



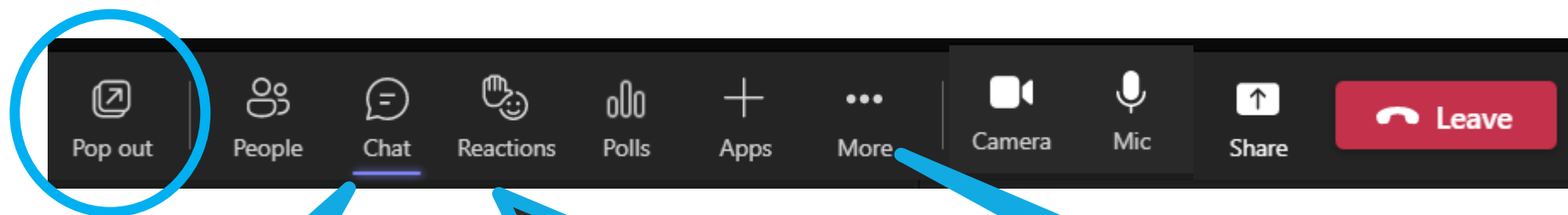
# Regional Portfolio Advisory Committee

**Q1 2024: Monday, February 5**  
12:30 – 4:00 pm Pacific  
*Virtual*





# Tools for Today: Engaging on Teams



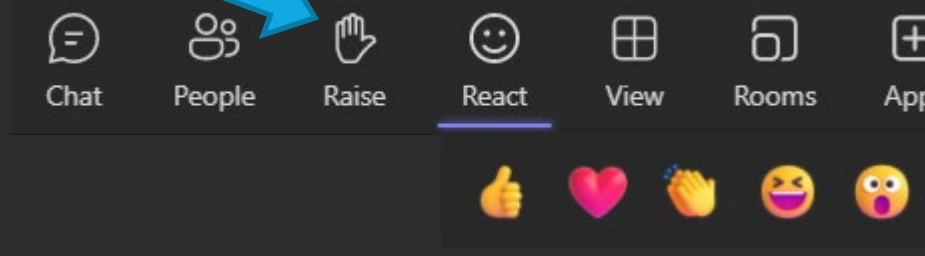
The chat is not captured in the recording.

Do you have any accessibility challenges with this technology today?



## Comments/Questions?

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



“...” More includes:

- ✓ Settings: mic & video
- ✓ Background effects

*Heads up:*  
*“Spotlighting” Speakers*





# Agenda

*All times Pacific*

12:30-12:50	<b>Welcome, Introductions and Agenda</b>
12:50-1:10	<b>Housekeeping and Looking Ahead</b>
1:10-1:40	<b>2024 Marketing &amp; HPWH Consumer Campaign</b>
10 min	Break
1:50-2:35	<b>RPAC Round Robin</b>
5 min	Stretch Break
2:40-3:15	<b>MT Highlights: Luminaire Level Lighting Controls</b>
3:15-3:45	<b>MT Highlights: Retail Products Portfolio</b>
3:45-3:55	<b>Public Comment, meeting debrief and adjourn</b>





# Packet Review & Informational Updates



- Tier 1: Agenda Items
  - ✓ Charter Check-in (pg. 3)
  - ✓ HPWH Marketing Campaign (pg. 11)
  - ✓ Market Transformation Highlights (LLLC, RPP) (pg. 13)
- Tier 2: Informational Updates
  - ✓ Manufactured Homes Update (pg. 14)
  - ✓ Q4/Q1 Committee Updates (pg. 15)
- Tier 3: Additional Resources (links on pg. 2)

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







## ***New RPAC Members & Thank You!***

- Welcome to RPAC:
  - ✓ Wesley Franks (WUTC)
  - ✓ Spencer Moersfelder (Energy Trust)
- Thank you, Fred Gordon, for 25+ years of MT guidance and advice!







# *Introductions*

- Name
- Organization
- *And...*

**XXX**





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## *Housekeeping & Looking Ahead*

- Updates
  - NEEA Cycle 7 (2025-2029) Business Plan update
  - Workgroups (Federal Funding, NGAC Dual Fuel, CEAC Dual Fuel)
- Annual Charter Check-in
- Announcements & Reminders:
  - Final Reminder: Stakeholder Satisfaction Survey Q1'24 (Due Feb 9)
  - Upcoming meetings/events
    - Stakeholder Roadshow & Marking 1:1s
    - Q2 RPAC in Cour'd Lane, ID May 13
    - Efficiency Exchange May 14-15



## ***Cycle 7 (2025-29) Business Planning Update***

- Board is voting on a business plan March 12.
  - Electric plan maintains current portfolio of programs and funds scanning, codes and standards, new initiatives, expanded regional research and data-collection.
- Contracting is underway and will happen throughout 2024.
- Final funding is TBD until the end of the year.
- The Board is aligning on priorities and principles in the event that full funding isn't realized.



