



# Regional Portfolio Advisory Committee

## Q1 2024 Meeting Notes

February 5, 2024

12:30pm – 4:00pm PST

Online

### Meeting Attendees

#### Committee Members:

Jim White, Chelan PUD

Roger Kainu, Oregon Department of Energy

Spencer Moersfelder, Energy Trust

Fred Gordon, Energy Trust

Bryan Russo, Tacoma Power

Jeff Tripp, Puget Sound Energy

Lori Moen, Seattle City Light

Philip Kelsven, Bonneville Power Administration

Jonathan Belmont, Bonneville Power Administration

Billie McWinn, Idaho Power Company

Quentin Nesbitt, Idaho Power Company

Wesley Frank, Washington Utilities and Transportation Commission

Joshua Dennis, Washington Utilities Transportation Commission

Debbie DePetris, Clark Public Utilities

Danie Williams, NorthWestern Energy

Alexa Bouvier, Idaho Governor's Office of Energy and Mineral Resources

Dan Adams, Avista

Jennifer Snyder, Washington Utilities and Transportation Commission

NEEA Staff: Alisyn Maggiora, Brandon Lindquist, Stephanie Quinn, Anne Curran, Britt Cutsforth Dawkins, Jonathan Belais, Mark Rehley, Stephanie Rider, Nick Leritz, Ryan Brown, Steve Seminario, Peter Christeleit

### Resources

- Agenda Packet: [Northwest Energy Efficiency Alliance \(NEEA\) | Q1 2024 RPAC Agenda...](#)
- Slide Deck: [Northwest Energy Efficiency Alliance \(NEEA\) | Q1 2024 RPAC Slides](#)
- Recording: Part 1 - <https://vimeo.com/910501999> Part 2 - <https://vimeo.com/910505286>

### Welcome, Introductions & Agenda Review

### Housekeeping and Looking Ahead

- NEEA Cycle 7 Business Plan Update
  - Board is voting on a business plan March 12, 2024. The Electric plan maintains current portfolio of programs and funds scanning, codes and standards, new initiatives, and expanded regional research and data collection.
  - Contracting is underway and will happen throughout 2024.
  - Final funding is to be determined until the end of 2024.
  - The board is aligning on priorities and principles if full funding is not realized.
- Workgroups
  - RPAC Federal Funding Workgroup had a couple of meetings in 2023. Working on an agenda for late February, likely on home rebate programs and energy audit trainings.

- Natural Gas Advisory Committee (NGAC) Dual Fuel Product Workgroup had a lot of discussion around field demonstrations that are in the planning process. PSE is getting interesting cost data. Will schedule another for April.
- Cost Effectiveness and Evaluation Advisory Committee (CEAC) Dual Fuel Measurement Workgroup had its third meeting in January. Talked about the current NEEA board policy around natural gas along with a statement around fuel switching and are planning on getting more clarification on those policies. Working to get a final draft of operation policy document in late Q2 or early Q3. There will be a review period for this draft and it will be an agenda item at RPAC later this year.
- Annual Charter Check-In
  - No changes are being recommended by NEEA staff. If RPAC members have any suggested changes, you can reach out to Alisyn Maggiora. No changes were offered by RPAC members.
- 2024 Stakeholder Engagement Activities
  - Stakeholder Satisfaction Survey wrapping up - February 9 deadline. In-person stakeholder visits will happen throughout 2024 to solicit feedback and continue to socialize the new business plan, as well as understand stakeholder needs.
  - Coordinating Committee assessment/review is underway to identify areas for improvement, support the transition to Cycle 7 and ensure regional value delivery.
- Upcoming Events
  - Efficiency Exchange 2024 registration is from February 15 to April 12 in Cour d'Alene, Idaho and is available for virtual attendance.
  - Q2 RPAC meeting will be hybrid from Idaho on May 13 at Efficiency Exchange location. Q3 RPAC meeting will be August 22. Q4 RPAC meeting will be a hybrid meeting at SeaTac on November 5.

## 2024 Marketing and Heat Pump Water Heater Consumer Campaign

Britt Cutsforth Dawkins ([bdawkins@neea.org](mailto:bdawkins@neea.org)) presented on the proposed 2024 Heat Pump Water Heater consumer campaign. Britt gave a rundown of the 2021 and 2022 campaigns as context. The 2022 campaign targeted rural audiences who engaged at a higher rate than anticipated. The campaign strategy can be represented by a basic three stage marketing funnel: Awareness is the top of the funnel, consideration is the next phase, followed by conversion. The 2024 proposed consumer campaign strategies revolve around continuing to increase awareness, build consideration, and ensure alignment between funders, NEEA, and upstream market actors. The 2024 campaign would run from July through October through digital and social channels with a media spend of about \$150,000. This will be done through the Hot Water Solutions brand. The targeting will occur in funder-approved ZIP codes with high levels of electric water heat and/or electric space heat while being weighted towards rural customers, but not excluding urban customers. The campaign will feature awareness messaging to get customers into the top of the three-stage funnel and consideration messaging to consumers who are already aware. The creative aspect of the campaign will have the styling of a retro video game to be recognizable and engaging.

