

# Regional Portfolio Advisory Committee



**DATE:** February 27, 2023

**TIME:** 8:30am – 12:00pm Pacific

**WEBINAR:** MS Teams – See calendar invite for meeting link and audio options (or register [here](#))

**Packet  
Page #**

## AGENDA (All Times Pacific)

8:30-8:50 (20 min)	<b>Welcome, Introductions and Agenda</b>	All	<b>1-2</b>
8:50-9:35 (45 min)	<b>RPAC Round Robin</b> <ul style="list-style-type: none"> <li>Big changes (programs/personnel)</li> <li>Current challenges, lessons learned</li> <li>How utility activities relate to NEEA's</li> <li>Sharable tools/materials</li> <li>Equity, hard-to-reach markets</li> <li>Findings, filings, IRPs</li> </ul>	RPAC Members	--
15 min	<b>BREAK</b>	ALL	
9:50-10:10 (20 min)	<b>Housekeeping and Looking Ahead</b> <ul style="list-style-type: none"> <li>Annual <a href="#">RPAC</a> + <a href="#">PCC</a>, <a href="#">ISCC</a> Charter Review</li> <li>Q2 Hybrid Meeting Option</li> <li>Announcements</li> </ul> <p><i><u>Desired Outcome:</u> Committee aware of recent developments and upcoming topics for engagement.</i></p>	Alisyn Maggiora	<b>3-4</b>
10:10-10:30 (20 min)	<b>Results Share-out: HPWHs Boring But Efficient campaign</b> <p><i><u>Desired Outcome:</u> Awareness of the campaign's results, specifically the response from rural consumers.</i></p>	Britt Cutsforth Dawkins	<b>5</b>
10:30-10:45 (15 min)	<b>Portfolio Update</b> <ul style="list-style-type: none"> <li>Current portfolio review</li> <li>Anticipated milestone votes</li> </ul> <p><i><u>Desired Outcome:</u> Committee informed on portfolio status and priorities.</i></p>	Emily Moore	--
15 min	<b>BREAK</b>	ALL	
11:00-11:45 (45 min)	<b>Variable Speed Heat Pumps</b> <ul style="list-style-type: none"> <li>Program Development Update</li> <li>Q4 Residential HVAC Work Group Outcomes</li> <li>Preview for Program Advancement milestone (planned for Q3)</li> </ul> <p><i><u>Desired Outcome:</u> Committee updated on program development and primed on upcoming program milestone, and any initial questions/concerns identified.</i></p>	Emily Moore Suzi Asmus	<b>6-8</b>
11:45-11:55 (10 min)	<b>Public Comment, meeting debrief and adjourn</b>	Alisyn Maggiora	--

Informational updates on items not currently requiring agenda time:

- **Page 9-10:** Committee Updates
- **Page 11-12:** Federal Opportunities

Additional materials:

- Programmatic Updates:
  - Q4 2022 [Market Progress Report](#)
- Committees:
  - Q3 2022 RPAC meeting [packet](#), [slides](#) and [notes](#) (no Q4 meeting)
  - Q4 2022 Products Coordinating Committee [packet](#), slides ([Day 1](#), [Day 2](#)), notes ([Day 1](#), [Day 2](#))
  - Q4 2022 Integrated Systems Coordinating Committee [packet](#), [slides](#) and [notes](#)
  - Q4 2022 Cost Effectiveness and Evaluation Advisory Committee [packet](#), and [slides](#) (notes available soon)
  - Q4 2022 Regional Emerging Tech Advisory Committee [packet](#), [slides](#) and [notes](#)
- Newsletters and Charters:
  - Q4 2022 [Market Research & Evaluation Newsletter](#)
  - Q4 2022 [Codes, Standards and New Construction Newsletter](#)
  - Q4 2022 [Emerging Technology Newsletter](#)
  - Charters: [RPAC](#), [ISCC](#), [PCC](#), [CEAC](#), [RETAC](#)

# Memorandum – *Agenda item*



February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alisyn Maggiora, Stakeholder Relations Manager

SUBJECT: Annual Charter Review: RPAC and Coordinating Committees

## **Brief Overview:**

The RPAC Charter calls for an annual charter review by the committee, and if substantive changes are proposed, that they be routed through the appropriate NEEA Board committee(s) for approval.

