



RESIDENTIAL ADVISORY COMMITTEE MEETING

DATE: January 19, 2017
 TIME: 10:00 am – 4:30 pm
 LOCATION: The Conference Center, Seatac, Beijing Room
 17801 International Boulevard (Pacific Highway S), Seattle, WA 98158
 DIAL-IN: 1-888-346-3950
 Enter the participant code: 6003-9439
 WEBINAR: <http://neea.adobeconnect.com/racjan2017/>

DESIRED OUTCOMES:

- Robust discussion, feedback and advice on agenda items
- Impart relevant, pertinent information to each other

AGENDA

Time	Topic	Lead	Packet Page
10:00 – 10:15	WELCOME AND INTRODUCTIONS	Lis Saunders	
1:15 – 10:30	HOUSEKEEPING <ul style="list-style-type: none"> • Follow up on action items from October 6, 2016 • RAC 2017 work plan • Packet/Informational Updates <ul style="list-style-type: none"> ○ Appendices ○ Consumer Products Market Strategy ○ Emerging Technology Update ○ MR&E Update ○ Program Updates: Ductless Heat Pumps, Homes (includes real estate engagement), Manufactured Homes, Heat Pump Water Heaters, Retail Product Portfolio 	Lis Saunders	3 13 14 15 16 17-28
10:30 - Noon	UTILITY SHARE OUTS/ROUND ROBIN <ul style="list-style-type: none"> • Updates since October <i>Outcome: Info sharing</i>	All	
Noon – 12:30	<i>Lunch (provided)</i>		
12:30 – 12:45	RESIDENTIAL/MASS MARKETS PORTFOLIO UPDATES Residential Window Attachments <ul style="list-style-type: none"> • See Emerging Tech update (page 16) <i>Desired outcome: Shared understanding of opportunity, how utilities will participate, and lifecycle process for this program.</i>	Neil Grigsby	29

12:45 – 2:15	RESIDENTIAL/MASS MARKETS PORTFOLIO UPDATES Dryers <ul style="list-style-type: none"> • Path to Purchase research overview and Dryers case study • EnergyStar program coordination and updates <i>Desired Outcome: Understanding of how utilities can apply value prop work to individual programs/marketing and deeper insight into how NEEA staff influence E* programs.</i>	Stephanie Baker Corinne McCarthy	30
2:15 – 2:25	<i>Break</i>		
2:25 – 3:10	Codes and Standards <ul style="list-style-type: none"> • What’s new in 2017 – what does the future hold with a new administration? Insights and opportunities <i>Desired Outcome: Open discussion and dialogue about how we can continue to make codes and standards progress as we shift to a new administration.</i>	Charlie Stephens	
3:10 – 4:10	RESIDENTIAL/MASS MARKETS PORTFOLIO UPDATES 2017 Overview of Program marketing <ul style="list-style-type: none"> • What’s in store? How can utilities leverage? How can NEEA staff help? <i>Desired Outcome: Identification of opportunities to partner and build upon NEEA efforts. Identification of concerns/potential impact of NEEA efforts on local programs. Next steps.</i>	Stacy Blumberg Kyle Stuart	33
4:10 - 4:15	OPPORTUNITY FOR PUBLIC COMMENT		
4:15 – 4:30	WRAP UP/ADJOURN <ul style="list-style-type: none"> • Meeting feedback • Next meeting/location 	All	

Summary Notes – DRAFT
Residential Advisory Committee Meeting
Thursday, October 6, 2016



Attendees:

In person:

Nancy Oakley, Tacoma Power
 Doug Dickson, Snohomish PUD
 Deborah DePetris, Clark Public Utilities
 Tina Jayaweera, Northwest Power & Conservation Council
 Jeff Tripp, Puget Sound Energy
 Roger Lawless, Idaho Power
 Thad Roth, Energy Trust of Oregon
 David Murphy, Bonneville Power Administration
 Josh Mitchell, Chelan County PUD
 Colleen Neel, Cowlitz County
 Mark Wyman, Energy Trust of Oregon

By Phone:

Don Jones, PacifiCorp
 Deb Young, Northwestern Energy
 Roger Kainu, Oregon Department of Energy
 Victor Couto, Seattle City Light
 David Nightingale, Washington Utilities and Public
 Transportation Commission

NEEA Staff: Jeff Mitchell, Neil Grigsby, Stephanie Baker, Becca Yates, Suzi Asmus, Lis Saunders, Jill Reynolds, Beth Littlehales, Dulane Moran, Christopher Dymond, Julia Harper, Jon Clark, Eugene Rosolie, Erica Trujillo, Suzi Asmus, Nick Leritz

Housekeep and Agenda Items

- a. Follow up on action items
- b. RAC 2016 work plan – 2017 RAC meeting dates
 - i. No comments from committee.
 - ii. PSE: Good idea to add review of guiding principles to the work plan and suggested including a quick review at the start of each meeting.
 1. Idaho Power: Agreed. Good idea to have given turnover and new committee members.
- c. Annual Meeting and Leadership Awards
 - i. No objections to 2017 meeting dates.
 - ii. No objections to 2017 meeting locations.
 1. Committee agrees to October 2017 meeting in Wenatchee.
 2. Idaho Power will follow up offline – may be interested in hosting a meeting
 3. Clark PUD might be available to host Q2. Will talk offline.
 4. UTC is open to hosting.
- d. Efficiency Exchange 2017
 - i. May 9th and 10th 2017, Oregon Convention Center. Submit session proposal via Conduit at <https://conduitnw.org/Pages/Article.aspx?rid=1147>. Deadline for submissions if October 31.
- e. Packet, Informational Updates
 - i. Consumer Products Market Strategy
 - ii. Emerging Tech
 - iii. Program Updates: Dryers, Ductless Heat Pumps, Next Step Homes, Real Estate Engagement, Marketing Update
- f. Energy Star Partner Meeting Update
 - i. October 25th – 27th New Orleans

UTILITY SHARE OUTS/ROUND ROBIN

BPA

- Updated Implementation Manual and Measure List has been released. We welcome any questions.
- Half way through utility round table session. Getting general feedback. Has not been much feedback on lighting and showerheads.

Deb Young

- Final stages of Electric Potential Assessment and End Use Study (electric and gas across all sectors – saturation study). Once finalized, commission will share.
- In the process of moving into Simple Steps for LED's.

Tacoma

- Launched pilot on video inspections. This focus was on DPH's and found the video worked well. Skype and Facebook were used. We found that this took half the time going from about 15 minutes to a 7 minute inspection. Also eliminates travel time and provided more opportunity to interact with the customers. Found this helped the cost effectiveness. Something we can talk about at Efficiency Exchange?
- Working on 2017 goals. Extended CLEAResult contract through first part of 2018 (retail program).
- DHP's (2017): Looking at reducing incentives (currently at \$800.00). Struggling with cost effectiveness.

UTC:

- Launched integrated resource plan rulemaking – gas and electric IRP requirements. This will be a major effort in 2017.

Clark Public Utilities

- January 1st looking to increase number of LED's handed out. We currently hand out one per day for each CFL. We will now hand out two a day.
- Doing away with credit for Appliance Recycling program. Changed program at this year 30 to 20 credit. The volume has been consistent.
- Revising Loan Program. Rolling out online application. Wanting customers to use the online application instead of paper. We are requiring a bid upfront so we can come up with the loan terms.

Pacific Corp

- Working on 2017 conservation planning for Washington. Will be filed by the 15th of December.
- Getting out of CFLS. Energy Star spec is helping us do this.
- Heat Pump Dryers market is a little slow so we came up with the idea to see if we could get retailers to start selling them. Working with Stephanie Baker at NEEA.

Cowlitz:

- Starting installing advanced power strips. Ran into a few trips with the survey so we've changed it. We will give the options to mail in or do an online survey. We like them because it gets us into gas heated homes, newer homes but not a lot of savings.
- Kicked off Wi-Fi thermostat giveaway this week. Partnered with qualified contractors. Giving one away, once a week for the rest of the year. Installation is difficult but contractors agreed they would install for free if we buy the thermostat.

Seattle City Light

- Close down refrigerator program. No more rebates. Will continue running replacement program. Looking at ways to keep this cost effective for us. Looking at opening a web store.
- Reached out to by local public water utility to recycle washers. Looking at potential savings and created a customer program at no cost for the customer.
- Going strong with LED's. We'll see by the end of the year if we've reached a million.