## RPAC Round Robin

RPAC members shared the latest news and key programmatic updates for their respective organizations; focus topics include big changes (programs/personnel); big changes in programs/personnel, current challenges/lessons learned, and more.

- **Dan Adams, Avista:** In the middle of a dual fuel heat pump pilot and are doing contracting and identifying customers for that process. Also revamping our commercial/industrial air leak detection program. Busy

with a small business direct install lighting program, which is doing well. There has been a challenge convincing customers to do projects and spend money. No major program changes this year.

- **Alexa Bouvier, Idaho Governor's Office of Energy and Mineral Resources:** Focusing on legislative session currently. Also focusing on federal funds from the Inflation Reduction Act and energy rebates and seeing what the applications need to look like.
- **Danie Williams, NorthWestern Energy:** Working through regulatory stuff in beginning of year. Have continuing pilots related to heat pump water heaters, lighting controls, cold climate heat pumps.
- **Debbie DePetris, Clark Public Utilities:** Dan Bedbury is retiring March 29. Steve Anderson is his replacement and Dan will cross-train Steve. Steve has been at Clark four years, he was a consultant before that. The 2023 books are nearly closed, exceeded the I-937 target this year, a good year of savings. Large projects are in the pipeline and expect to see high savings for next two years as a result. Doing a limited-income customer weatherization collaboration with other outside agencies that do their own income qualification to qualify for the Washington State Clean Energy Transformation Act (separate from CAP agencies).
- **Wesley Franks, Washington Utilities and Transportation Commission (UTC):** The energy planning section is now fully staffed, composed of two teams. Biennial Conservation Plans (BCPs) just wrapped up, gearing up to help with rate cases just filed. UTC staff would like to hear more from Clark PUD on the outside agencies low-income weatherization teamwork.
- **James White, Chelan PUD:** Scott Stanfield who worked in commercial and industrial retired, Drew Thompson is his replacement.
- **Laura James, PacifiCorp:** Laura is now the Demand Response Program Manager. Continuing commercial and industrial, as well as agricultural programs. Doing some residential programs, such as smart thermostats and heat pump water heaters. No major changes for coming year for energy efficiency, just small increases across the board on incentives to compensate for interest rates and supply chain challenges. Looking for opportunities across existing programs to target benefits for named communities.
- **Roger Kainu, Oregon Department of Energy:** Finalizing Inflation Reduction Acts programs. Another program called the Energy Efficiency and Conservation Block grant to help communities. Happy to help get the marketing message out on heat pump water heaters.
- **Quentin Nesbitt, Idaho Power:** Theresa Drake, the department lead, retired in December. Quentin will be taking her responsibilities with the NEEA Board; Billie McQuinn will take on several of Quentin's responsibilities, including serving as the new RPAC representative. Met Integrated Resource Plan (IRP) goals for 2023. Working on annual prudence filing which will be filed March 15. Received prudence order from last year's filing as well. Launched a multifamily retrofit plus new construction program. Ended the small business direct install program last year due to cost effectiveness - looking at a different version of that for very small businesses.
- **Lori Moen, Seattle City Light:** Budget and hiring freeze for 2025. Hired a new general manager named Dawn Lindell from Burbank, California. Two to three officer positions on the board are open. Five new program managers were onboarded in 2023. There is a lot of leadership transition on programs. Standing up a whole-home energy program with a heavy equity lens tied to Inflation Reduction Act funding. Doing SEM with an equity lens and most likely an affordable housing cohort. Launching a community solar part two program and a reboot of our residential EV charging program. Standing up an early design assistance program, which will be predominantly new construction offers. Just might make targets, hoping BPA and

NEEA savings will boost Seattle City Light over the edge. Must collect W9s for rebates now and wondering if any others have experience with that? Would love to hear your about your experience and lessons learned if so.

