

Meeting Notes

Q1 2024 Integrated Systems Coordinating Committee

February 29, 2024

Webinar Only



Attendees: Drew Thompson (Chelan PUD), Michael Lane (PSE), Oliver Kesting (Energy Trust), Kevin Smit [NW Power and Conservation Council (NWPCC)], Eric Mullendore (BPA), Shelley Martin (Idaho Power), Sinh Tran (Snohomish PUD), Nancy Goddard (Pacific Power), Andy Paul (Avista), Whitney Jurenic [NorthWestern Energy (NWE)], John Petosa (Snohomish PUD), Julie Banerjee (Tacoma Power), Bill Hibbs (Clark PUD), Bill Hough [Eugene Water & Electric Board (EWEB)]

NEEA Staff: Anouksha Gardner, Alisyn Maggiora, Alexa Hujik, Britt Cutsforth Dawkins, Zdanna King, Anne Curran, Stephanie Quinn, Tamara Anderson, Warren Fish

Resources -

Agenda packet on neea.org: [Northwest Energy Efficiency Alliance \(NEEA\) | Q1 2024 ISCC Agenda...](#)

Master slide deck on neea.org: [Northwest Energy Efficiency Alliance \(NEEA\) | Q1 2024 ISCC Meeting...](#)

Meeting Recordings:

Video 1: [Q1 2024 ISCC Meeting Recording - Part 1 on Vimeo](#)

Video 2: [Q1 2024 ISCC Meeting Recording - Part 2 on Vimeo](#)

WELCOME; PACKET REVIEW –

- It's [Leap Day](#)! Wear a red petticoat, women propose to men, clean your house, cook a traditional Taiwanese meal, or make a Leap Day Cocktail!
- Welcome new ISCC members Andrew Paul (Avista) and Drew Thompson (Chelan).
- Thank you to Michael Lane for his long-term contributions to NEEA committee efforts.

INTRODUCTIONS & REGIONAL ROUNDTABLE –

- Oliver – (Energy Trust)
 - o 2023 – have been very understaffed. Down between 2-4 FTE's in commercial sector
 - o Will be hiring 2 positions – Project assistant and project manager
 - o Throughout 2024 will hire 2 additional managers for community engagement, dei, and acceleration.
 - o New Buildings program received a cost-effectiveness exception, supported by NEEA, from the OR Public Utilities Commission (OPUC). Frees up the program to work on “whole building” projects and shift focus to education and training instead of just incentives.
 - o New Buildings RFP on the street. Going to make decisions end of 2024.

- Exceeded gas and electric targets in 2023. Added incentive changes in Q4 and focused on outreach and got their numbers up in both sections.
 - Working with Debbie at NEEA to begin discussions on major renovation opportunities (whole building approach) and how we can support that through New Building.
 - A lot of challenges in the commercial market, supply chains, people not having time to prioritize efficiency.
- Michael Lane – (PSE)
 - LAST MEETING BEFORE RETIREMENT! (in 35 days)
 - Beginning of a 2 year biennium – targets are reduced (some significantly) – 50% in LED because of saturation in the market.
 - Diving into the named communities (underserved, vulnerable populations). Creating outreach materials, etc to better reach these spaces.
- Eric M – (BPA)
 -
 - Two year biennium and they're working on doing an update to our E action plan to reflect the progress they made through the first two years of that. It's a covered six years, 22 to through 27 and they're making some updates.
 - BPA did their goal in 22-24. Only by the grace of the industrial sector (commercial sector underperformed due to lighting, still trying to figure out. Possibly unreported LED tubes.
 - Hoping to turn it around in the current Biennium since their goals have grown for this cycle.
 - Oliver and Eric to connect on Energy Trust commercial strategies.
 - BPA has seen some opportunities in growing incentives and adding strategic energy management on the commercial side which has opened up a lot of utilities. (Particularly in WA due to the clean energy law).
- Drew T – (Chelan)
 - NEW TO ISCC. Just started in December and comes from private contractor world. Very happy to be here. A lot of engagement with the county building a network in the area and connect the key players in the area.
 - Biennium just started in 2024. Targets have increased slightly.
 - Still in a learning/listening phase.
- Nancy – (Pacific Power)
 - Biennial conservation plan has been approved and focused on meeting the target and increasing participation.
 - Multicultural media campaign was successful in 2023. Currently building off that to have 2024 version.
 - Issued an RFP in 2023 for the entirety; Issued RFP last year for Res and most of Watt-Smart business program for CA and WA. Currently in the final stages of contracting.
 - In a few weeks, annual vendor event will take place in Walla Walla for both Residential and Business Vendors.
 - Fall 2023 – Did the advanced LLLC training with the attendees and hoping to do that again for this event.
- Kevin Smit – (NWPCC)