*Workgroup Updates*  
*Federal Funding*  
*NGAC Dual Fuel Product*  
*CEAC Dual Fuel Measurement*



## *Annual Charter Check-in*

- ✓ *RPAC*
- ✓ *Coordinating Committees*







# *Announcements + Upcoming Events*



## 2024 Stakeholder Engagement Activities

- 1) Stakeholder Satisfaction Survey (reminder – Feb 9 deadline)
- 2) In-person stakeholder visits (2024)

### Goals:

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





## ***2024 Stakeholder Engagement Activities (cont.)***

### **Coordinating Committee Review**

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



## *Efficiency Exchange 2024 – Registration Opens Feb. 15*



EFX24 Early Bird Registration

**February 15 – April 12**

**[neea.org/EFX](https://neea.org/EFX)**

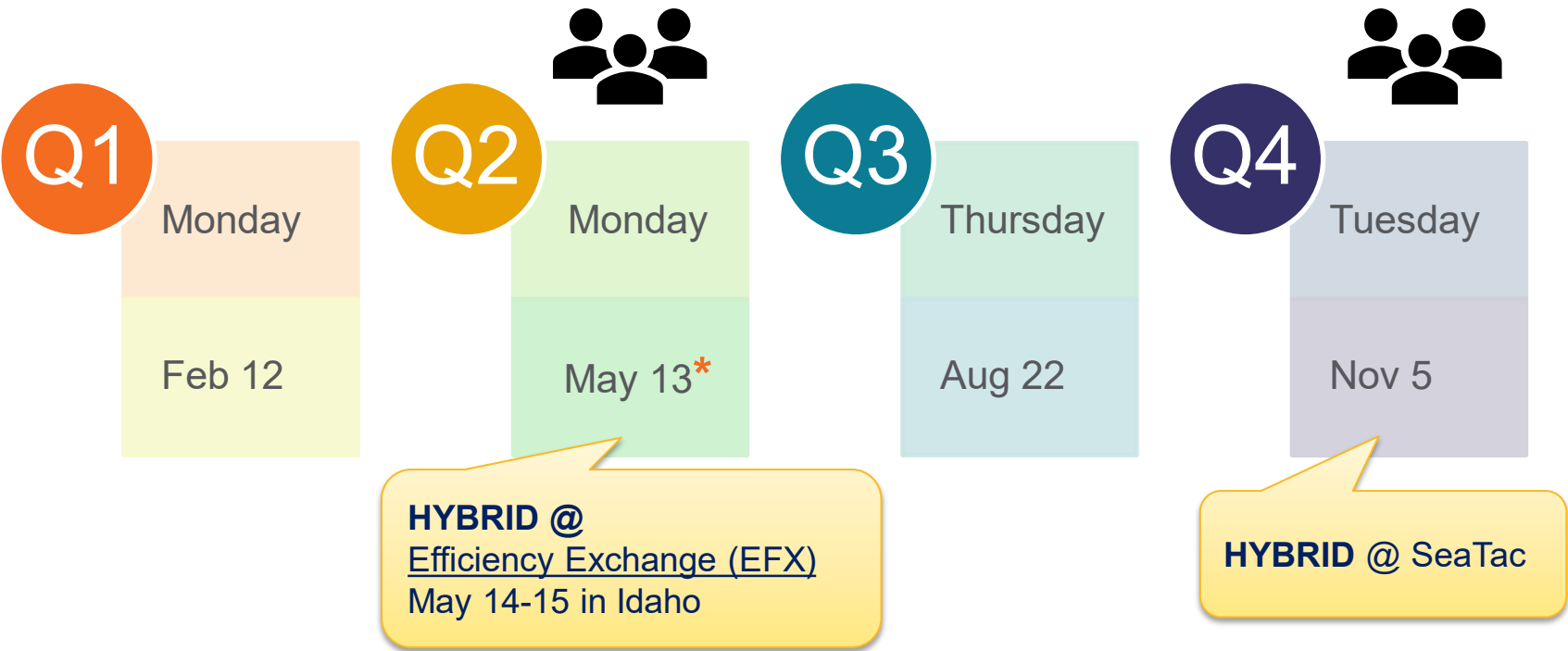
EFX24 Hybrid Conference  
May 14-15 in Coeur d'Alene  
In-person + Virtual