NEEA staff do not see a need for any charter edits at this time. As you may recall, RPAC adopted a robust charter update in Q4 2019, and made additional, non-substantive updates a year ago (Q1 2022), including:

- Updated milestone names per NEEA's refreshed Initiative Life Cycle (e.g. "Initiative Start" changed to "Concept Advancement")
- Updated business case description reflecting the streamlined milestone template
- Language/grammar best practice updates (primarily use of pronouns)

<b>HISTORY</b>			
<b>Source</b>	<b>Date</b>	<b>Action/Notes</b>	<b>Next Review</b>
Board Decision	December 5, 2017	Board approval	Q2 2020
RPAC	November 13, 2019	Revised	Q1 2020
Executive Committee	November 14, 2019	Recommended Board approval	Q2 2025
Governance Committee	December 5, 2019	Recommended Board approval	Q2 2025
Board Decision	December 5, 2019	Board approval	Q2 2025
RPAC	February 23, 2022	Revised	Q1 2023
Governance Committee	May 13, 2022	Recommended Board approval	Q2 2025
Executive Committee	May 26, 2022	Recommended Board approval	Q2 2025
Board Decision	June 22, 2022	Board approval	Q2 2025

## **Ask of You:**

Please review the [RPAC](#), [PCC](#), and [ISCC](#) Charters. If you have any questions or concerns, or any revisions you'd like to suggest, please share during our Q1 RPAC meeting on February 27 (we'll touch on this during Housekeeping) and we can bring the topic back for deeper review in Q2 if needed. Thank you!

# Memorandum – Agenda Item Tier 1



February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alisyn Maggiora, Stakeholder Relations Manager

SUBJECT: Q2 Hybrid Meeting Format: In-Person Option

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## **Ask of You:**

**With regards to having in-person/hybrid or virtual meetings, please consider where you're at personally, as well as any directives you may have organizationally, and come to our Q1 meeting ready to share whether you'll be in attendance in person or virtual in Q2 and your preference for future meetings. Thank you!**

## **Brief Overview:**

NEEA is piloting a hybrid meeting option for all Q2 advisory committee meetings to gauge whether stakeholders would like to have an in-person option for these meetings going forward. We've certainly learned a lot over the past three years on how to run meetings effectively in an all-virtual setting, and we've enjoyed some more equitable experiences as a result (*recall the old days of remote folks just being a voice on the phone*). In addition, there have been cost savings related to travel and facilities. On the other hand, we also recognize that there's appetite by some folks to return to in-person for these forums, to reclaim some of the interpersonal connection and ad-hoc conversations that can occur when we're together in-person.

In preparation for this, NEEA staff are thinking through the odds and ends of how to make the hybrid experience as equitable and effective as possible for all participants, particularly from a technology standpoint. Now we are looking to gauge from you whether you plan to attend in person, and ultimately, any preference you may have for future meetings.

Here's a list of 2023 RPAC meeting dates, as a reference:

2023 PCC MEETING DATES	
Q1	Monday, February 27
Q2	Thursday, May 18
Q3	Tuesday, August 29
Q4	Thursday, November 2

If you have any suggestions, questions and/or concerns, please feel free to contact me at [AMaggiora@neea.org](mailto:AMaggiora@neea.org). Thank you!

# Memorandum – *Agenda item*



February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Britt Cutsforth Dawkins—Manager, Program Marketing Strategy

SUBJECT: Results of 2022 Heat Pump Water Heater Awareness Campaign

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## **Our Ask of You:**

Review the summary information below and join the Q1 2023 RPAC webinar to hear the details of the most recent Heat Pump Water Heater (HPWH) consumer awareness campaign.

## **Background/Context**

The *Boring But Efficient* campaign was developed and vetted closely with the RPAC+<sup>1</sup> group in 2020 and ran in 2021 with the goal of raising consumer awareness of HPWHs across the region. That campaign was a success.

In early 2022, NEEA's Stakeholder Relations and Marketing teams met with nearly all RPAC members and their marketing staff to secure approval on the second run of the campaign. The plan was approved in the Q222 RPAC/RPAC+ meeting.