- Going through a rolling [midterm assessment of existing \(2021\) Power Plan](#) involving new load and price forecasts as well as reflecting on the last power plan. Adequacy assessment will be a part of this.
 - Council members looking to accelerate timing of next Power Plan; officially kicking it off in June 2025, so they are currently gearing up for that.
 - RTF is working on progress report (annual) which will kick off soon and end in July.
 - Posting position for Sr. Resource Analyst soon.
- Shelley – (Idaho Power)
 - Sheree is currently out of the country and will not join today.
 - Made several changes to their programs last September. (Existing Buildings and New Construction)
 - Just got the okay to start up a new small business lighting offer. Ended 3-year program in March and will now be starting up another one to serve additional small businesses. Will not be doing RFPs or contract this out but are in initial stages of design.
 - First year the pipeline has been as low as it currently is. Trying to come up with more projects and looking at a midstream approach for food service, not sure about midstream lighting but possibly something there.
- Andy Paul – (Avista)
 - Currently trying to figure out new ways to get projects out the door.
- John P – (Snohomish)
 - Manages midstream lighting program since last year. Trying to complement mid and downstream programs currently.
 - Moving to a platform for all EE programs. Trade ally connect aspect to this and will be registering them and getting it started soon.
 - Tracked all projects through Power BI in the past; currently transitioning so they don't know what's come in and what's been authorized.
 - Current project is Lighting Controls program (first round of projects didn't get controls added, so going back through that and adding 1400 and will then assess savings)
- Sinh – (Snohomish)
 - New Residential Construction Program Midstream HVAC + HPWH. New contracts for 2024-25 in April
 - Rebates: added more measures (secondary windows, VFDs for pumps, refrigeration upgrades)
 - Custom Retrofits: nothing much, overall running strong; MF central water heat project with Ecotope in Everett - results expected Q1 2025
 - SEM: 5th cohort kicks off late March
 - Pilot project for potential hot water system for Multifamily Apartment.
- Whitney – (NWE)
 - 3 pilots that are up and running.
 - New potential and end-use studies wrapping up - which will roll into new program design / offerings.
 - New avoided costs, setting tone of what program opportunities will be available.