# 2024 RPAC Meeting Schedule

*Reminder: Hybrid in Q2 + Q4*





# *Upcoming NEEA Meetings*

## February

- 29<sup>th</sup> Integrated Systems Coordinating Committee

## March

- 6<sup>th</sup> Cost Effectiveness & Evaluation Advisory Committee
- 12<sup>th</sup> Q1 Board Meeting (Seattle)
- 21<sup>st</sup> Products Coordinating Committee
- 28<sup>th</sup> Regional Emerging Technology Advisory Committee

## April

- 24<sup>th</sup> Natural Gas Advisory Committee
- 30<sup>th</sup> Cost Effectiveness & Evaluation Advisory Committee





*Other regional /  
industry events or  
announcements?*





# ***Other Upcoming Events or Announcements?***



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## ***Quick Reminders***

- Campaign presentation only today
- Elections process @ Q2 RPAC on May 13
- 1:1 outreach to RPAC members forthcoming



# Proposed 2024 HPWH Consumer » Campaign

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Britt Cutsforth Dawkins

Manager of Program Marketing Strategy, NEEA

[bdawkins@neea.org](mailto:bdawkins@neea.org)





# ***Consumer Campaigns: Context***



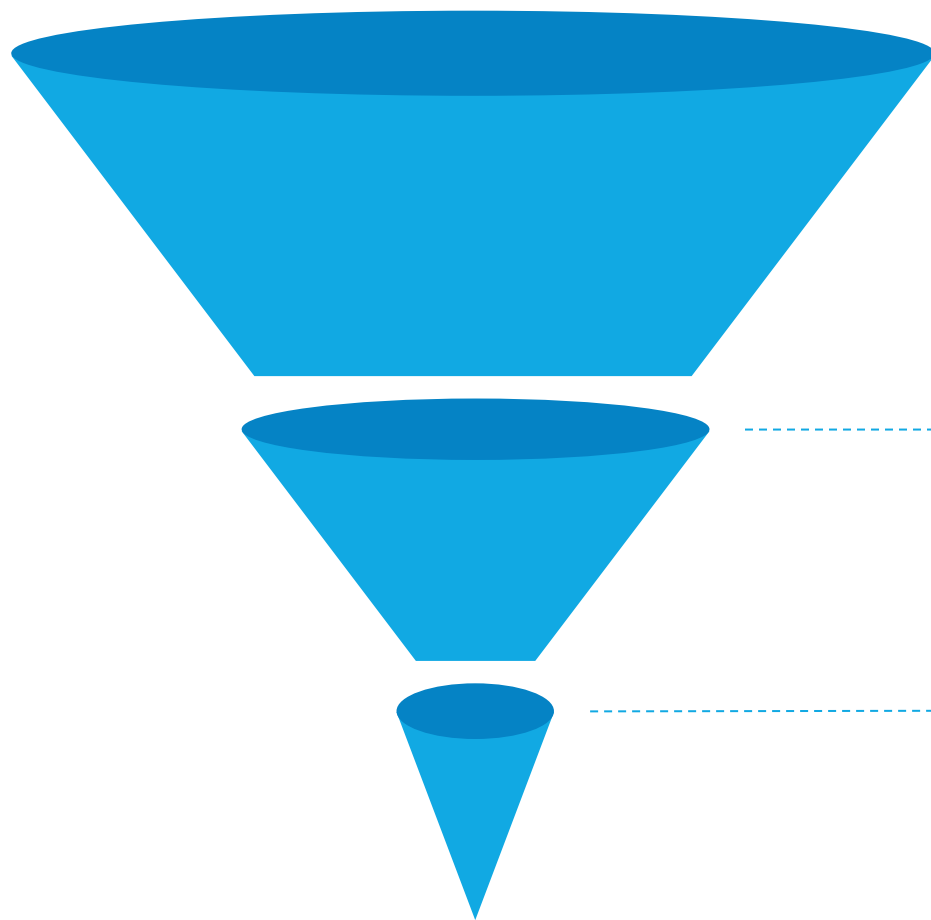
## *Context: Past Consumer Campaigns*

- When does the alliance engage in consumer (downstream) marketing?
- 2021 campaign
  - Developed and vetted closely with the RPAC+ group in 2020
  - Ran in 2021, resulting in nearly 100,000 visits to the campaign landing page and driving 4.3K conversions
- 2022 campaign
  - Optimized to increase awareness specifically in rural areas and to focus on efficiency by optimizing the existing campaign creative
  - Drove another nearly 100,000 visits to the landing page and high engagement, as measured by clickthrough rates by state
  - Targeted rural audiences engaged with the campaign at a rate higher than anticipated, indicating their interest in learning more about HPWHs





## *Context: Marketing Funnel*



**Awareness:** Consumers are aware that HPWHs exist, but don't know much beyond that. The majority of consumers in the alliance's region (57%+) have some level of awareness about HPWHs.