Chelan

- We have a storm window program. Started pilot with our historic neighborhood. Offering to customer to single pane windows that cannot update. This will be a self-installed program. There will be an inspection for every window.
- Smart Strip program: Offering to customers who are on power pay and are looking at online newsletter. We will also offer conservation kits for our audit program.
- Installed five electric charging stations for vehicles. We are working with sponsors who will fund the power to the customers. Right now it's car dealerships.

Roger ODOE

- Residential tax credit program is going into rulemaking. Prepping for 2017 – information on website. Unsure of whether this will continue to 2018 and beyond.

Idaho Power

- Shade Tree offering this week. Give away 1500 trees through Saturday. Largest offering.
- Kicked off Smart Saver Pledge. Commit or pledge to take action for 21 days. Thermostat down 3 degrees, use slow cooker more frequently, etc. Last few days there are 127 people that have signed up so far.
- December 30th workshops will include stakeholders, etc.
- Program offerings in 2017 have been discussed.
- Stated we gave 10,00 kits at last meeting. We are now at 30,000. Customer satisfaction has been great.

Snohomish

- New CEO is very interested in community solar. Did a brainstorming session and looked at other utilities. Leaning towards low income or multifamily.
- Looking at a program with Snohomish County for single and multifamily new construction.
- Lowering rebate incentives.

PSE:

- September 1st lowered LED incentive by 15%. Trying to keep in line with the market. Average incentive amount is under \$2.00 a unit.
- Savings outlook for 2017 will be down 30 percent and will be able to maintained status quo.
- Since June we've been sending out unusual usage alerts. 40,000 so far. Open rates have been around 50 percent. Aggregate open rates are approaching 100 percent. Gas customers getting the alerts in the summer time.
- File annual conservation plan. On track with biannual conservation filing.

NWPC

- November 7th conservation resource advisory committee meeting. Action item is to help improve the acquisitions of EE. Exploring how to identify what a hard to reach market is. Next step is figuring out what we can do to reach these markets.
- First demand response advisory committee December 1st.

Residential/Mass Markets Portfolio Update: Heat Pump Water Heaters (page 24 in packet)

- a. Ask: Review Heat Pump Water Heater (HPWH) manufacture updates and get committees thoughts, impressions and any concerns that are related to the news from GE.
 - I. Chelan: There is a concerned about a code play on a product where manufacturers are still identifying themselves (or un-identifying themselves). Also, the fact that plumbers install them but don't mostly repair them is a concern. Doesn't feel like the market is in a place for the push for code.
 - II. Chelan: We really need to be working on connectivity on non-heat pump water heaters. That's where I feel the savings are. I support whatever we can do with HPWH. Federal standards with tanks I'm not sure how to get around. I really like the ProDeal. I've called contractors and we were encouraged not to install as they do not know how to work on them.

- b. From your perspective: How has your organization responded to the GE announcement? What challenges are you anticipating? How can NEEA help?
- I. BPA: EE reps were concerned about the GE situation. There is a communication piece we need from this presentation.
 - II. Idaho Power: If there's an issue with the product will someone be sent out to repair? How long will they be committed to that?
 1. NEEA: As long as there is a warranty, they will continue to repair.
 - III. Chelan: We've been disappointed about GE but NEEA has done a great job bringing players into the market. Talking points would be great to have to give to our customers about this issue.
 - IV. Tacoma: FAQ document was great. It answered a lot of questions we had. We distributed it to staff.
 - V. **Action Item:** Jill to distribute talking points regarding GE.

Residential/Mass Markets Portfolio Update: Retail Product Portfolio Update (page 26-41 in packet)

Ask: Review memo and bring any questions, recommendations, feedback, or concerns. Also, coordinate with your workgroup and RPAC members and discuss NEEA Staffs' recommendations regarding adding products to the portfolio for 2017.

ETO/PSE Concerns:

1. The product selection criteria fails to articulate underlying logic or sorting rules detailing which products are appropriate for RPP and which are best advanced through regional utility programs.
2. The overall ESRPP structure is not well aligned with regional EE resource planning activities.
3. The program to date has not shown conclusive evidence of success and it isn't clear how further program modifications will not interfere with assessment or evaluation efforts.

ETO/PSE Request:

1. Endorse the need for, and to provide guidance on the creation of a policy detailing which technologies may be considered for inclusion in RPP and which are not suitable.
 2. Endorse the need for, and provide guidance on how to balance the ESRPP opportunity for scale and influence with national retailers and the diminished influence NW funders may have in a national structure.
 3. Request a business plan of NEEA RPP activities, which would be agreed to by stakeholders. This would include scope, schedule of activities, and costs. It should also address data-driven success metrics needed to advance within the NEEA Initiative Lifecycle. This will prevent the need to revisit day-to-day RPP activities unless there has been a violation. A policy would be requested detailing the process required for warranted or unwarranted course correction.
 4. Failing resolution of the concerns identified above, consider withdrawal from the ESRPP structure.
- ETO (Mark Wyman): I don't think this [graphic showing RPP's position in supply chain] is entirely accurate. There are a number of midstream programs active in the region right now starting at the retailer. The longest running models on lighting and showerheads where we've been participants in the Simple Steps Smart Savings programs which is a four state regional program that has relationships with manufacturers along with customers.

- Chelan: I have a small discomfort in 1. Separate decisions from us in order to fit in with the national group. When I look at what's happening now, I don't have a problem with the current products but am uncomfortable about the decisions being so far removed from the group.
- Tacoma Power: The product list was shared with the WG in July however the decisions had not been made just yet. There was delay in bringing that product list to the WG. That was acknowledged by the team that there was other work that needed to get done.
- WUTC (David Nightingale): On the third item, I'm not sure exactly what people had in mind by bringing that up but at this point in the process evidence of success is not possible to demonstrate. Maybe someone can explain to me what they were thinking with this.
- PSE (Jeff Tripp): from my perspective, when we talk about success it's not clear. We don't believe that the expectations were properly set on the onset. A lot of this has the value of hindsight. One of my biggest concerns is the evolution of the program since the agreement of what the program or initiative would be. A lot of that does have to do with moving on to the Energy Star component before the initial initiative could be measured or evaluated. I went back to Conduit and looked at the Q&A on RPP which was put out there when it first came and voted on and it does not include the Energy Star group that is now a part of deciding which products to bring. My original ask on this was a baseline reset so there is an understanding of what the initiative is and how it runs and under what criteria.
- NEEA (Jeff Mitchell): And this is an RPAC level reset.
- WUTC (David Nightingale): So it sounds like number three is not quite phrased correctly then. It sounds like you're talking about one clear and comprehensive communication about decisions and the other is baseline setting which is a technical issue but of course, important.
- ETO (Mark Wyman): This topic of the design changing over time is salient to the other two concerns and little bit of condensed history. Last year the decision was made to merge RPP as a Northwest plus California regional effort then merge it into a national effort driven in large part by Energy Star. At that time there were concerns about what this means as far as product selection. This initiative began under the umbrella of "small savers". We've migrated past this to this national effort. We've all agreed that we would revisit this topic by agreeing on a product selection criteria and this topic did not come up until the May or June work group where we jumped past this step without having an opportunity to discuss what the selection criteria was. We had a catch up session to review the product selection criteria and after reviewing we were not able to come up with an endorsement of expanding the products next year because the present product selection criteria failed to articulate any boundaries outside of EE designation.
- Josh Mitchell: So is the concern the current products or how we get the products?
- ETO (Mark Wyman): It's the process. How we get products and how we plan over a multiyear horizon so that efforts are additive and not redundant.
- Josh Mitchell: So are we holding this whole process up? Can we move forward with the current products?
- ETO: Yes, we can potentially kick the can down the road one more time but there is some fatigue from all parties about getting bogged down on the larger fundamental question about what the scope of this is. Do we nudge it down the line and wait for a product that is actually disruptive to work that's going on? Or do we want to deal with it now?
- Snohomish (Doug Dickson): I thought the decision was made a year ago and I didn't understand it as a kicking-the-can-down-the-road process. I thought we had made the decision and moved on. This feels like going back and rehashing the process in a pretty

disruptive way. I think what we really need is if something like this comes up, how do you address it and how do you bring it up to this group? But these are all decisions I feel we've already made. I have more problem with the dryer issue between BPA and NEEA than I do with any of this.