- Bill Hough – (EWEB)
 - Lighting Promo in 2023 with great success. Since then it has been slow on the commercial front. (re. BPA lighting and UES measures)
 - Still pushing strong in industrial and custom projects.
 - Integrated BPA measures this year. Interested in midstream lighting - how to balance with regular downstream model without cannibalizing it - will be interesting to watch over time.
- Julie B – (Tacoma Power)
 - Mostly downstream lighting but looking at offerings and what makes sense, what should change, how current and upcoming bills would affect the work they are currently doing.
 - Looking at the portfolio and how they might change it in the next cycle.
 - Decrease in savings for non-residential sectors in 2023, but were still able to reach target.
 - Target in 2024 is the same as last biennium; currently on a strong start meeting 25% of their numbers at the beginning of this year.
 - Customer energy programs and emerging tech teams merging under one roof - more focus on customer energy solutions (DSM, EVs, Conservation) – Lis Saunders leading until Steve Bicker's replacement is hired.
- Bill Hibbs – (Clark)
 - Experiencing a robust pipeline with prescriptive commercial HVAC, keeping custom pipeline rolling as well through Controls upgrade as a manageable pace.
 - Continuing to grow SEM program; 3 additional participants, 3 others adding buildings
 - Will shift how to report these (previously doing BPA custom path), more to come there once we review 2023 SEM completion reports
 - Retro commissioning and design assistance pilots in 2024. Getting details and pricing structure to assess risk considering the recent rate increases. Will be making recommendations to the team and kicking off the project in the next few weeks.
- Anne C – NEEA; LLLC PM
 - Will be covering a lot on LLLC `today through both regional topics.
 - Relationships with manufacturers and their local sales representatives have been going well from 2023-2024 and we are seeing more sales agents willing to propose LLLC to their clients. We are hearing of LLLC being value engineered out.
 - Educational efforts throughout region have been great; please reach out to Anne if you would like support or collaboration.
 - New Case Studies to be covered in Toolkit Section.
 - RFP currently out for LLLC Implementation and Marketing. Currently at intent to bid and should be contracted by June 2024.
- Tamara – NEEA; Efficient Fans PM
 - Working to assess the results of the market characterization report. Should be published soon on neea.org
 - Comments on the first federal standard for fans and blowers are due by March 19th.
 - Nicky Dunbar has been invited to the Air Movement and Controls Association annual conference to be included on a panel on the importance of collaboration.

- Working on a few videos on fan selection in collaboration with manufacturers, and and total cost of ownership calculator with a major manufacturer.
- Efficient Fans is now on BetterBricks: [BetterBricks | Efficient Fans](#)
- Warren – NEEA; XMP PM
 - Moving from PCC to ISCC; excited to share in Q2
 - Good progress in 23; excited for new product launches and expansions in 2024.
 - AHR show debuted some new projects and reaching some new audiences and working hard on supply side of things to affect how they sell and stock the pumps.
 - Program has now reached market progress evaluation report status and should be final by end of year.
- Maria – NEEA; HP HVAC PM
 - At a phase in the life cycle where they moved to Market Development in Aug 22 and is doing first MPER. Should have updates in Q3.
 - Doing video case studies on marketing content development and organization front for both Daycare and Monument School. Shoutout to BPA on their help with Monument School.
 - Working with BetterBricks: <https://betterbricks.com/case-studies/new-school-hvac-approach-improves-comfort-and-air-quality-for-k-12-students>
 - Revamping: launched the incentive strategy late in 2022 but have been in the market a little over a year and currently taking stock of everything. There are several participants as of right now! Made great headway on relationship building with our partners and partners we share with XMP programs. **Please reach out to Maria if you would like to discuss after the meeting.**
 - Trying to put together a cheat sheet for incentives.
 - **ACTION:** For BPA customer utilities who are planning to adopt the BPA E/HRV measure, could you mention that in the chat or reach out post meeting with information? Thanks!
 - Bill Hibbs: The Bonneville HRV measure is available to customers in Clark's territory now.
 - Bill Hough: EWEB - Rolled out HRV/ERV measure Oct1 2023 - Rebate offered matches BPA rate

BREAK: Back at 2:10pm

Regional Priority Topic: LLLC MARKET RESEARCH

Presentation:

This research summary covered methods, sample, a few caveats about the study, and market research insights. Key notes:

- This study was not designed to be statistically significant; it provides directional indications for further research if desired.
- Designers, specifiers, and installers (about 4 out of 5) lighting professionals are aware of LLLC and are comfortable promoting it.
- LLLC is starting to show up more in design plans.
- Manufacturers are producing more LLLC fixture types and show increased sales, however, the number of buildings reporting installing them remains steady in comparison to the previous Market Progress Evaluation Report.