**Consideration:** Consumers in this stage have an improved awareness of HPWHs and they understand the value it offers them. A HPWH is a water heating solution they would consider.

**Conversion:** Consumers understand the value of a HPWH and want one. They proactively ask for a HPWH when they need to replace their existing electric water heater.



# ***Proposed 2024 HPWH Consumer Campaign***



# Campaign Strategies

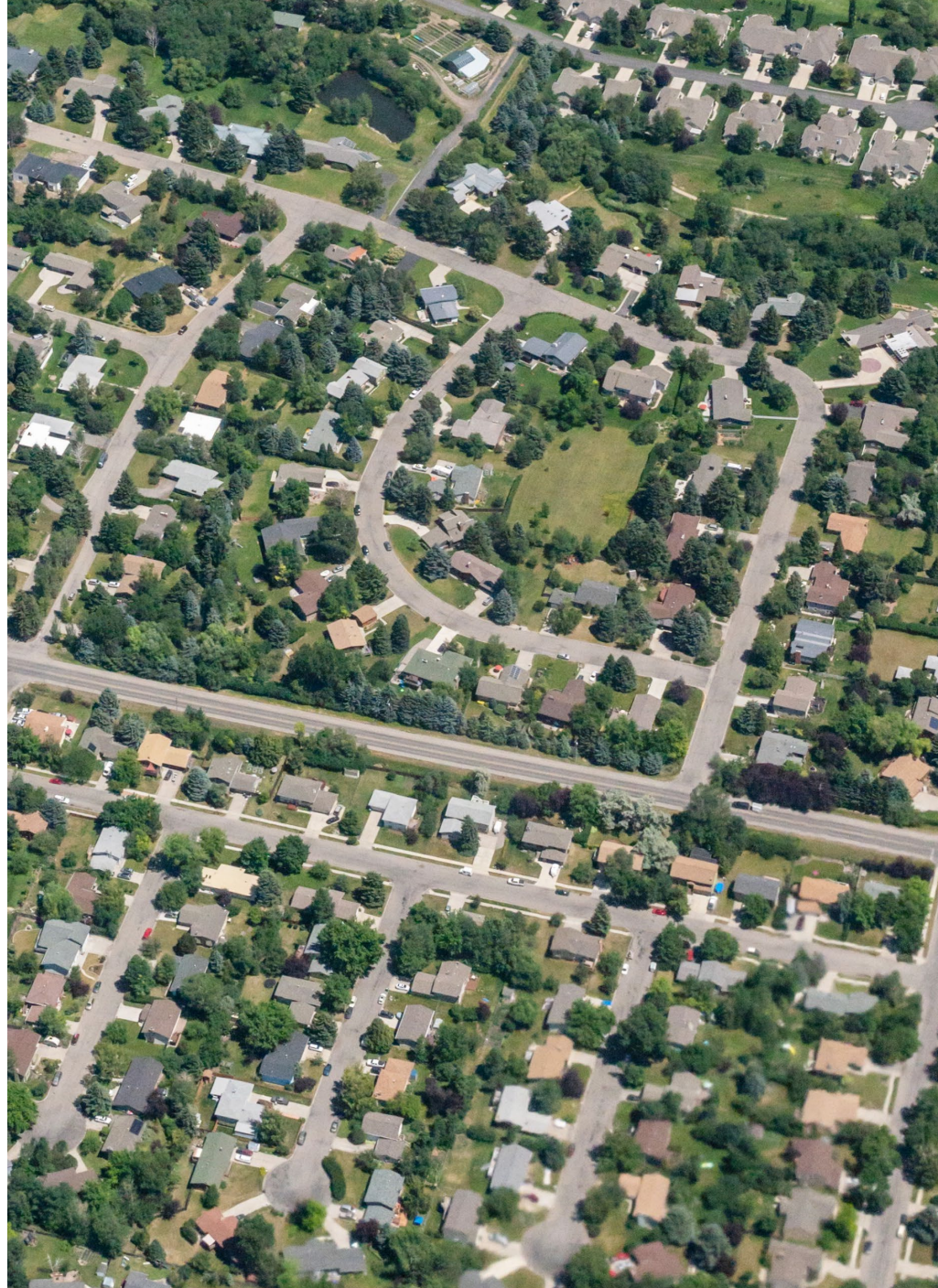
- Continue increasing awareness
  - Build on regional consumer awareness (at least 57% in the Northwest)
  - Act on Market Research recommendations\* to increase HPWH awareness specifically in more rural areas and areas with historically lower awareness and adoption rates
- Build consideration
  - Ensure Northwest consumers who have some level of existing awareness of HPWHs gain an increased understanding of the HPWH value proposition
  - Drive interest in—and ultimately, demand for—HPWHs
- Ensure alignment
  - Connect with funders prior to the Q2 2024 RPAC+ meeting
  - Collaborate with mid- and upstream market actors throughout the campaign