While the main objective of the campaign (building awareness across the region) remained, the Marketing team acted on Market Research & Evaluation's recommendation in the [HPWH Market Progress Evaluation Report #6](#) to increase HPWH awareness *specifically* in rural areas. Approximately ~70% of the total media spend was reserved for rural areas with historically lower awareness and adoption of HPWHs, with the remaining media spend allocated to urban areas with historically higher awareness and adoption.

The campaign ran from late September through early November. The existing campaign creative appeared on ad display networks, Facebook, Instagram, and YouTube, and directed traffic to BoringButEfficient.com. As in the previous year, the campaign landing page educated consumers about HPWHs and encouraged them to enter their ZIP code to see if utility incentives were available, make a purchase at retail or via an installer, or visit a manufacturer's website.

The campaign performed very well, driving more than 20 million impressions across the targeted audience and 96,000 clicks to the BoringButEfficient.com landing page. We saw a strong response to the ads as demonstrated by the overall click-through rate of 0.47% (three times higher than the previous year). Rural consumers engaged with the ads at a high rate, close to that of the urban consumers. Early findings show the campaign increased awareness by approximately 20% in rural areas, with more refined data coming in the HPWH Market Progress Evaluation Report #7.

Please contact me ([bdawkins@neea.org](mailto:bdawkins@neea.org) or +1 415.238.0334) if you have questions about the proposed 2022 HPWH Awareness Campaign.

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<sup>1</sup> As a reminder, NEEA's marketing activities directed at end-use customers will be brought through the RPAC+ process for review. The intent of the RPAC+ process is to ensure transparency, allow adequate time for deliberation and coordination in the planning process, and to assess the effectiveness of the alliance's evolving regional downstream marketing work.

# Memorandum – *Agenda Item (Tier 1)*

February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Suzi Asmus, Program Manager

SUBJECT: Residential Heat Pump Work Group Outcomes

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## OUR ASKS OF YOU:

1. If your organization participated in the work group, please check in with your work group member to debrief on their takeaways, impressions, remaining questions, and recommendations.
2. Share this program information with relevant members of your team, and
3. Read the accompanying “Update on Program Development for Variable Speed Heat Pumps program and Preview for Q3 Vote” memo (page 8 in this packet).

## Context:

In Q2 2022, RPAC approved a limited duration work group for residential heat pumps with the following objectives:

1. Share market and product research results and how they impact regional understanding of the heat pump market transformation opportunity.
2. Share NEEA’s market development and intervention concepts for the Variable Speed Heat Pump program.
3. Develop regional alignment on product specifications, desired standards, testing and ratings.
4. Facilitate share-out of program experiences with this newer technology and the contractor base capabilities to help NEEA continually refine opportunities and barriers for this technology.
5. Identify opportunities to maximize regional collaboration and coordination between regional and local programs.

## Work Group Activities

The work group held a kick-off meeting in August 2022 to introduce the goals, timeline and initial concepts, and topics to be covered in the subsequent meetings. Three subsequent working sessions were held in Q4 2022.

Work group members shared what role heat pumps currently play at their utility (e.g. savings, decarb, load share, demand response, customer service, etc.) and what role heat pumps will likely need to serve in the future. Members also shared what they view as the biggest challenges to achieving success with their heat pump programs, and any research or studies happening within or outside the region to inform NEEA’s residential heat pump program development.

NEEA staff walked the work group through the proposed approach for the regional VSHP program, centered around an identified suite of improvements that could meaningfully and cost effectively increase real world heat pump system efficiency, with deeper technical reviews and discussion of four of the improvements.

Work group members were able to raise questions during the meeting or submit them in writing in between meetings.

At the conclusion of the final work group meeting, NEEA surveyed the group to hear from attendees if they had any final feedback or concerns on the proposed approach and if they could see a role for utilities to play in diffusing these improvements in the marketplace.