- ETO: I would go back to the document that was published at the time we made the decision for us to move forward. We highlighted this as an issue and the response was to engage on product selection criteria that addressed those issues. I think that the same thought could be said for PSE at that time.
- ETO: We have to ask ourselves as collective stewards of ratepayer funding, is it added value to the ratepayer to pay twice for the same technology and same actor. I would ask that question. The disruption question has to do with the narrow scope of this initiative compared to other programs. I'm not going to presume this is a valid question for everybody but I need to see if it's worth addressing in a document we can turn to and rely on that we can plan around so we're not surprised on what direction an initiative could go in. As of right now this is more or less a blanket approval to include any product. Other than Energy Star designation I feel there is no boundary.
- Snohomish (Doug Dickson): Is that accurate? It doesn't seem accurate. I thought the boundary is to come back to this group and maybe RPAC to discuss whether or not we have a product. That seems like enough boundary for me.
- Tacoma Power (Nancy Oakley): I think there is a process for product selection. I think I struggle with the redundancy concern because I think about what we're doing with heat pump water heaters or heat pump dryers. Utilities offer an incentive and there's an incentive behind the scenes; example with the heat pump water heaters, to encourage the purchase. So utilities are actually leveraging that and our customers are getting the benefit.
- ETO: I think the nuance is where in the supply chain that influence is being exerted.
- NWPC (Tina Jayaweera): I'm not sure I understand why that matters. From our perspective the total resource cost is the question. If you're able to bring that incremental cost to zero whether some of its NEEA or some of its utility or customers then the advantage is you're getting the customer to get the most efficient product. Seems that these supplement and complement each other. It seems to me that they complement each other.
- Snohomish: I feel I was helped to understand this a year ago. Now I feel like I'm being brought back to that same point and issue I already made a decision on.
- Tacoma Power (Nancy Oakley): I think as far as the design change part of it we had a long discussion about Energy Star. We expressed in earlier meetings concern about Energy Star taking control. There was a following meeting on why it was important to do it and we all agreed that it made sense.
- BPA (David Murphy): For me the issue is the timeline of products. Is the RPP going to come in on these when we've lost the ability to offer program savings?
 - ETO: This is along the lines of what we're seeking to discover.
- NWPC: With programs like this I think it's great because they're keeping Energy Star engaged.
- PSE (Jeff Tripp): We're not saying it's a bad program. My concern was the unbridled alteration of the previously agreed upon initiative. Making things up as we go along. As we get to the market development gate, is there going to be any recognition? The processes have not been defined well enough to not have the same conversations again.
- ETO: Agreed. I don't think that treating the work group as a case by case approval is a framework. It's setting us up for ongoing conversations around what are the boundaries. By the time it reaches us, it's already gone through the initiative phases that NEEA has.

Then the dynamic is, everyone agrees with this, so let's move it forward. As opposed to a more holistic discussion that we all agree on the parameters.

- Clark (Deborah DePetris): I feel there are some parameters that have already been set. There seems to be a process on how to define what measures make it. It's all outlined. I think we need to understand that process. That's what's guiding us.
- ETO: With the three major retailers, the question is, where are our other compasses such as resource potential mapped out in the Power Plan? How do those regional priorities get seeded into this?
- Chelan: I would like to add that these products would never be at the Wenatchee Home Depot otherwise. My ratepayers deserve a choice of Energy Star products and it wouldn't be there without programs like this. There are some parameters but being a member, we're involved. It's not a wake up the next morning and it's changed. We've been a part of this. The work group has been involved.
- PSE: We think there are parameters and we think there is a process. But we need a clear definition on the process.
- BPA: Sounds worthwhile. I was stuck at looking at the Power Plan numbers. I know this is a pilot, so we have to conform but I think it's a vital part of why we don't want to choose products without that. I do see the difference between the pilot and getting some conformity there versus selecting the right things.
- NEEA (Julia Harper): I also think that we need to acknowledge that the whole purpose of this initiative is try to get those small savers. They may not show up on the huge opportunities in the Power Plan for the very reason we created the initiative.
- PacifiCorp (Don Jones): I empathize with the Trust with sorting rules and who's doing what. I'm also drawn to the challenge that Chelan has which resembles a little of what we've got - which is it's hard to engage retailers in the smaller markets. I want to acknowledge the overlap issue. I'm very cautiously supportive to moving a little bit further. I don't have a lot of cost effective tools in the smaller markets and this might be one of them.
- Idaho Power: It's interesting to me that people that are involved in the same conversations have completely opposite takes on what those conversations mean. I don't have much input.
- Chelan: I would add that we didn't have a lot of say but we were always informed. We had the chance to be engaged.
- Cowlitz PUD (Colleen Neel): The utilities had work group members so I'm curious if there was a communication break down? I want to make sure we're not excluding low income also. We want to get these product out in the rural areas.
- PSE: Yes we did have members on the workgroup. But we keep coming back with, what's the process? We keep asking the same questions. It's a good initiative. We want to make sure the guidelines around the initiative make it sustainable and it's not making things up as we go along.
- NEEA (Jeff Mitchell): We share what we learned and ask for recommendations, and document what we gather. We went through Product Readiness Approval milestone back in January and came to the work group and had conversations about what we thought and what we know today. We are trying to document as we go, keeping in mind we're still refining and testing. We don't know what products are exactly appropriate. These are things we're trying to learn. We are trying to get to a point with what we know works, what doesn't, what's effective and what's not. And that's where we are going to have our guiding principles of RPP acknowledge that even if we get to that point the market will continue to evolve and we will continue to know more than what we knew before.

- ETO: If the consensus is that these aren't needed or relevant, then we can move forward. We just need consistency.
- Tacoma: It's not always clear if an issue raised is resolved. I often hear that we'll have that discussion offline. Now I'm wondering what that was. Not sure if it's policy that's needed but closure and clarity of what the process is. Another thing is, changes on the committee. If there's an onboarding process, that might help bring pieces together.
- WUTC: Feels like it's a communications issue. I suggest there should be a formal group with PSE, ETO and NEEA staff to sit down and address these issues and see exactly what is missing. It's a matter of making this a priority to make the time to sit and figure out what the solution is. Also we need to reflect in these meetings minutes that number three of the ETO/PSE concerns is not quite correct and it's not what they meant to say. We need to strike it or make a correct statement. The ask of number four (withdrawing from ESRPP), I would like a serious conversation with Beth, Jeff and PSE if they're considering that course of action.
- Clark: I'm on the workgroup and I feel like we've been talking about this for a while. Clark doesn't have concerns. The word that struck me is 'evolved'. It's truly what has happened. As it's evolved we've also seen some of those decisions at a local level evolve to a national level and that coordination is where that control changed. Feels like that's where the issue is. I don't have an issue with where we landed with the products. But I can understand how a larger utility would have these concerns.
- NEEA: Does this concern and request need to go to RPAC or have we reached a place today where we've identified a communication issue that potentially ETO and PSE staff can work through with NEEA staff and work out what details they need documented on the issues they have? Then update RPAC on where we're at and make sure they're all on board.
- Tacoma: Great idea to bring RPAC up to speed with where we are. After talking with PSE and ETO this needs to go back to the work group.
- Snohomish: Assuming you are meeting with PSE and ETO, you would come back to the larger group and let us know what decisions have been made and make sure we're all on board?
- Clark: One step is that PSE, ETO and NEEA will meet, then work out the resolution and come back to the workgroup to make sure they are on board as well.
- Northwestern: I need clarification. Are you saying, bring solution to the work group, then advisory committee, then RPAC? Or will advisory committee not be involved before RPAC?
- NEEA (Jeff Mitchell): There is a timing consideration here if we don't meet as a group until January. I would like to plan some activities for 2017 around RPAC.
- Snohomish (Doug Dickson): It doesn't feel appropriate to not come back to the advisory committee.
- NEEA (Jeff Mitchell): Would you all be okay with a special webinar session of RAC? - Committee agrees.
- NEEA (Lis Saunders): So we're saying, PSE, ETO and NEEA to put a definition around the process and parameters.
- ETO (Mark Wyman): There are other requests we've put on the table. We've had separate discussions. If there really is a sense around NEEA staff and committee members that these aren't worthwhile issues, then there really isn't anything to continue on. I would welcome the opportunity to update selection criteria to address one and two of the requests but if there's a fundamental disconnect that's it not needed, then what are we sitting down to work on? It would be helpful to know is this what we're working

on? If there's a feeling that one or more of these requests are not a good use of time then it's good to know that so we can focus on other areas. As a work group member we can consult with RPAC as well. This is a team effort here and we can't push this forever.