# Campaign Overview

- Timing: July through September 2024
- Market: ~6MM ppl
- Channels: Digital and social channels
- Media spend: \$150K
- Calls-to-Action:
  - From ads: Drive to campaign landing page on [HotWaterSolutionsNW.org](https://HotWaterSolutionsNW.org)
  - From landing page: Drive to utility websites, local installers, retailers, manufacturers
- Brand: Hot Water Solutions





# Campaign Targeting

- Demographic + Geographic
  - Northwest homeowners in funder-approved ZIP codes with high levels of electric water heat and/or electric space heat
  - Targeting both rural and urban consumers, weighted towards rural
- Awareness messaging to consumers who aren't yet aware of HPWHs
  - Interest in home-focused content (home repair, renovations, remodeling)
  - Interest in topics and keywords related to water heaters
- Consideration messaging to consumers who have an existing awareness of HPWHs
  - Individuals who engaged with Boring But Efficient campaigns or have visited the Hot Water Solutions website or social media pages
  - Retargeting: Capture audience who has engaged with the current campaign



# *Proposed Creative: Level Up*



Learn more

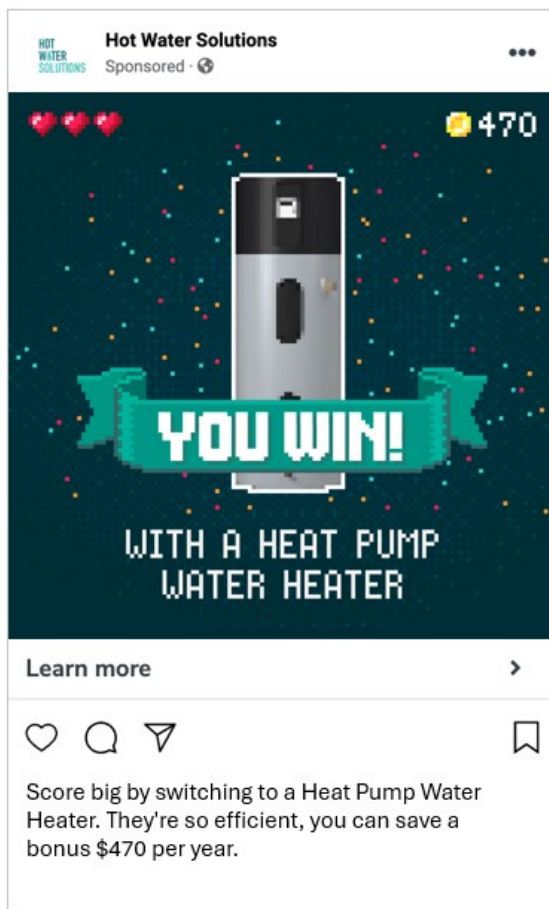


Upgrading to a Heat Pump Water Heater can save you hundreds of dollars a year. Right now, get an extra boost with a rebate and federal tax credit





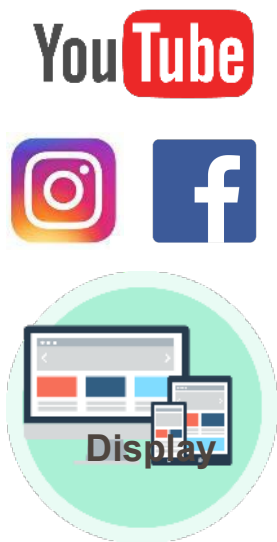
## *Additional Creative Examples: Level Up*





# User Experience

## MEDIA CHANNELS



## CAMPAIGN LANDING PAGE



## EDUCATION AND TRANSACTION

### Local Utility



### Local HPWH Installers



### Retail Promotions/Mid-Stream



### Manufacturers/Product Education





# Timing and RPAC+ Process

Q1 2024	Q2 2024	Q3 2024	Q4 2024
<p>February 5 <i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none"><li>• Overview of proposed 2024 consumer campaign</li></ul> <p>March–April</p> <ul style="list-style-type: none"><li>• Hold 1:1 meetings with RPAC members and their marketing staff</li></ul>	<p>May 13 <i>RPAC/RPAC+ meeting</i></p> <ul style="list-style-type: none"><li>• Review proposed plan, funders make elections</li><li>• Confirm targeted territories with participating utilities (self-deliver utilities to share plans)</li></ul> <p>June:</p> <ul style="list-style-type: none"><li>• Launch redesigned <a href="https://HotWaterSolutionsNW.org">HotWaterSolutionsNW.org</a></li><li>• Confirm details of final campaign prior to launch</li></ul>	<p>July</p> <ul style="list-style-type: none"><li>• Launch 2024 consumer campaign</li><li>• Collaborate with supply chain actors throughout the campaign</li></ul>	<p>October</p> <ul style="list-style-type: none"><li>• Conclude campaign</li></ul>