### **Key Takeaways and Program Updates:**

*Through the limited duration funder work group sessions, the VSHP team identified the following program improvements, changes, and takeaways:*

- Work group members expressed general support for NEEA's proposed approach.
- NEEA staff heard how utilities might leverage what we can bring to the market and be partners in market diffusion.
  - e.g., Utilities are already offering VSHP rebates and it would be useful to know which products are delivering better savings and be able to point to those.
  - e.g., For colder climates, utilities see potential role for themselves in influencing balance point and cut off temperature of installed heat pumps, as well as control strategies to help with peak load.
- Demands on utilities are changing and varied for heat pumps. Work group members ranked the following order of importance for their residential heat pump programs:
  - 1. kWh, 2. kW peak, 3. Carbon, 4. Customer engagement
- Work group members support NEEA seeking national alignment on a specification or qualified products.
- Update program documentation to match program development changes since Concept Advancement.
- Improve/clarify program documentation: Through work group questions and feedback, NEEA staff identified areas of program documentation and description needing improved specificity and clarity.
  - Clarify why we don't expect a spec to increase prices to the consumer or run the more affordable units out of the market.
  - Clarify what a QPL approach would look like, how will it be managed, how will the consumer know they are getting the right/best equipment?
  - Clarify the process for identifying models in the market with these improvements and moving them into a "standard" for all heat pumps.
  - Clarify/explain current alignment and path to ENERGY STAR criteria.
- Work Group members recommend their RPAC members watch NEEA's October 4, 2022, Product Council [webinar](#) introducing this suite of heat pump improvements.

A special thank you to the working session participants and their organizations:

- Bonneville Power Administration - Robert Weber
- Chelan PUD - Josh Mitchell
- Clark Public Utilities - Trevor Frick
- NW Power and Conservation Council - Tina Jayaweera
- Energy Trust of Oregon - Andrew Shepard
- Emerald PUD - Brandon Gee/ Tyler Boehringer
- Idaho Power - Todd Greenwell
- Portland General Electric - John Karasaki
- Puget Sound Energy - Jesse Durst
- Seattle City Light - Emma Johnson
- Tacoma Power - Rich Arneson

# Memorandum – *Agenda Item (Tier 1)*

February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Suzi Asmus, Program Manager

SUBJECT: Update on Program Development for Variable Speed Heat Pumps program and Preview for Q3 Vote



## OUR ASKS OF YOU:

1. Read the accompanying “Residential Heat Pump Work Group Outcomes” memo (page 6-7 of this packet) reporting the results of the limited duration residential heat pump work group approved by RPAC Q2 2022.
2. Communicate with relevant members of your residential HVAC team, and
3. Reach out to [Suzi Asmus](#) or [Alisyn Maggiora](#) with any initial questions you have, to be addressed at the RPAC meeting or through direct outreach.

## Context:

In Q1 2021, the RPAC approved Concept Advancement for the Residential Variable Speed Heat Pump program. Since that time, the team has focused Program Development efforts and resources on market research, product research, test procedure development, manufacturer engagement, and national coalition building. The team has also sought and incorporated funder feedback through the Q4 2022 work group, as well as other formal and informal funder engagement channels.

With the results of our program development work, we've refined and updated the program Market Transformation Theory, pinpointed key market barriers, and identified key market interventions. We will share these updates with you at the Q1 RPAC meeting in preparation for a planned Q3 vote for Program Advancement.



# Memorandum – *Informational Update*



February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Maria Alexandra Ramirez, Stakeholder Relations Manager  
Alisyn Maggiora, Stakeholder Relations Manager  
Jonathan Belais, Policy Manager & CEAC Meeting Facilitator

SUBJECT: Update on Q4 2022 / Q1 2023 Committee Meetings

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## **Our Ask of You:**

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q1 RPAC meeting, or contact NEEA staff listed below.

## **Integrated Systems Coordinating Committee:**

In the Q3 2022 meeting, we advised the Committee of some organizational changes, including Emily Moore taking a new role as Director of Portfolio and Stephanie Quinn, as Manager of Program Management. We also collaborated with some of our stakeholders on a couple of cross-sharings for the Committee on High Performance Windows and Commercial Secondary Windows, which included some external speakers from the Center for Energy and Environment in Minnesota (CEE MN) and Con Edison. The Committee was also updated on program activities, Energy Star v7, and additional resources available, including the Partnership for Advanced Windows Solutions (PAWS) and the utility workgroup. For additional details, please see the [Q3 2022 ISCC Notes](#).

