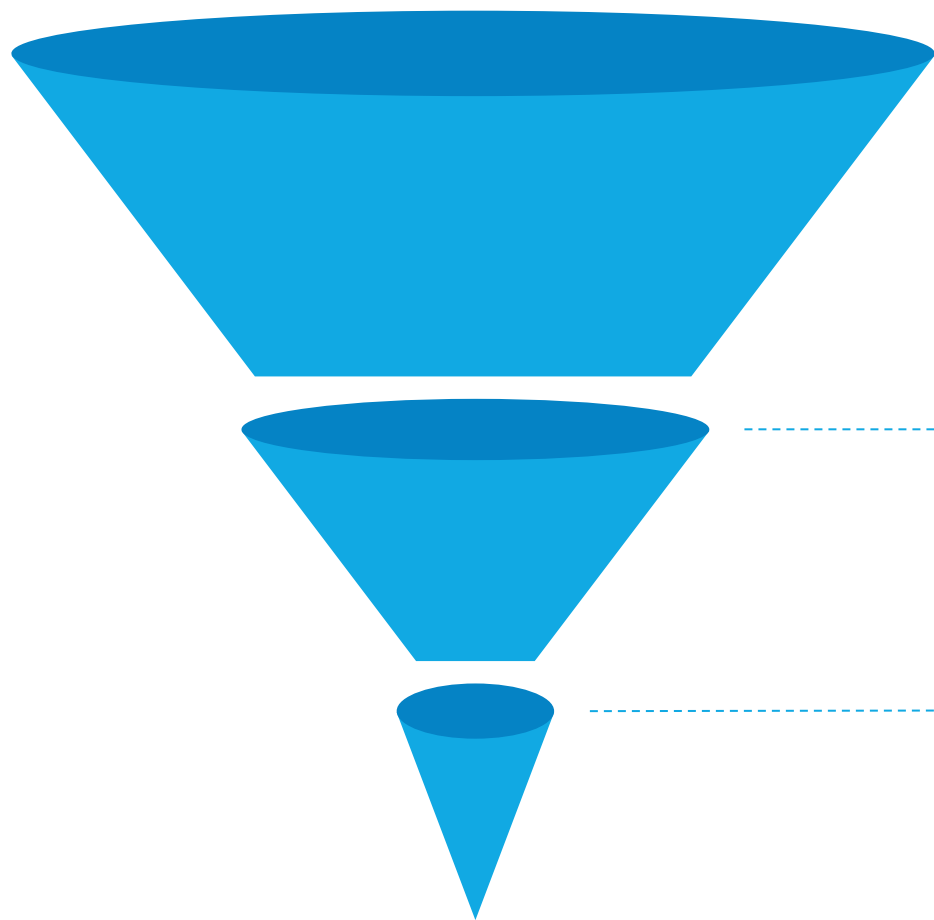
TODAY'S HYBRID WATER HEATERS

HOT WATER SOLUTIONS

**A LITTLE BORING
A LOT EFFICIENT**



Context: Marketing Funnel



Awareness: Basic understanding
57% of regional consumers

Consideration: Awareness + Value
Proposition

Conversion: Proactively ask for a
HPWH

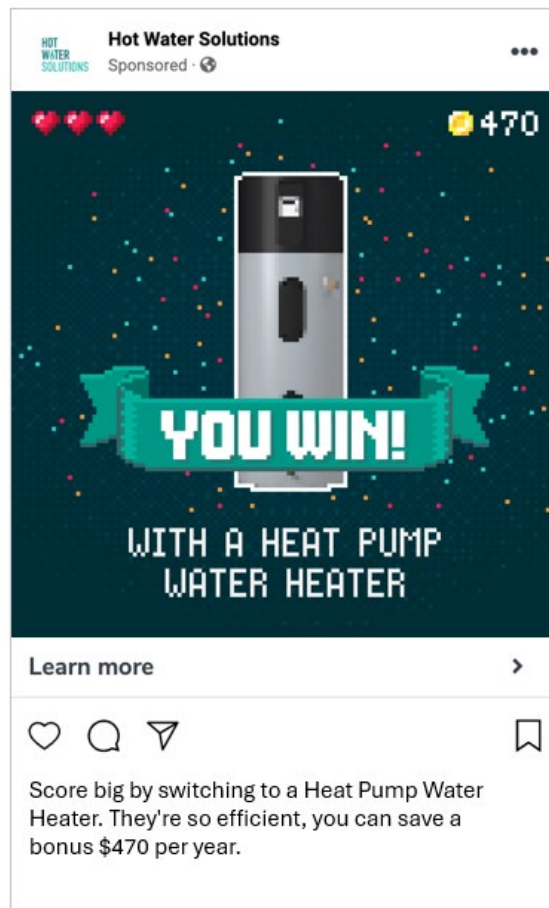
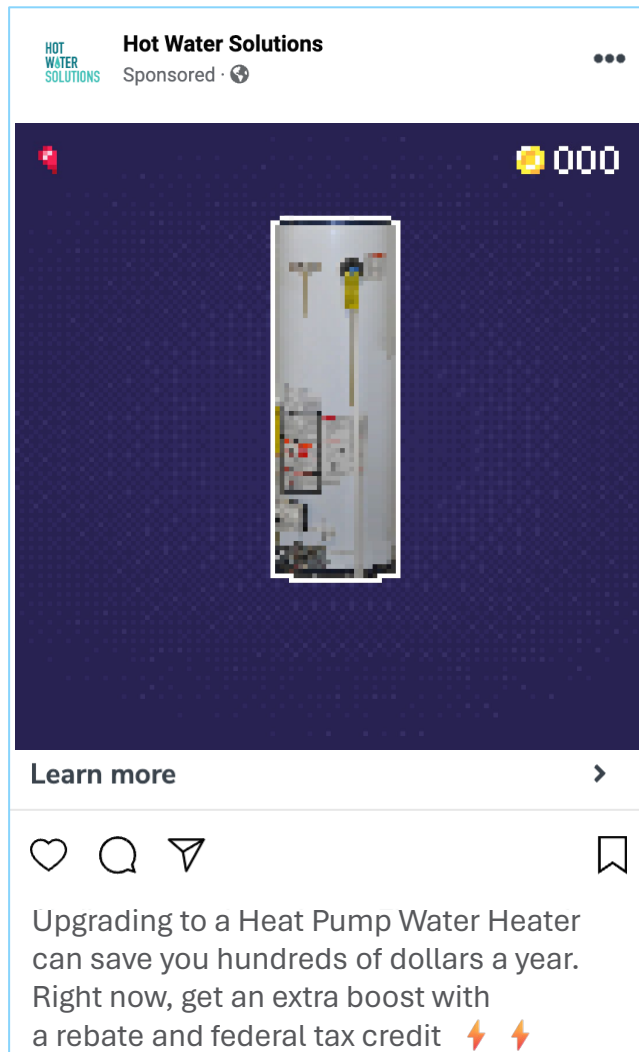


Proposed Campaign Targeting

- Timing: July through October 2024
- Channels: Digital and social channels
- Targeting both rural and urban consumers
- Awareness messaging to consumers who aren't yet aware of HPWHs
- Consideration messaging to consumers who have an existing awareness of HPWHs



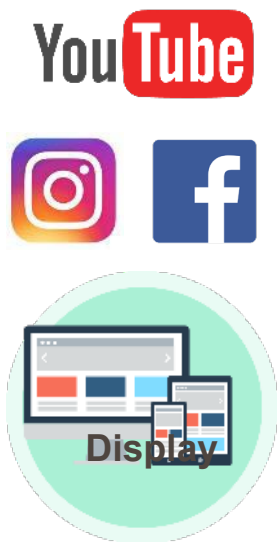
Creative Sneak Peak: Level Up