# RPAC+ Elections: Q2 Meeting May 13

➤ [Click for “RPAC+” details in Charter](#)



## Next Steps

- Late Feb: Follow up/prompt from Alisyn & Britt
- Work with RPAC member to coordinate NEEA/utility marketing discussion
- Mar-April: 1:1 campaign discussions / align on preferred approach (by utility)



## Elections Options

- PARTICIPATE: Funder supports NEEA conducting the planned marketing activity in its service territory
- SELF-DELIVER: Funder opts to deliver the planned marketing activity in its service territory, in coordination with NEEA timing and activities
- EXEMPTION: Funder does not support the planned marketing activity being conducted in its service territory



# » Thank you!

Britt Cutsforth Dawkins—Manager, Program Marketing Strategy  
[bdawkins@neea.org](mailto:bdawkins@neea.org)



***Break!***







# Agenda

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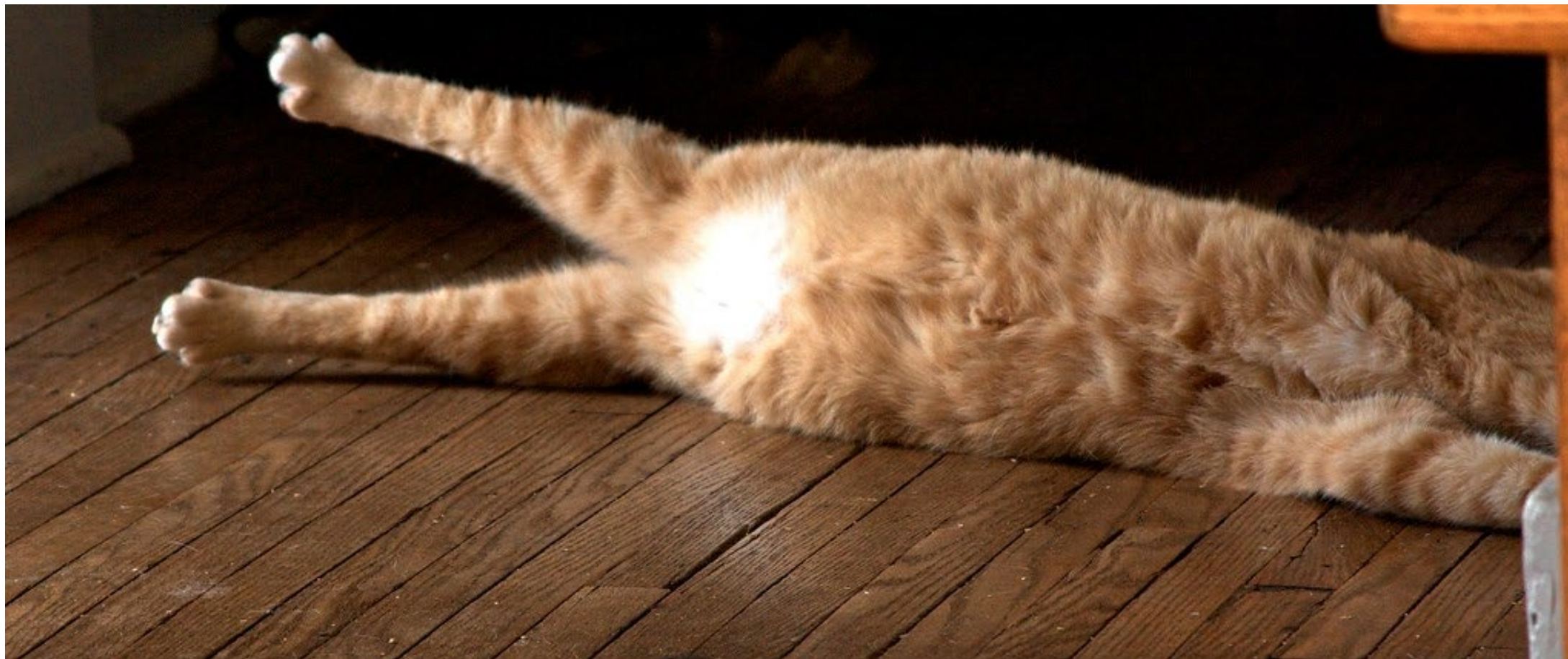
## *Round Robin*