- **Philip Kelsven, Bonneville Power Administration:** Have a heat pump water heater SPIF going on - currently paying installers through Comfort Ready Homes program. Will go till September or until funds run out. Completed low-income program process evaluation and trying to expand program to get more customer utility involvement. That report is coming soon. Have identified both power plan but also resource program calling for demand response. Calls for voltage reductions during peak. Have a new report out on HVAC leveraging NEEA data. [Available online now.](#)
- **Bryan Russo, Tacoma Power:** Our Customer Energy Programs group and Energy Research and Development group has merged into Customer Energy Solutions, which will cover customer facing programs such as conservation, mobility, demand response, and customer sited renewables. Our utility is [actively recruiting](#) for the Assistant Section Manager (Steve Bicker's previous role) for this newly merged group. We have finalized our Conservation Potential Assessment (CPA) conservation target for 2024-25 of 56,000 MWH. We will meet our 22/23 target, but without surplus from the 22/23 biennium. Large residential home energy behavior program will start yielding savings this year. We are reviewing responses for our next CPA/Demand Response Potential Assessment (DRPA) vendor. Tracking Washington legislative bills including a solar consumer protection bill, large gas utility decarbonization bill, and bill that will ban linear fluorescents and CFLs. Completed electrification study late last year and have a better appreciation for the key role conservation will play to mitigate electrification impacts.
- **Spencer Moersfelder, Energy Trust:** Preliminary results are in and Energy Trust exceeded goals in all gas territory and most of electric, mostly due to pushing commercial and industrial programs. A bill last session in Oregon blocked mercury in CFLs and we are expecting to decelerate lighting programs as a result. Embarking on several strategic planning endeavors. Have a multiyear savings assessment project which is an attempt to identify the cost-effective savings coming out of our resource assessment model. Doing a draft of that work this year to figure out which program strategies can be brought into place in order to accelerate and then will lead into work in 2025.
- **Jeffrey Tripp, Puget Sound Energy:** Filed and approved BCP - 46.6 aMW. Filed 2023 Clean Energy Implementation Plan (CEIP) update. Continuing to move forward with electrification pilots. Some restructuring. Customer Energy Management department now also includes product marketing strategy team and energy advisor call center staff. [post-meeting additions: Director of Clean Energy Strategy now reporting to Aaron August – Sr. VP - Chief Customer and Transformation Officer; VP for Resource acquisition is now reporting up to the same Sr. VP as well – emphasizing big customer focus in how PSE is now organized on the conservation side of the house.] For demand response, three events now dispatched through Virtual Power Plant (VPP) (one in December, two in January). At 30 MW available at peak. 25,000 customers have opted in across all sectors. EV Service Equipment (EVSE) enrollment opens March 1. Saw a dip in participation on the coldest days, so when it was moderate temperatures, still had high demand.

## Market Transformation Highlights: Luminaire Level Lighting Controls (LLLC)

Program Manager Anne Curran ([acurran@neea.org](mailto:acurran@neea.org)) went through Luminaire Level Light Controls program market transformation story. Anne first provided a history of the program and the barriers to adoption that were identified in the beginning: product readiness and availability, market skills to sell and deliver, awareness of value proposition, and first cost. Early foundational work revolved around product and market understanding via common programmatic undertakings, manufacturer engagement to spur further investment, collaboration with

the Regional Technical Forum on energy savings, and then collaboration with national stakeholders to create a qualified products list. Anne categorized the program approach into four equal categories: a strong sales channel, skills for project delivery, national alignment and code, and decision-maker demand. These all feed into each other. Utilities have played a key role in this collaboration to transform the market and will continue to do so. Anne then walked through the significant progress thus far of the program in overcoming the previously identified market barriers.

#### Discussion

**Fred Gordon (Energy Trust):** How is the out of the box functionality of LLLC currently?

**Anne Curran (NEEA):** The products have made good progress in the last few years, but they are not to the point where they can be installed perfectly with zero training.

**Fred Gordon (Energy Trust):** Are there emerging reasons for why consumers will be pulled to this product?

**Anne Curran (NEEA):** We are seeing more signs of interest, but it's not at the place where a strong pull is coming. There is more to do on the demand side of the equation.

## Market Transformation Highlights: Retail Products Portfolio

Steve Seminario ([sseminario@neea.org](mailto:sseminario@neea.org)), Market Transformation Manager for Consumer Products, walked through the market transformation highlights of the Retail Products Portfolio program. The objective of the program has been for manufacturers to build more energy efficiency into the product designs of consumer goods through NEEA's interventions, strategies, and activities to help make that happen. NEEA does a lot of midstream retailer incentives and works at a national scale to maximize regional impact. There are 11 program sponsors across the country, including NEEA's work on behalf of the region. Through these sponsors, the program reaches about 24 percent of residential households in the country, about 30 million. A requirement for the retailers to get midstream incentives is to provide product sales data. This allows for seeing the effectiveness of the program. NEEA's Codes and Standards team does continuous engagement work for RPP and utilizes the data significantly. In September, the standards team's work culminated in a joint letter from the Appliance Standards Awareness Project and efficiency standard proposal and recommendations to the Department of Energy related to appliance standards for energy efficiency. The letter weighed in on six product categories and calculated a 30-year projected savings of about 2.8 billion megawatts of energy across the nation and 2.3 trillion gallons of water if the recommendations were implemented.

## Meeting Wrap Up

- Action Item Summary
  - Britt and Alisyn to follow up RPAC/RPAC+ members to schedule time to discuss the proposed HPWH marketing campaign
  - Britt and Alisyn to connect with Roger Kainu to help create push for Heat Pump Water Heater Campaign.
- Public comment - None
- Meeting feedback - None
- Next meetings
  - Q2 Meeting (Hybrid): Monday, May 13, Cour d'Alene, Idaho