- Snohomish: I'm interested in one and two. I don't know what the answer is but it's a valuable one. I feel number three is contained in the documents.
- Tacoma: First step is PSE, ETO and NEEA will discuss these issues, come up with a resolution, then bring this back to the work group. But I feel like #1 already exists. Just want to make sure that everyone knows it exists. #3 is a business case and it's bringing those documents forward.
- PSE: Getting to 1 and 2 is the most important. The update to RPAC is making sure that everyone understands what the process is. Then presented as need be.
- Snohomish: I prefer #1 (product selection) be broader. Then we can have a discussion with the group. Broader is better.
- Seattle: I think what is not suitable is being too restricting. Perhaps it's a process to address what's not suitable.
- **OUTCOME: RAC agreed that NEEA staff will meet with ETO and PSE to define the process for product selection and share information about the ESRPP structure. The results will be shared with the Work Group and RAC. At the next RPAC meeting, staff will provide an update on the evolution of the RPP program since the IS vote.**
- Mark (ETO) and Jeff (PSE): Are you okay with this outcome?
 - Yes. And committee agrees that they feel good about this.
 - PSE: Would like Dennis Rominger and Jeff Tripp to be involved in the ETO, NEEA discussion.

Residential/Mass Markets Portfolio Update: Manufactured Homes (page 42 in packet)

- a. Ask: Review current activities and timeline for the remainder of 2016. Provide NEEA with any feedback and interest in participating in the planned activities.
- b. Neil Grigsby gave a program review.
- c. Time sensitive opportunity
 - I. Leverage existing NEEM infrastructure to provide support and accelerate adoption of a new above code manufactured home specification
 1. Complete two phases in parallel (PRA/SA)
 2. Use work group, RAC and internal reviews to track progress
 3. SA in Q3 2017
- d. Utility outreach and engagement
 - I. Incentive Coordination
 1. Home Buyers: Utilities
 2. Manufacturers/Retails: NEEA
 - II. Retailer Outreach
 1. Sales and marketing tools
 2. Utility incentive awareness
 - III. Ongoing Coordination
 1. New Homes Work Group
 2. Residential Advisory Committee

Wrap up - Thoughts/Comments?

- Northwestern: valuable meeting, not only RPP but overall agenda. Callouts were great. Packets were great.

- Tacoma: Presentations were great. ETO and PSE was great. RPP was a healthy discussion.
- Clark: All content was appreciated. Utility share-out was great. RPP conversation was good. Closer to a resolution. Packet was great.
- Seattle City Light: Packet and agenda was helpful. RPP was a good conversation. Round Robin was great.
- Cowlitz: Round table is very helpful. RPP was a healthy discussion.
- Energy Trust: Everyone's patience on RPP is appreciated.
- PSE: Packet was great and very impressive.

Next meeting: January 19th 2017, SeaTac.

RESIDENTIAL ADVISORY COMMITTEE WORKPLAN

Red text indicates updates since last quarter

Q1 2017 January 19	Q2 2017 April 20	Q3 2017 August 10
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PORTFOLIO REVIEW

ILC/Portfolio Review	ILC/Portfolio Review	ILC/Portfolio Review
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RESIDENTIAL/MASS MARKET PROGRAM REVIEWS/UPDATES, etc

Dryers - market research results, EnergyStar	Residential Window Attachments	Retail Product Portfolio
	Manufactured Homes	

MARKET STRATEGIES

Consumer Products Regional Market Strategy Collaborative - update	Consumer Products Regional Market Strategy Collaborative - update	Consumer Products Regional Market Strategy Collaborative - update
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ANNUAL OPERATIONS PLANNING

2017 Ops Plan - final		2018 Ops Plan - RAC input/direction for 2018
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EMERGING TECH

Residential Window Attachments		
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CODES & STANDARDS

What's new in 2017		
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GOVERNANCE/OTHER

2017 Workplan Update	2017 Workplan update	2017 Workplan update
RAC Utility Round Robin	RAC Utility Round Robin	RAC Utility Round Robin
Annual RAC Charter Review		
Annual Program Work Group membership review		

MISC TOPICS

Annual Marketing Plan review - all programs		EStar partner meeting coordination
Residential Building Stock Assessment Update	Residential Building Stock Assessment Update	Residential Building Stock Assessment Update

Memorandum

January 12, 2017

TO: Residential Advisory Committee (RAC)

FROM: Lis Saunders, Senior Manager, Stakeholder Relations

SUBJECT: RAC Packet Appendices – Q1 2017

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The following links are provided to you as an FYI.

2017 Operations Plans

Here are links to the 2017 Operations Plan as approved by the NEEA Board of Directors, FYI.

- [One-Page Summary](#)
- [Executive Summary](#)
- [Key Indicators](#)

Residential Advisory Committee Charter

At the beginning of each year, it's good practice to refresh our memory with a review of the committee charter. Here's a link to the [RAC charter](#).

Energy Star Partner meeting follow up

- [Summary of NEEA meetings at Energy Star](#)
- [Summary of BPA Lighting meetings at Energy Star](#)

Regional Portfolio Advisory Committee (RPAC)

- November 15, 2016 [Meeting summary/action items](#)

Residential Work Groups

- [Residential Workgroup Members List](#)
- Q4 2016 Workgroup meetings
 - New Homes/Manufactured Homes Workgroup met on November 30 , 2016 ([meeting notes](#)).
 - Retail Product Portfolio (RPP) Workgroup met on November 7, 2016 ([Meeting Notes](#)).
 - DHP Workgroup met on December 5. Meeting notes available upon request.
 - HPWH Workgroup met on December 12, 2016 ([Meeting Notes](#)).
 - Dryers Workgroup met on November 7, 2016 ([Meeting Notes](#)).

Codes & Standards Updates

- See packet memo from Ken Baker
- [Standards Q3 2016](#)

Reminder: NEEA Monthly Residential Sector Report is emailed to you each month (vs posted to Conduit).

Memorandum – *Information*

January 11, 2017

TO: Residential Advisory Committee (RAC)

FROM: Emily Moore, Senior Manager, Strategic Markets; Jon Clark, Strategic Market Manager

SUBJECT: Consumer Products Regional Strategic Market Planning – Q3 Update

Information only. This memo provides a brief update on regional strategic market planning for Consumer Products.

What You Need to Know

The [Consumer Products Steering Committee](#) has agreed upon three product priorities for the regional strategic market plan: Heat Pump Water Heaters (HPWHs), Smart Thermostats, and Lighting. In the interest of providing further focus for the strategy and the region’s limited resources, the Steering Committee has agreed the first product focus in 2017 is HPWHs.

Additional Background and Detail

Implementation of the [Consumer Products Regional Strategic Market Plan](#) launched in Q3, with three prioritized strategies beginning work to identify critical needs and assess scope for implementation:

- *Strategy a, led by Doug Dickson, Snohomish County PUD: Establish regional priorities and ensure visible regional support for prioritized consumer products*
- *Strategy e, led by Dennis Rominger, Puget Sound Energy: Create and leverage regional communication resources to support local relationships, improve program marketing, and increase customer satisfaction*
- *Strategy i, led by Rem Husted, Puget Sound Energy: Define common connectivity interests, needs and priorities among diverse stakeholders*

The key outcomes from the first 3-6 months of Plan implementation include:

1. Informed by the first work of the strategy groups, the Steering Committee agreed the first product focus is HPWHs.
2. The current strategy groups are focusing their work on HPWHs, including developing a plan for ensuring visible regional support of HPWHs, developing resources to support the HPWH consumer journey, and defining the regional connectivity needs, interests and priorities for HPWHs.
3. The next Steering Committee meeting, planned for January 26th, will be a “deep dive” on HPWHs, with the objective to establish an overarching regional goal for HPWHs, identify what’s needed to meet the goal, and set direction for the ensuing strategy-level work in 2017.
4. Once the approach for HPWHs is clear and in motion, the Steering Committee will revisit the approach and timing for the other identified product priorities, Smart Thermostats and Lighting.

If you have questions as this work continues to develop, don’t hesitate to reach out to: Emily Moore (emoore@neea.org, 503-688-5422) or Jon Clark (jclark@neea.org, 503-688-5444), or the Steering Committee members, or your RPAC member.

Memorandum

January 9, 2017

TO: Residential Advisory Committee (RAC)

FROM: Mark Rehley, Senior Manager Product Management & Emerging Technology

SUBJECT: Summary of Emerging Technologies – Q1 2017

Our Ask of You:

- Please let us know if you have feedback about the program strategy for Low-Emissivity Storm Windows.
- Please let us know if you have any additional emerging technologies that you would like us to investigate.

Click [here](#) for a copy of the full Q1 2017 Emerging Technology Report posted on NEEA.org (all sectors).