- Big changes (programs/personnel)
  - Current challenges, lessons learned
  - How utility activities relate to NEEA's
    - Sharable tools/materials
    - Equity, underserved markets
    - Findings, filings, IRPs





## ***5 Min Stretch Break!***







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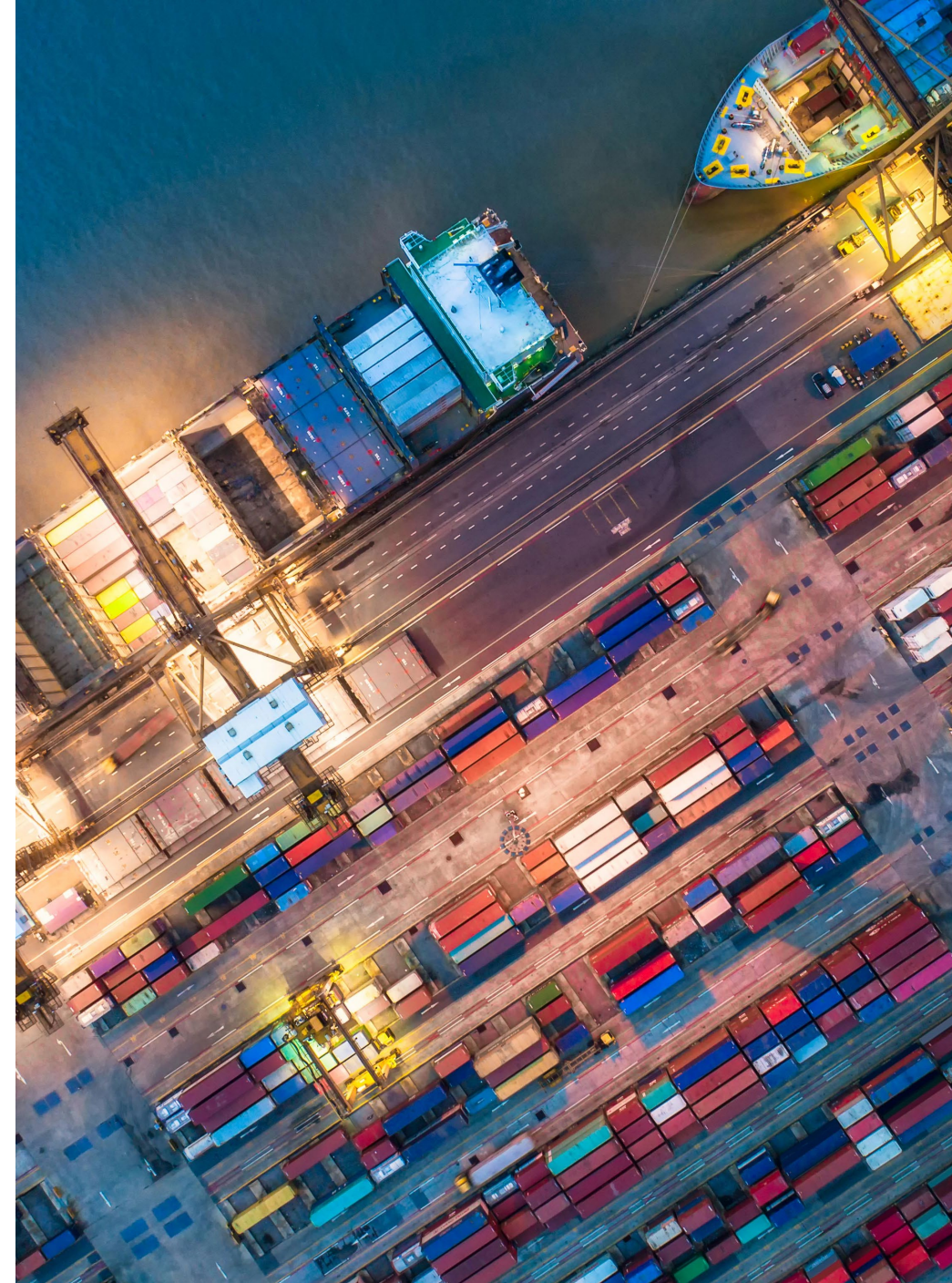


# Market Transformation Highlights

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## *Context Overview*

*Nick Leritz, Sr. Manager, Strategy & Partnerships*





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

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Anne Curran

Sr. Program Manager, NEEA

[ACurran@neea.org](mailto:ACurran@neea.org)