- Decision-makers offered several reasons for doing upgrades.
- Even though incremental cost has gone down 44%, first cost still tends to be the primary barrier.
- Observations from ISCC members highlighted anecdotally that they still aren't seeing increase in projects, especially in new construction with controls requirements in code (WA specifically) in spite of these boosts in sales and promotion. NEEA staff noted the mix of new construction to retrofits was not assessed as part of this research.
- REQUEST from Chelan for next time: capture sector and facility type

Please refer to the report, slides and recording for more detail. If you have questions about this report, or ideas/requests for the next Market Progress Evaluation Report to be conducted, contact Zdanna King: Zking@neea.org

Discussion and Links:

- LINK TO REPORT: [Northwest Energy Efficiency Alliance \(NEEA\) | Luminaire Level...](#)
- Discussion Points:
 - Anne: Before shifting to decision makers, are there any questions or comments regarding the utility relationships to trade allies.
 - Bill Hough: Don't see a lot of implementations in our territory. Unsure if the barrier is capital or what, but it's interesting in the difference.
 - Anne: The leap of awareness translating into projects may be different within region. So I am hoping to learn how this translates to everyone. We should feel good as a region about our investment with Education. Would feel better if it was translating into a plethora of projects.

 - Michael Lane: Was this retrofit or new construction? Both?
 - Zdanna: Most of the decision makers were retrofit.
 - Anne: Michael, you know we had to do a lot of LLLC today because of your last ISCC meeting since you were such a champion for us.

 - Anne: Do you think the education that you have been doing has been paying off amongst the trade ally base? I know it has been spotty but hoping to see how you're feeling in terms of progress.
 - Bill Hibbs: Largely in our territory it's the same people doing LLLC who have always been doing it. There are a few new individuals who are starting to use it because of ease of use and customer request/education.
 - Michael: Andrew will continue the LLLC mission after I leave. There has now been an increase on our website for incentives to \$100. There is currently a core group of (16) contractors who do 80% of the projects and most are using LLLC consistently. Hoping to grow our base.

 - Zdanna: In places where it's a little slower, what are your thoughts on what's holding back mainstream adoption?
 - Michael: One of the things we are looking at is controls only projects. So we have introduced a \$50 bonus if groups go back in and update their controls to LLLC. This is new for 2024 so it's too early to tell if its working yet.
 - Shelley: What type of market segment are you seeing LLLC?

- Michael: Its diverse. #1 is office buildings, but 3 years ago there was a shift into warehouse spaces because of the massive savings/kWH incentives in those spaces. There have also been a few schools and exterior spaces with advanced controls.
-
- Zdanna: We are going to kick off another MPER this year, is there anything that you would like to learn more about? Please reach out to me directly at zking@neea.org if there is anything you would like to share outside of this meeting. For example, we could ask contractors where their installations are.
 - Drew: If we knew what sector and facility type the contractors were in, that would be greatly helpful!
 - Zdanna: Is anyone hearing about product readiness issues? Please reach out if you have questions or would like to include something in the study.
 - Julie: She will check in with their LLC rep and see if they have any comments or additional questions.

Q2 PRIORITY TOPIC CHECK IN –

- WORKPLAN: [ISCC-2024-Workplan.pdf \(neea.org\)](#)

Extended Motor Products, Pumps and Circulators – PUMPS 101

- If there are topics that you want to cover that we haven't discussed yet or added to the schedule for 2024, please reach out to Anouksha.
- Warren: Is there anything that comes to mind regarding pumps or what you would like to learn for the Q2 Regional Topic. Should we keep it broad or is there a specific ask that you would like?
- Julie: General knowledge and updates for me.
- Steph Q: Part of the reason this is on here is because it came up during the annual planning that people didn't know enough about pumps to have a specific ask. So we wanted to make sure that everyone has the same foundational knowledge and addressing any knowledge gaps that you might have.
- Anouksha: in the memo we have given the committee to April 8th to reach out and ask for specifics regarding the Pumps Discussion.
- Warren: Please reach out if there is anything that we can deliver on regarding the needs of your utility. It's all about education.
- Northwestern: More on Value Proposition and How to Help/Best Promote. (Bill Hibbs liked)