User Experience

MEDIA CHANNELS



CAMPAIGN LANDING PAGE



EDUCATION AND TRANSACTION

Local Utility



Local HPWH Installers



Retail Promotions/Mid-Stream



Manufacturers/Product Education





Market Engagement Plan

Manufacturers

- Stock availability
- Installer training
- Increase installer rewards
- Consumer marketing

Distributors

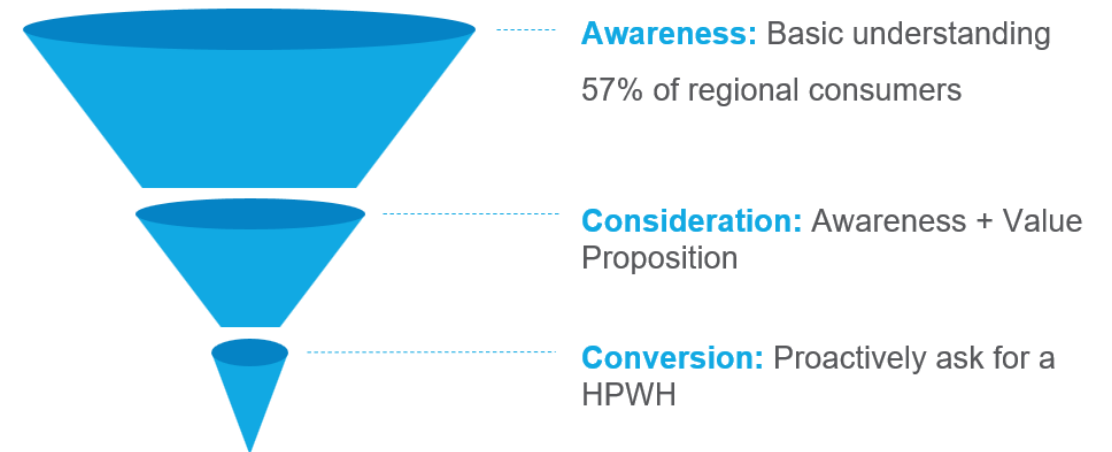
- Stock availability
- Sales staff education
- HPWH marketing





Collaboration Brainstorm

- What has worked in the past to move your customers to conversion?
- What marketing are you currently implementing or have planned?
- Are you developing a fixed price promotion or limited time offer?
- Is there something NEEA can do to further support your organization reaching customers?