Emerging Tech Reports

Here are links to a couple of Emerging Tech reports recently posted on neea.org that may be of interest:

[Revising the TV Energy Use Test Procedure: Incorporating HDR and other Needed Changes](#)
[Energy Efficiency Financing: Barriers and Opportunities in the Small Utility Market](#)

Residential Window Attachments

- **Low Emissivity Storm Windows** NEEA staff in cooperation with the Attachment Energy Rating Council (AERC) is working to apply a national energy rating to low emissivity storm windows (low-e storm windows). AERC expects to release a rating for this product late in 2017. Energy Star is geared up to release a specification that will support low-e storm windows in the market. Given the complimentary nature of low-e storm windows with commercial secondary glazing systems, NEEA staff is considering adding low-e storm windows to NEEA's current Commercial Window Attachments (CWA) program. NEEA staff will be discussing this with the Regional Portfolio Advisory Committee in February 2017.
- **Other Window Attachments** NEEA staff is also supporting AERC's efforts to develop a rating for other window attachments including blinds, awnings, etc. Window blinds in particular, have a significant behavior component that needs to be better understood, but these products hold promise for energy savings and low incremental costs. As more data becomes available for each window attachment, NEEA staff will consider the merits of adding these products to a broad window attachment program.

Ductless Heat Pump (DHP) + Domestic Water Heater update

NEEA staff have eagerly awaited the commercialization of Mitsubishi's combination DHP with a water heater. On September 13, 2106, Rheem announced a partnership with Fujitsu. This resulted in a change in plans for Mitsubishi who had partnered with Rheem for their water tanks. Mitsubishi has committed to updating their commercialization schedule, but to-date no updated has been received. This will delay program plans for this product. NEEA staff will update the RAC as soon as new information is available.

Memorandum

January 9, 2017

TO: Residential Advisory Committee (RAC)

FROM: Suzi Asmus, Program Manager

SUBJECT: Ductless Heat Pump Program – Q1 2017 Update



Our Ask of You: Read the following DHP updates and contact Suzi Asmus with any questions – sasmus@neea.org.

Following are 2017 status updates for the DHP Program: manufacturer and market update; DHP Work Group update and DHP NEEA program implementation update.

Manufacturer and Market Update

2016 proved to be a year of shifting landscapes and growing interest among manufacturers to build their market share in the Northwest. LG spent 2016 growing and training their installer base, implementing a regional promotion, and reaching out to utilities, in order to re-build their brand in the region. Haier contacted the Northwest Ductless Heat Pump Project to discuss their desire to find local market partners and grow their presence. Panasonic found a new distribution partner in the Northwest, and Gree met with Project staff to discuss their interest in building their own brand recognition and market share.

NEEA staff is currently communicating with manufacturers to encourage investment in market promotions in the region in 2017, with long lead time for maximum utility preparation opportunity, consumer-facing discounts, and detailed promotion data so the region can learn more about what is working and what isn't.

Real Estate

See the New Homes Memo for updates on the Q4 Solutions Summits.

2017 DHP Key Focus Areas:

- Containment of upfront costs to consumers
- Forging new market partnerships
- Getting new consumer confidence tools into the hands of utility customers

Marketing Update

The DHP and HPWH programs worked together to in 2016 to develop new marketing tools to increase consumer confidence in these new technologies, and to leverage word of mouth recommendations to accelerate market adoption. Some of these tools squeaked in just before the end of the year, and for some we are putting final touches on the tools before launching. In 2017, the staff will be working with utilities and market partners to communicate how to get the most out of these new resources, and driving consumers to these tools to help them make the decision to embrace heat pump technology in their homes.

- New Consumer educational video is posted to GoingDuctless.com
 - DHP customer satisfaction testimonial video available for viewing, download, or linking to your utility site.
 - Consumer messages touch on energy savings, utility rebates and tax credits, choosing the right system for their home, and the installation process.
 - We encourage utilities to leverage these videos in 2017

- Consumer segmentation and propensity model
 - Results include a high propensity ZIP code list
 - Market segmentation
 - List can used to optimize your utility's heat pump water heater marketing
 - This will be finalized and available to utilities in Q1 2017

- Product comparison and peer review tool
 - Provides product peer reviews
 - Compares features and benefits
 - Connects consumers with utility programs and rebates

The Gensco-Mitsubishi fall promotion wrapped up on December 15. NEEA staff worked closely with Gensco to identify valuable data points to collect as part of the promotion and expect to get final numbers in early January. We expect these data will give us more insight into DHP consumer demographics around the region, as well as more information about cost drivers, system sizing and configuration, and incentive impact on customer decision making.

Work Group Update

Workgroup meeting notes are available upon request.

December 5: DHP Work Group met and meeting topics included:

- Marketing Updates
 - Workgroup members were encouraged to invite their marketing team members to join this part of the webinar.
 - NEEA marketing staff provided an update on and walk-through of the tools described in the Marketing Update section of this memo.
 - Questions and discussion were encouraged and feedback sought before the end of the year.

- Codes and Standards Update
 - Charlie Stephens provided an overview and status update of his work throughout 2016 on establishing a new test procedure for variable capacity heat pumps and air conditioners.
 - He also provided an update on his work with manufacturers to identify opportunities to improve upon DHP short-cycling issues.

- Website education material updates
 - The group provided feedback and discussion about the development of a homeowner DHP maintenance checklist as well as updates to the Installer Best Practices Guide made to align with BPA's IM updates.

- BPA led a discussion on trends their HVAC program staff is seeing in DHP installations, with more variations of system installs seeking rebates, including short-ducted, more multi-headed systems, contractor-assisted installs and cold climate model installs.

Other Q4 Program Implementation Updates

- Q4 Lennox finally hung the utility clings in Costco locations around the region they had approved in Q1. Utilities who opted in to participate in this activity should see their logo on clings in their area now.
- Mitsubishi and The Home Depot began installing their co-promotion clings in locations around the Northwest. Because this set of clings includes utility rebate amounts, a second round of installs will be happening in 2017, after some participating utilities' rebate changes go into effect.
- On a bit more exciting note – staff worked with Mitsubishi to deliver 14 DHP portable display units to utilities who requested them for their lobbies, community events and other display purposes.

Memorandum

January 18th 2017

TO: Residential Advisory Committee (RAC)
FROM: Neil Grigsby, Sr. Program Manager
SUBJECT: Next Step Home Q1 Update

Next Step Home



Our Ask of You: Read the following New Homes and Real Estate updates and contact Neil Grigsby with any questions – ngrigsby@neea.org.

Following are 2016/2017 status updates for the New Homes and Real Estate programs; Performance Path Program development, Technical Training and Delivery, Home Certification Coordination, BetterBuiltNW development, Real Estate Solution Summits, and Work Group meetings.

Residential New Homes Performance Program

Leveraging the New Homes Standard Modeling Protocol

The New Homes Performance program provides an opportunity for utilities to participate in a new homes program based on energy savings estimates generated using the **new homes performance path, which was approved by the RTF at the December 2016 meeting**. The program enables utilities to leverage local voluntary building programs (e.g., EnergyStar, Built Green, LEED, Earth Advantage, etc.) and/or create their own program and incentive structures to provide support for new construction projects. Participating utilities may provide incentives for any level of home performance they choose, and claim savings based on each home’s savings. Home energy “Raters” conduct the modeling and provide 3rd party verification of each project.

Next Steps:

- NEEA and BPA are currently finalizing program details and targeting the program to be available in the April Implementation Manual update.
- 2017 Market support will include home energy Rater development, technical trainings, and utility outreach and program design.

Training Development and Delivery

2016 Development

- Two new trainings complete
 - Energy Codes
 - Heat Recovery Ventilators

Next Steps

- Three new trainings will be completed in Q1 2017:
 - Modeling w/Confidence
 - Air Handler Based Inverter Heat Pumps
 - Flat/Warm Roofs
- Ten existing trainings will be updated and refreshed in 2017.

2016 Delivery

- Reached a total of 458 attendees via 16 live classroom trainings

Next Steps

- Four additional trainings slated for delivery at the Northwest Regional Home Performance Conference in January 2017
- 2017 training delivery development in Q1; please contact [Neil Grigsby](#) with local training opportunities in your local areas.