Highlights from the Q4 2022 meeting included a broad overview of NEEA's 2023 Operations Plan, the regional roundtable and a collaborative mapping session on High Performance HVAC's Very High Efficiency DOAS, which included an update on regional market transformation (MT) program interventions and a discussion of potential coordination opportunities between regional MT program and local utility programs. The Committee was also updated with the latest activity reports from each of the programs in the ISCC portfolio, including Variable Speed Heat Pumps (VSHP), Luminaire Level Lighting Controls (LLLC), High Performance HVAC, High Performance Windows, Window Attachments and Better Bricks. For additional details, please see the [Q4 2022 ISCC Notes](#).

By the end of the 2022, Committee members, utility subject matter experts and NEEA's program management staff collaborated during the Annual Planning sessions to co-create high priority regional topics for discussion in 2023, for each program in the Integrated Systems portfolio. The topics co-created are all included in the [ISCC 2023 Workplan](#).

During our recent Q1 meeting, Committee stakeholders, NEEA staff and other external speakers collaborated on delivering a panel discussion on engaging multi-family projects. The Committee also shared regional updates. See [Q1 2023 ISCC Slides](#) for more details.

Please contact [Stephanie Quinn](#) or [Maria Alexandra Ramirez](#) with any questions about the ISCC.

## **Products Coordinating Committee:**

In Q4 (Nov 7+8), the PCC received a high-level overview from the draft 2023 Operations Plan and dedicated a majority of meeting time to two priority, co-created topics identified through the new annual planning

effort (as described in previous quarterly updates): Consumer Products' Addressing Retailer Knowledge (Day 1) and a Utility Education/Overview on XMP Pumps & Circulators (Day 2). Committee members also shared regional updates, and received NEEA program updates via the semi-annual Program Activity Reports. See Q4 notes for more details: [Day 1](#) | [Day 2](#).

The Products Coordinating Committee (PCC) closed out 2022 with a second Annual Workplan development process in early December, leading to a new, [2023 PCC workplan](#) comprised of co-created, regional priority topics to collaborate on across the year.

In Q1 (February 16), the PCC focused on the following regional priority topics from the 2023 annual workplan: 1) HPWH Understanding Low Adoption (regional share-out format), and 2) a high-level overview of NEEA's new Efficient Fans program (approved by RPAC in Aug 2022). Committee members and NEEA Program Managers also shared program highlights from 2022 outcomes and 2023 planned activities. See [Q1 2023 PCC slides](#) for more details.

Please contact [Stephanie Quinn](#) or [Alisyn Maggiora](#) with any questions about the PCC.

### **Regional Emerging Technology Advisory Committee (RETAC)**

At RETAC's Q3 meeting, NEEA had representatives from the Center for Energy and Environment in Minnesota (MN CEE) give an overview of their charter, the partnership with NEEA, as well as examples of their research, field studies and implementation. MN CEE also presented research and results, including their Aerosol Envelope research and AeroBarrier commercialization plans. In addition, Tacoma Power's Jeremy Stewart gave the Committee an update on their Energy Research and Development group, including their demand response work, hydrogen/formic acid production, microgrid study, and EV charging. The Committee continued their brainstorming on RETAC 3.0 and received an update on the emerging technologies discussed at the last ACEEE conference. Lastly, the latest research on variable speed micro heat pumps was shared. For additional details, please see the [Q3 2022 RETAC Notes](#).

Highlights from the Q4 RETAC meeting included a utility update from Portland General Electric's Tim Treadwell, which included their work with Connected Communities and the technology and research on their Connected Communities and Smart Grid Advanced Load Management and Optimization Neighborhood (SALMON) Project. The Committee also discussed NEEA's scanning priorities for 2023. Lastly, NEEA and stakeholders reviewed the work done in 2022 and the work planned in 2023 on the main priority product groups, HVAC and Water Heating. For additional details, please see [Q4 2022 RETAC Notes](#).

Please contact [Eric Olson](#) or [Maria Alexandra Ramirez](#) with any questions about RETAC.