» Thank you!

Emily Rosenbloom, Sr. Program Manager
erosenbloom@neea.org



➤ *Break*

*Please return at
3:10 pm PDT*



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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 st March, Thursday	Q2 Meeting Day 1 24 th June, Monday	Q2 Meeting Day 2 25 th June, Tuesday	Q3 Meeting 12 th September, Thursday	Q4 Meeting Day 1 3 rd December, Tuesday	Q4 Meeting Day 2 4 th December, Wednesday
WATER HEATING: Heat Pump Water Heaters (HPWH) Inform from NEEA Topic: Customer Messaging to Support Consideration Marketing Campaign (45 minutes)	HVAC (Residential) Advanced Heat Pumps TOPIC: Coordination on planned or ongoing field studies/pilot studies/data collection. (90 minutes)	HVAC (Residential) Advanced Heat Pumps TOPIC: Overall future of heat pump rebate offerings (60-90 minutes)	WATER HEATING: Heat Pump Water Heaters (HPWH) Topic: How to increase Installation Competency (this encompasses both the DIY audience & contractors) (60-90 minutes)	CONSUMER PRODUCTS: Retail Products Portfolio (RPP) Topic: 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. (60 minutes) HVAC (Residential) Advanced Heat Pumps TOPIC: Coordination on Installer Training content/requirements (TBD)	Annual Planning Session either in 2024 Q4's Day 2 or 2025 Q1



Q2 Regional Topic Check In

Advanced Heat Pumps

- 1. Day 1 Topic: Coordination on planned or ongoing field studies/pilot studies/data collection***
- 2. Day 2 Topic: Overall future of heat pump rebate offerings***



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A faint, light blue geometric logo is centered in the background. It consists of several interlocking chevron or arrow shapes that form a larger, abstract diamond-like structure.

Announcements & Housekeeping



Housekeeping & Looking Ahead

- RPAC Updates
- Announcements
 - Efficiency Exchange May 14-15
 - Stakeholder Engagement
- Upcoming NEEA Meetings



RPAC Updates

- Charter Review
- Federal Funding Workgroup Update
- 2024 Stakeholder Engagement Activities



Stakeholder Engagement Activities

- 1) Stakeholder Satisfaction Survey (complete)
- 2) In-person stakeholder visits (2024-2025)

Goals:

- Solicit feedback on stakeholders' experience working with NEEA staff; participating in NEEA forums
- Build understanding of stakeholder needs
- Discuss marketing coordination as needed
- Continue socializing Cycle 7 Business Plan



Stakeholder Engagement Activities (cont.)

Coordinating Committee Review

- Focus on structure, process, timing, agendas, etc.
- Goals:
 - Identify areas for improvement and support transition to Cycle 7
 - Ensure regional value delivery and effective resource allocation.
- Recommendation coming to you in Q3



Efficiency Exchange 2024 – Registration Open



EFX24 Early Bird Registration

February 15 – April 12

neea.org/EFX

EFX24 Hybrid Conference
May 14-15 in Coeur d'Alene
In-person + Virtual



2024 PCC Meeting Dates



Q1

- Thursday, March 21

Q2

- Monday, June 24
- Tuesday, June 25

HYBRID @
NEEA Office

Q3

- Thursday, September 12

Q4

- Tuesday, December 3
- Wednesday, December 4



Upcoming NEEA Meetings

March

- 28th Regional Emerging Technology Advisory Committee

April

- 24th Natural Gas Advisory Committee
- 30th Cost Effectiveness & Evaluation Advisory Committee

May

- 13th Regional Portfolio Advisory Committee
- 14th Efficiency Exchange
- 22nd & 23rd Q2 Integrated Systems Coordinating Committee



Other Upcoming Events or Announcements?

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A piece of brown paper with a string tied in a bow. The string is a light brown, twisted cord. It is tied in a bow that is centered horizontally and slightly above the vertical center. The bow has two loops on the right side and two tails extending to the left and right. The background is a solid, textured brown paper.

Let's wrap it up!



Action Items | Any Final Qs?



- Action Items

Thank you PCC!
➤ Till we meet again...

Q2 PCC → 2-Day Meeting ***HYBRID*** @ NEEA's office
Monday, June 24 and Tuesday, June 25 2024