Home Certification Coordination

2016 Highlights

- Completed research and introduction to ten home certification programs active in the Northwest including:
 - Built Green
 - ENERGY STAR
 - Energy Performance Score (EPS)
 - Passive House
 - Home Energy Rating System (HERS)
- Kicked-off conversations to identify opportunities for alignment and coordination on:
 - Modeling guidelines
 - Data sharing
 - Marketing benefits through BetterBuiltNW
 - Partnerships with local governments

Next Steps

- 2017 will expand on alignment and coordination opportunities between programs and focus on the adoption of consistent energy efficiency standards, reduced market confusion, and increased energy savings for the region.
- Engagement plan will be developed in Q1.

BetterBuiltNW

2016 Development

- To date the following tasks have driven the development of BBNW: Stakeholder Interviews, Discovery + User Persona's & Recommendations, Features and Requirements, Site Maps, Design/HTML/CMS Coding.
- Utilized a rapid prototype development process for Design + Programming which allowed NEEA and Stakeholders to see a fully working "live" version of the site while continuing to make recommendations and guide the creative direction for each audience.
- Site features mobile friendly (Responsive) technology to work on all devices and scale properly in order to access all site features regardless of device.
- A demonstration was featured at Home Efficiency Forum for input/feedback.

Next Steps

- Soft launch week of 1/9; Introduction to the market before the end of January.
- Phase II development throughout 2017.
- Utility users will be asked for ongoing feedback to build out utility presence and functionality.

Real Estate Engagement

2016 Highlights

- Completed four Solution Summits with Real Estate professionals in each state.

- Solution Summits facilitate a conversations with real estate professionals to explore solutions leading to increased market value of energy efficiency in homes. Attendees include sales agents, brokers, appraisers, lenders, home inspectors and home energy experts who have a stake in energy efficient programs and products. Outcomes of the Solution Summits will inform NEEA's Real Estate education and outreach strategies.

Next Steps

- Final Solution Summit report will be available in February and will be sent to the New Homes work group and RAC.
- 2017 Training and Outreach Plan will be developed in Q1, based on recommendations and findings from the Solution Summits.

Work Group Update

- The New Homes/Manufactured Homes Work Group meet in November. Topics included:
 - New Homes:
 - Training Development
 - Home Certification Coordination
 - Performance Path development
 - BetterBuiltNW
 - Manufactured Homes
 - Current Activities and update
- Notes can be found on [Conduit](#).

Memorandum

January 11, 2017

TO: Residential Advisory Committee (RAC)
FROM: Neil Grigsby, Sr. Program Manager
SUBJECT: Manufactured Homes Q1 Update

Our Ask of You: Review the update below and let Neil Grigsby know if you have any questions at the Q1 RAC meeting.

Manufactured Homes



Demonstration Homes

- One demonstration home built to the NEEM 2.0 specification was built by Fleetwood homes in December.
- 3-6 demonstration homes are planned for Q1.

NEEM 2.0 Specification Development

- Analysis of NEEM 2.0 completed by Ecotope
- On the January 18th RTF agenda for approval
- If NEEM 2.0 is approved, NEEA will work with BPA to release the updated measure in the October Implementation Manual update.

Marketing Research

- ArrowG contracted to conduct “customer journey” interviews of recent manufactured home buyers in early February.

Work Group Update

- The New Homes/Manufactured Homes Work Group meet in November. Topics included:
 - New Homes:
 - Training Development
 - Home Certification Coordination
 - Performance Path development
 - BetterBuiltNW
 - Manufactured Homes
 - Current Activities and update
- Notes can be found on [Conduit](#).

MEMORANDUM

January 9, 2017

TO: Residential Advisory Committee (RAC)

FROM: Jill Reynolds, Program Manager

SUBJECT: Heat Pump Water Heater (HPWH) Program – Q1 2017 Update



Our Ask of You: Read the following HPWH updates and contact Jill Reynolds with any questions – jreynolds@neea.org.

Following are 2017 status updates for the HPWH Program: manufacturer and market update; HPWH Work Group update and HPWH NEEA program implementation update.

Manufacturer and Market Update

2016 brought a rapidly shifting landscape for HPWH manufacturers and the market. GE's departure announcement in Q2 resulted in A. O. Smith and Rheem, the two leading electric water heater manufacturers, coming to market with Tier 3 product earlier than anticipated. These manufacturers are energizing supply chain support of HPWHs through longstanding relationships and high performing products. As a result, 2017 is poised to be a promising year for HPWHs in the Northwest and beyond. The following activities will usher in the year with continued momentum:

2017 HPWH Key Focus Areas:

- Supply Chain Adoption of HPWHs
- Expansion of Emergency Replacement Market
- National HPWH Support Activities
- Supply Chain and Consumer Awareness

Q1 2017 Promotions

Current [HPWH promotions](#) will continue through March 31, 2017.

- A. O. Smith
 - Up to \$400 markdown on State, Voltex and Reliance Tier 3 units
- Rheem
 - Up to \$400 markdown on Rheem Tier 3 units
- GE
 - Up to \$400 markdown on GE Tier 2/3 units
- NEEA will communicate any changes to the current promotions mid-Q1 or earlier

Marketing Update

- Consumer educational video is posted to [Conduit](#)
 - Fun and entertaining HPWH video available in -15, -30 and -70 second versions

- Consumer messages touch on energy savings, utility rebates and tax credits, reliability and long-term financial savings
- We encourage utilities to leverage these videos in 2017
- Product comparison and peer review tool
 - Provide product peer reviews
 - Build consumer confidence
 - Move consumers through the purchase funnel
 - Compare features and benefits
 - Connect consumers with utility programs and rebates
- Propensity model components include:
 - High propensity ZIP code list
 - Market segmentation
 - List can used to optimize your utility's heat pump water heater marketing
 - Finalized and available to utilities in Q1 2017
- [HPWH photo library](#)
 - NEEA reshooting all images with GE late January and will update photo library February 2017
 - There are a number of lifestyle images and A. O. Smith/Rheem product shots utilities can take advantage of in the library today
 - Contact [Jill Reynolds](#) for login credentials

Work Group Update

December 12: HPWH Work Group met and meeting topics included:

- Marketing Updates
- Consumer Products: NW Regional Strategic Market Plan Update
- Manufacturer Updates
- 2017 Plans
- Notes are posted to [Conduit](#)

2017 Hot Water Solutions Implementation

NEEA went to bid for the HPWH program Q4 2016. Implementers selected for the following Areas of Work:

- Program Coordination: CLEARResult
- Technical Support and Training: Advanced Energy and CLEARResult
- Supply Chain Wholesale Engagement: D&R International/VEIC
- Supply Chain Retail Engagement: CLEARResult
- Marketing: C+C

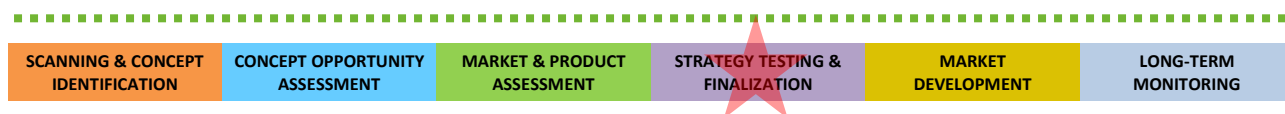
Memorandum

January 19, 2017

TO: Residential Advisory Committee (RAC)

FROM: Beth Littlehales, Program Manager

SUBJECT: Retail Product Portfolio (RPP) Program – Q1 Update



Below are recent updates for the RPP Program, including an update on workgroup activity.

Our Ask of You: Please review the memo and bring any questions, recommendations, feedback, or concerns to the RAC meeting.

2016 Program Status

- ENERGY STAR RPP program sponsors currently represent approximately 18% of US residential customers. NEEA is the largest sponsor, followed by PG&E (CA), Xcel (CO & MN), Con Edison (NY), NJ Clean Energy Program, Focus on Energy (WI), SMUD (CA), and Efficiency Vermont.
- NEEA staff have been working with EPA ENERGY STAR staff to provide technical justification to increase the efficiency level of the product specifications for sound bars and air cleaners. The specification process for both sound bars and air cleaners are expected to be opened in 2017.
- The data platform is being used by all participating retailers and all program administrators, and has been very well received. The data management team has configured the platform to the unique needs of each administrator and retailer, and is using the data to support analysis to determine appropriate incentive tiers for 2017. ICF, data administrator, implemented several significant enhancements to the data platform in December which have led to big improvements in data quality and processing capabilities – but have unfortunately delayed some planned analysis work.
- The table below shows year to date incented sales compared to projection.