### **Cost-Effectiveness Advisory Committee (CEAC)**

During the Q4 committee meeting on November 3, 2022, NEEA staff provided updates on Market Research and Evaluation (MRE) activities and answered committee questions regarding activities in the MRE quarterly newsletter. Staff also reviewed recent and upcoming Washington residential code research and provided an overview of the upcoming annual reporting process for 2022, including a review of key assumption updates.

During the Q1 meeting, NEEA staff will continue preparation for annual reporting by providing committee members with the annual review of NEEA's approach to market transformation savings and cost-benefit calculations. As always, non-committee members are invited to join for this annual overview.

Please contact [Stephanie Rider](#) or [Jonathan Belais](#) if you have questions about CEAC.

# Memorandum – *Informational*

February 17, 2023

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Jonathan Belais, Policy Manager, NEEA Staff Federal

SUBJECT: Federal Funding Opportunity Coordination

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## **Our Ask of You:**

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q1 RPAC meeting on February 27, 2023, or contact me at the email below.

## **Context**

The passage of the Infrastructure Investment and Jobs Act (IIJA, 2021) (IIJA), also known as the Bipartisan Infrastructure Law (BIL), and the Inflation Reduction Act (IRA, 2022) has meant a dramatic increase in federal activity and the emergence of a variety of new opportunities for energy efficiency stakeholders. NEEA staff are closely tracking these opportunities and working to incorporate them into market transformation strategies, where appropriate. As state agencies are the primary conduit for much of the increased energy efficiency funding, NEEA will continue to work closely with each state to best leverage these new resources and NEEA's expertise to support the regional adoption of efficient products and practices.

NEEA staff have received several requests from utility staff interested in potential regional coordination efforts. Staff strongly suggest that interested committee members coordinate with their state energy offices to identify the best avenues of engagement. Additionally, your states may offer consolidated information regarding recent or upcoming federal opportunities (see [Idaho's tracker](#) of federal funding opportunities or [Oregon's blog](#) on bringing federal funds to Oregon). Federal Request for Information (RFIs) are a good way to provide direct feedback to the relevant federal implementation teams, but coordination locally will be critical as the needs and plans of individual states will vary greatly.

## **NEEA's Role**

NEEA staff are aware of the scale of this collective opportunity and will continue to identify ways NEEA can help to maximize the impact for the region. Due to the structure of the new and expanded programs outlined in IIJA/BIL and IRA, it is unlikely NEEA will be a direct recipient for most programs. Instead, NEEA will continue to work with funders, market actors, and other stakeholders to adapt to and prepare for the shifting political landscape. Resulting shifts in market strategies and program activities will continue to flow through coordinating committees (electric) and NGAC (gas) to help align with local programs. NEEA staff are connecting regularly with the region's state energy offices to support coordination and identify connections to NEEA's work. As more concrete opportunities for engagement develop, NEEA may serve as a regional convener for discussions regarding upcoming opportunities.

## **Timing**

The timeframe for these opportunities and associated activities is uncertain. As federal agencies have grappled with the exponential increase in new program and staffing needs, the development and release of information and new federal program funding has been markedly slow. It is also important to

remember that many of these resources, including the \$9 billion in new residential efficiency rebates, will be dependent upon proposals and timing from state agencies and may have multiple application windows over the coming years. While a few opportunities are already live, expectations are that the first half of 2023 will see a bevy of new Requests for Information (RFIs), leading to a similar number of Federal Opportunity Announcements (FOAs) in the second half of the year. NEEA staff are monitoring previous and existing RFIs and FOAs and will continue to track upcoming opportunities as they are released. Just to highlight a few high-profile efficiency programs:

1. [Live] [Industrial Efficiency and Decarbonization](#) – Full Applications due 1/4/23
2. [Live] [Resilient and Efficient Codes Implementation](#) – Concept Papers due 1/27/23
3. [Live] [Renew America's School Grant](#) – Available until expended
4. [Home Energy Rebate Programs](#) (High-efficiency Electric Home Rebate Program and Whole Home Energy Reduction Rebate) – RFI responses due March 3, FOA in late 2023

Please contact NEEA's Policy Manager, Jonathan Belais ([jbelais@neea.org](mailto:jbelais@neea.org)), with any questions.