LLC: Takeaways from utility incentivized LLC Projects

- Anne C: This topic is a committee member driven session, so we're here to ask if there is a volunteer to lead and develop this into an idea that is useful for the committee. Anne would support the development and help both the lead and additional volunteers who want to share their experiences/takeaways and insights.
- Oliver: LLC rep is currently on maternity leave, so I don't want to volunteer her to lead this project, but she might be able to present our experiences at the next meeting.
- Bill Hibbs: Can absolutely participate. Would like a side conversation about expectations and what we would need to prepare before fully committing.
 - **ACTION:** Anouksha and Anne to reach out to discuss with Bill.

- Anouksha: We do have co-collaborators listed from the 2023 survey so we can reach out after this meeting to see if they would like to participate.
 - o **ACTION:** Anouksha to reach out by March 18th to see if committee members would like to participate.
- Anne: And please reach out to Anouksha directly if you would like to participate; because if we cannot get members to participate then this might not be a good topic for Q2.
- Steph Q: It's okay if there was energy about something and now there isn't or you would like to hear about a different topic, this is the time to bring it up! So, I encourage you to think about this and jump in or reach out if you have other ideas or want to participate.

BREAK: Back at 3:10pm

Regional Priority Topic: LLLC REGIONAL UTILITY TOOLKIT

Presentation:

[BetterBricks](#)/LLLC is the market facing brand that supports the alliance's commercial building programs, including LLLC. Britt Cutsforth Dawkins, NEEA's Manager of Marketing Strategy, provided a walk-through of the LLLC toolkit, highlighting the multitude of resources available to alliance members.

Requests:

1. Case study ideas for 2024
2. If you know of trade allies or other market actors to feature in the Industry Voices section, please let NEEA staff know; peer-to-peer messaging is vital.

Please refer to the slides and recording for more detail. Please contact Britt or Anne with any questions or opportunities about this resource: Bdawkins@neea.org | Acurran@neea.org

Discussion and Links:

- LLLC+BetterBricks SLIDE 37: [BetterBricks | LLLC: The Future of Efficient Lighting](#)
- Betterbricks is a public facing website; the toolkit is made just for NEEA members in the know. We have updated all content on this page after the brand refresh in 2023. There are several technical pieces, which we will cover in this meeting, and there will be a full launch of the new page in 2025.
- TOOLKIT LINK: <https://betterbricks.com/resources/neea-lllc-toolkit>
- Anne: We are always looking for trade allies and other market actors to feature in Industry Voices. Peer to peer messaging is vital. Please reach out if you know of a potential LLLC champion to feature. We are also looking for additional case studies for 2024 if you have any ideas.
- Anne: The tech guides can also be used independently or as a full set. They are very versatile, especially as an education piece. They have substance in terms of details as a set but are also great bite size pieces of education.
- Britt: All of these can be customized if you need. Please reach out to me directly at bdawkins@neea.org with any questions or support.
- Julie: Are you running stats on the utilization of the resources on the toolkit (downloads, page views, etc)?