Product	Actual Unit Sales Jan-Nov 2016	Projected Unit Sales Jan-Nov 2016
Air cleaners	20,281	15,105
Air conditioners	14,390	12,516
Electric dryers	31,890	9,176
Freezers	6,460	7,723
Sound bars	23,974	32,959
TVs (4K UHD)	4,916	17,138
Total	101,911	94,617

Workgroup, RAC, and RPAC Activity

- Pursuant to advice from RAC at the October 7 meeting, NEEA staff conducted working sessions with representatives from PSE and ETO in order to resolve concerns around the product selection process (see details below), and to provide an update to RPAC on the outcomes.
- After conducting three working sessions with ETO and PSE, NEEA staff convened RAC and the RPP Workgroup via webinar on November 7 to review the outcomes and action items, and confirmed support for these outcomes and the path forward. Notes and slides are on [Conduit](#).
- NEEA staff presented to RPAC on November 15 and provided an opportunity for RPAC members to discuss the evolution of the initiative in recent years, and to understand and support recent product selection activities.

Product Selection

NEEA staff worked with Workgroup, RAC, and RPAC members from ETO and PSE to understand product selection concerns, and to revise the product selection process accordingly. The revised process provides more and earlier touch points with Workgroup members, as well as enhanced selection criteria to identify potential conflicts, including existing utility programs and potential dual-fuel measures.

As a result of the revisions to the product selection process, ETO has agreed to support the inclusion of refrigerators and clothes washers in the 2017 RPP portfolio. PSE has conditionally agreed to support the inclusion of refrigerators and clothes washers, pending more information about how this will complement existing utility programs. NEEA staff is currently working to prepare an analysis to demonstrate how targeted RPP incentives for clothes washers and refrigerators will aim to drive sales at higher efficiency tiers while reducing overlap with existing utility incentives. This analysis is expected to be complete and shared with PSE in January.

NEEA staff will also prepare and consolidate a set of program framework documents to be posted to Conduit to serve as a resource for stakeholders. These documents will support the product selection process by providing broader context and greater detail to anyone seeking better understanding of the RPP program. This work will include a revamp of the RPP Conduit page, and will be complete in January.

Market Test Assessment

Research Into Action has been contracted to conduct the Market Test Assessment, which will include analysis of sales data, an assessment of the forecasting process and the product selection process. Preliminary results were originally expected in Q4 2016, with final results in Q1 2017; the current expectation is that the draft report will be available toward the end of Q1 2017.

The Market Test Assessment has progressed more slowly than anticipated to allow for resolution of several key market test activities. NEEA staff delayed interviewing workgroup members about the product selection process until after the RAC and RPAC discussions were held and resolution was reached, as described above. Additionally, NEEA staff have sought to leverage limited research dollars by linking to work underway in other regions, including California. The ESRPP platform provides a unique opportunity to work directly with and build upon the work of other program sponsors because of the consistency in program delivery across the nation. The coordination and communication among the ESRPP group allows NEEA staff to access and leverage the following research underway in California:

- Research into energy consumption of non-ENERGY STAR labeled air cleaners and soundbars, which can be used to confirm our UEC assumptions.

- A quality assurance effort underway on the ICF data platform. A research contractor for PG&E is developing a mock portal and testing the key algorithms and scripts to ensure they are accurate and logical.
- A large scale market characterization/barrier research study that reviewed each ESRPP product and integrated results from a large population survey.

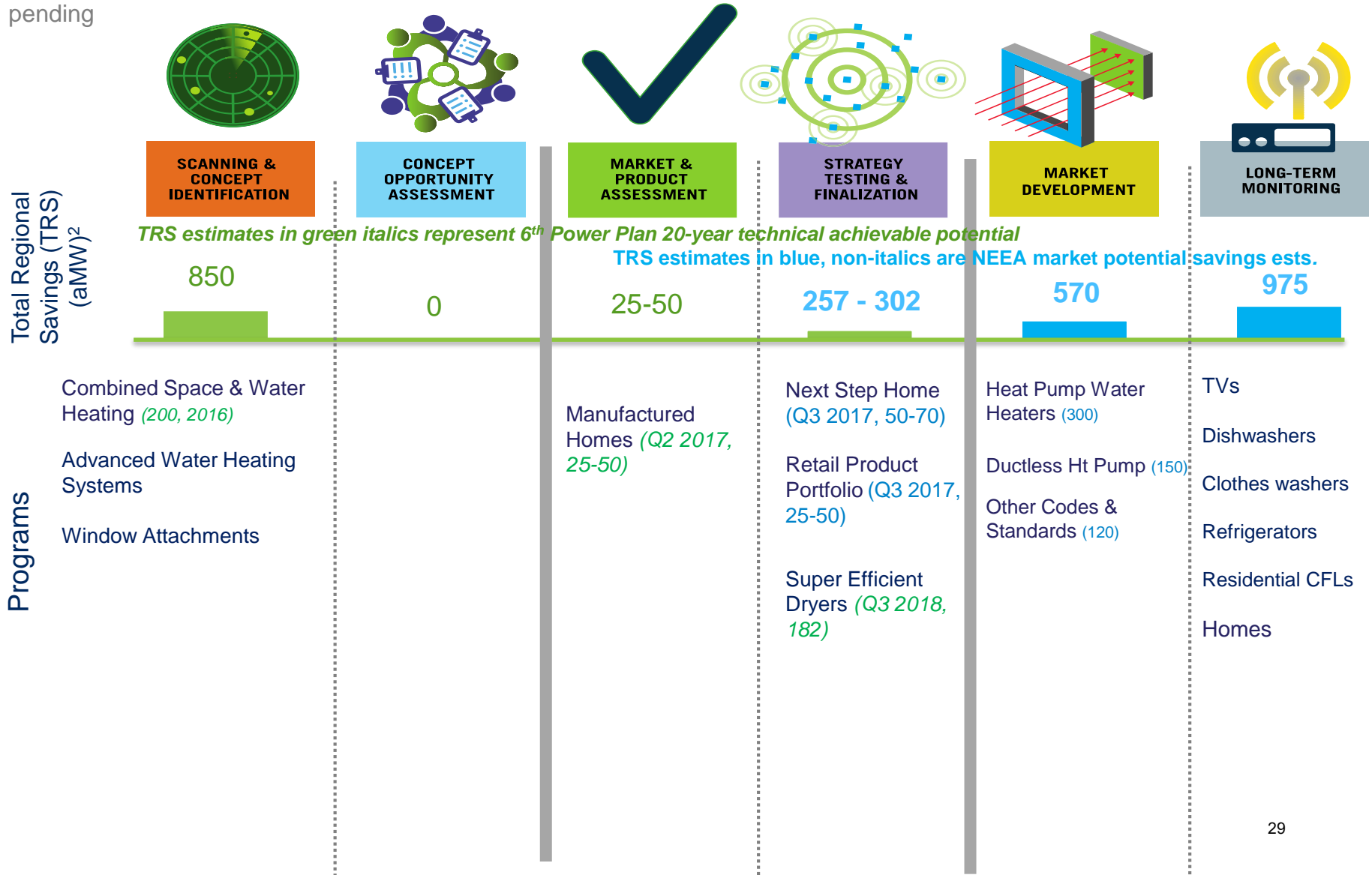
The intention is to review and integrate findings and components of this work that pertain to NEEA's market test objectives with the expectation that this could enable NEEA resources to be deployed to answer additional questions that build on the knowledge base guiding RPP and avoid conducting redundant work whenever possible.

The RPP Market Test objectives are as follows:

- **Objective 1:** Improve data administration and access to retailer full category data to improve market adoption and energy savings measurement
- **Objective 2:** Build scale through retail and extra regional engagement
- **Objective 3:** Improve transparency and streamline the Portfolio Management Process
- **Objective 4:** Build consensus and buy-in on evaluation activities and approach

Residential Sector Milestone Progress: 20-Year Savings Potential

Status – Q1 2017. **Red indicates movement from prior Q.** Upcoming milestone date and 20 year aMW savings potential are noted with each program. Savings estimates reflect total (all funding cycle) 2015-2034 potential. Infrastructure program valuation is pending



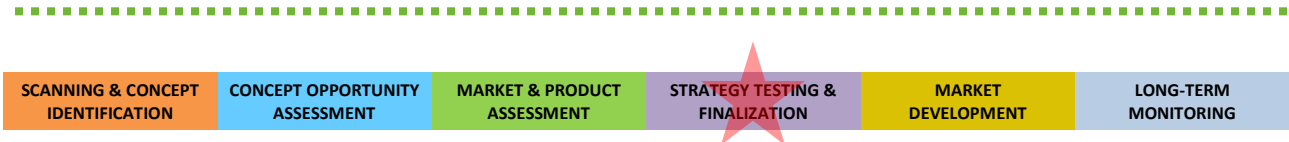
Memorandum

January 12, 2017

TO: Residential Advisory Committee (RAC)

FROM: Stephanie Baker, Program Manager

SUBJECT: Super-Efficient Dryers – Q1 Update



Below are the Q1 updates for the Super-Efficient Dryer Program, including an update on workgroup activity. At the January RAC meeting, we will be discussing the consumer value proposition research in detail, as well as a short overview of our work with ENERGY STAR.