- Britt: We don't have downloads, but we have clicks tracked through google analytics. Now that its revived and refreshed we wanted to make people more aware of it.
- Julie: Thank you, I will be sharing this link with our team to see what we can use!
- Oliver: I love the BetterBricks updates - this aligns well with some of the work we are planning for our New Buildings Program and I would like to coordinate on this...
 - o **ACTION:** Britt to reach out to Oliver on the toolkit and how he can utilize some of these opportunities for his New Building Program.
- Britt: An additional resource not on the toolkit is demo boards. Anne will have them at Efficiency Exchange in May at the BetterBricks booth so we can walk through them together!
- Anne: A few folks have already used it and I would be happy to share photos, etc for anyone interested.
- Britt: What resources do you currently find helpful on BB or elsewhere? What resources WOULD you find useful in the future?
- Julie: I'm unsure.
- Drew: One way I have leveraged this in the past was looking at the 2013-14 projects and running the numbers from 13/14 to now and seeing how much better they are now. Like a relead plus controls it got it over their ROI threshold.
- Britt: Yes, the visions case study was an LED to LED replacement. So it was an easy thing for them to say yes to.
- Eric M: We use the trade ally information in the Bonneville Marketing kits and rebrand them quite a bit. We did also increase our willingness to pay on those in Oct 2023. I think there is a story to tell there to create more market activity. I don't know whats working or not working, but I know what we're putting out there. There are still low levels of uptick on reporting projects at BPA. But there are some areas and utilities that seem to stand out, so digging into their stories and trying to figure out why its working for them and not others is a good idea. If there isn't a lead or a champion for it, it probably gets value engineered out.
- Britt: I agree, having a champion to make a case and push for the change is always helpful. This was the case in the second case study on the toolkit page.
- Eric M: To me this toolkit looks comprehensive, and I am not seeing anything obvious or any gaps in the way its organized. We have both commercial and industrial examples which are incredibly helpful and help maximize value or at least allow us to make the argument for controls, etc.
- Julie: Agreed, there aren't any obvious gaps.
- Britt: We are open to your ongoing feedback and interested in your potential case studies or projects. We have pre, post and during installation projects happening, so don't think anything is too late to ask us to vet. Would love to hear more and please reach out to me with any information or questions (if possible, projects outside of I-5!). An example of a positive project we have helped facilitate is our campaign with Seattle City Light which was recognized by the federal government.
- **ACTION:** From Anne C at NEEA: If anyone has a project you might want DOE Integrated Lighting Campaign recognition on, there is a due date at the end of March for these projects: <https://integratedlightingcampaign.energy.gov/recognition>

HOUSEKEEPING –

ISCC CHARTER LINK SLIDE 45: [Integrated Systems Coordinating Committee Charter \(neea.org\)](https://www.neea.org/integrated-systems-coordinating-committee-charter)

- RPAC: Did not find any need to change the existing Charter at the February 5th meeting.
- If you have changes you would like to be made, please look at the link above and reach out to Anouksha.
- Federal Funding Workgroup Update: Held Feb 26th, topics were Federal Home rebate programs and. If you have questions about that workgroup, please contact Jonathan Belais.
- EFX: Early Bird Registration ends on April 5th – SIGN UP NOW!
- Stakeholder Engagement Activities:
 - o Alisyn is working directly with RPAC members to coordinate the in-person visits by the NEEA teams. It's up to your representative if you're pulled into the in-person meeting.
 - o Cycle 7 is 2025-2029; Board will vote on the finalized Business Plan on March 12th.
 - o Thank you to all who filled out the Stakeholder Satisfaction Survey! Trying to track trends and create opportunities to improve stakeholder engagement.
 - o Survey results as well as information from In-Person visits will be shared with the Board in June and again with everyone in Q3.
 - o Attempting to rebuild face to face connections post-COVID. 😊
- Coordinating Committee Review:
 - o Focus on the structure, process, timing, etc.
 - o Goals: Identify areas of improvement moving into Cycle 7 to ensure regional value delivery and effective resource allocation.
 - i.e. Are the materials useful? What meeting structure is more effective? Should we have two larger meetings and monthly/bimonthly, topic-specific webinars instead of 4 coordinating meetings and updates? Etc.
 - o Recommendation ideas will come back to coordinating committees in Q2, with full recommendation (including to RPAC and Board of Directors) in Q3.

RECAP; NEXT STEPS –

- We will be reaching out for Q2 topic development
- 2024 ISCC Q2 Meeting is the week after EFX24 – May 22 and May 23.
- PLEASE NOTE: Q4 Meeting is at SEATAC on November 6 and 7.
- Julie: We will have a booth at AEE West in Bellevue this year.