Our Ask of You: Please read the following Dryers update, and bring any questions, recommendations, feedback, or concerns to the January 19th RAC meeting for group discussion. We will be sharing detailed findings from the Consumer Value Proposition Research during the meeting, and we encourage you to invite your Market Research & Evaluation colleagues to join if you think they'd be interested. Please come with your ideas about how we can provide better regional support to Whirlpool for their new products.

Whirlpool Support

Whirlpool has shared with NEEA Staff that they have until the end of 2017 to prove that there is consumer demand for heat pump dryer technology. NEEA is actively working with Whirlpool and workgroup members to find opportunities to promote Whirlpool's new products throughout the region.

Keeping Whirlpool engaged in this market is critical to the program's success, and we welcome RAC member input or ideas on how we can partner to drive demand for Whirlpool's new products. Whirlpool's full product suite of heat pump dryers now includes 4 models: two full-sized hybrids (Tiers 2 & 3) and two pure heat pump compact units (Tier 4 – to be launched in February). Full details can be found on NEEA's [Qualified Product List](#). And, great news: Whirlpool will be getting their new compact heat pump product floored widely at Lowe's and Best Buy starting in March/April.

Consumer Value Proposition Research

NEEA Staff has wrapped up the consumer value proposition market research project launched in October. The purpose of this research was to create a value proposition statement that could be used as the basis for creating consumer-centric communications designed to raise awareness and interest in super-efficient dryers (Tier 2+). As a reminder, the project included three phases:

- Phase 1: Exploratory Learning
 - 5-day, online blog among 25 recent dryer purchasers and intenders
- Phase 2: Concept Development
 - Concept writing training for NEEA Staff
 - Working sessions at NEEA offices
- Phase 3: Concept Evolution
 - Iteration research with blog participants

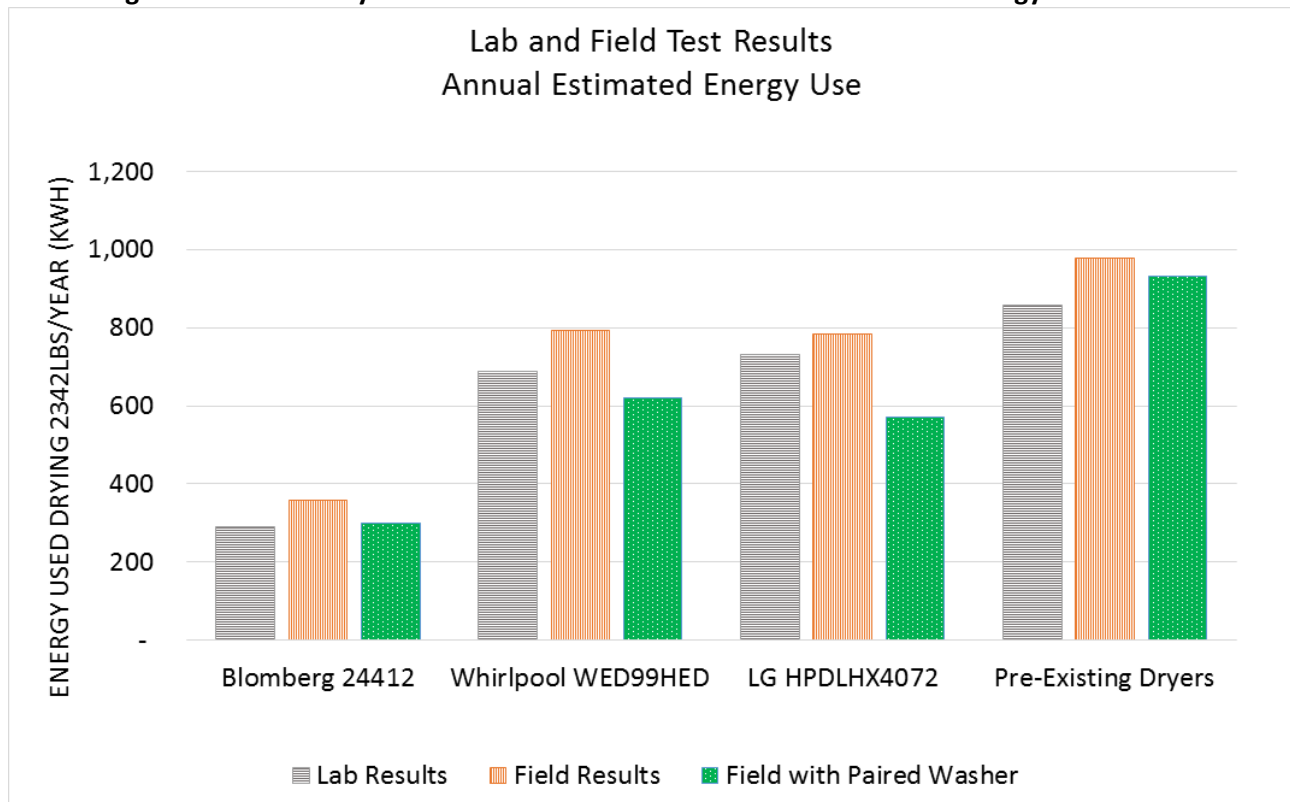
LG Field Study Results

NEEA Staff has completed analysis of the LG field study data collected this past summer in Idaho Power territory. Details will be presented to the Dryers workgroup on January 30, 2017. Please contact [Stephanie Baker](#) if you or someone from your organization is interested in attending this meeting.

Summary of findings:

- Overall the LG washer/dryer pair performed similarly to the Whirlpool HybridCare (1st generation) washer/dryer pair from NEEA's first field study. The LG washer did a better job of extracting moisture than either the Blomberg or Whirlpool unit, so there was slightly less work for the dryer to do.
- For small loads (less than a few pounds) hybrid dryers operate at about the same efficiency as ENERGYSTAR dryers. For large loads they are noticeably more efficient.
- Figure 1 shows annual energy of the different field tested dryers. The transparent third column shows how much energy the dryer would use when paired with the matching washer. The difference therefore is attributable a better water extraction spin cycle of the washer.

Figure 1 – Clothes Dryer Lab and Field Test Results - Annual Estimated Energy Use



Program Workgroup

The Dryers Program Workgroup met in November of 2016. Workgroup meeting notes and presentation slides can be found on the [Dryers Workgroup Conduit page](#).

November:

- NEEA Staff led an open discussion about the upcoming consumer value proposition market research. NEEA Staff also shared some very early findings from the LG field study consumer participation surveys.

- Workgroup members provided feedback on when and how they wanted to be updated during the market research project. NEEA Staff incorporated this feedback into the project work plan.
- Workgroup members voted to skip a December meeting, so the next meeting has been scheduled for January 30, 2017.

Note: The Workgroup page on Conduit is marked “private” due to the sensitive nature of some manufacturer development plans. If you do not have access to the files linked above please contact [Stephanie Baker](#).

Memorandum

January 19, 2017

TO: Residential Advisory Committee (RAC)
FROM: Stacy Blumberg, Senior Manager Marketing
SUBJECT: Preliminary Marketing Plans for 2017

Happy New Year from NEEA's marketing team. Here's to a successful new year!

Our Ask of You: With the move to NEEA focusing our direct marketing efforts upstream, we are reliant on our funders for support with influencing the downstream target audiences. We want to ensure that we are providing you and your teams with information, tools and resources that will assist you in promoting the products in your service territory. We plan to facilitate a discussion about this at the Residential Advisory Committee meeting and look forward to your input.

New Tools and Resources for NEEA Residential Program Marketing Support:

1. Ductless Heat Pump Online Heating Comparison Tool
2. Ductless Heat Pump/Heat Pump Water Heater Online Product Comparison Tools
3. Heat Pump Water Heater Video (customizable for utilities)
4. Super-Efficient Dryers Messaging (based on research findings)
5. BetterBuiltNW.com- residential new construction website
6. Manufactured Homes Messaging (based on research findings)

If you have any questions about NEEA's 2017 Marketing Plans, please contact Stacy Blumberg at sblumberg@neea.org.