# ***LLC: The Future of Efficient Lighting***



*An integrated  
lighting and control  
solution, with value  
beyond lighting*



# *Addressing Barriers to Adoption*



Product Readiness and Availability



Market Skills to Sell & Deliver



Awareness of Value Proposition



First Cost



## ***Early Foundational Work***

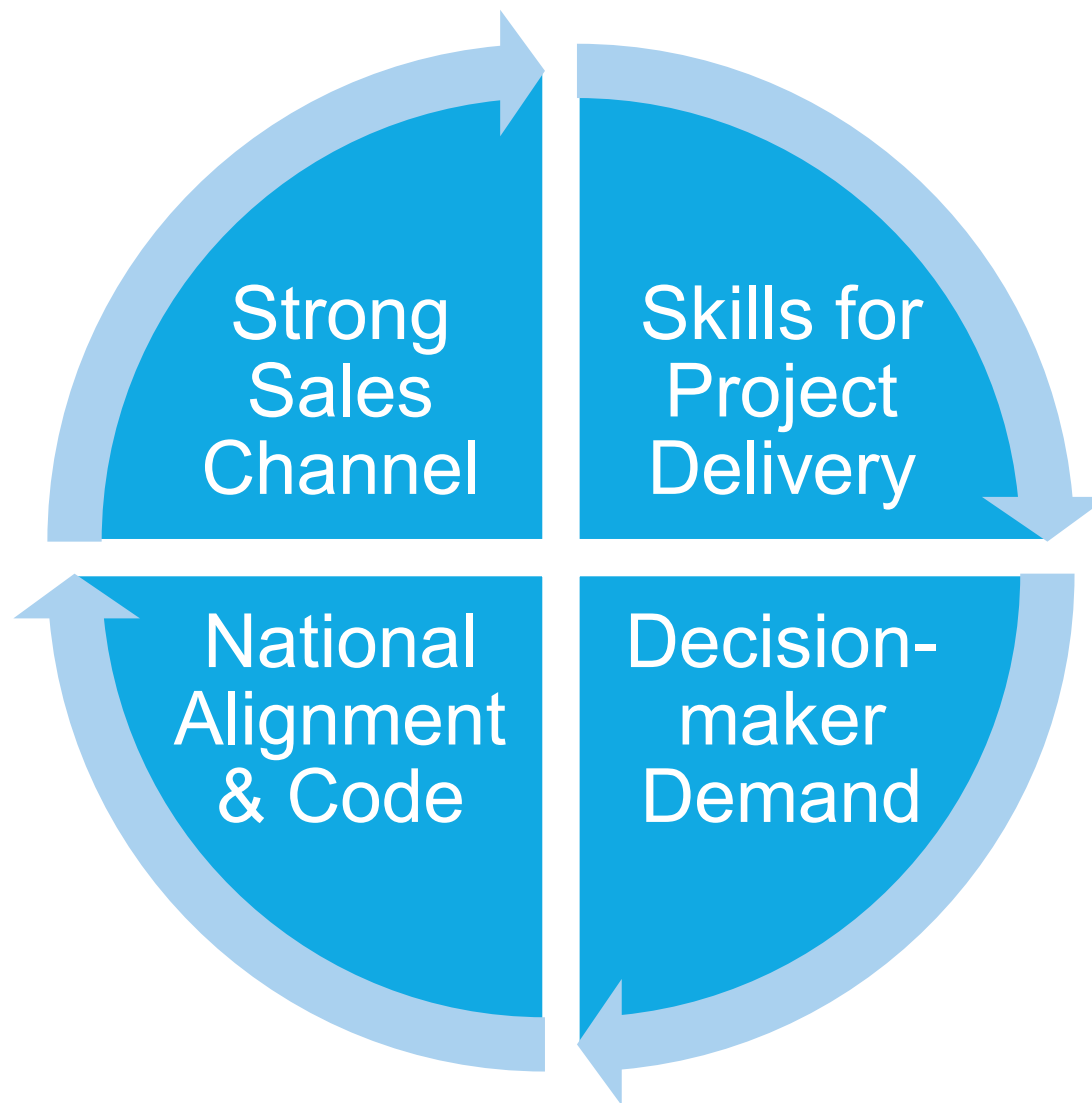
- Product and market understanding
- Manufacturer engagement
- RTF energy savings
- National technical specifications and a qualified product list







## ***Focus to Accelerate Market Adoption***





## ***Collaboration to Transform the Market***

### ***Utilities play a key role:***

- Offering downstream project incentives
- Training trade allies
- Engaging customer to build awareness
- Highlighting success stories
- Sharing market insights





## *Significant Progress So Far*

- Wide range of products
- Strong alignment with national players
- Incremental costs are decreasing
- Local sales channel promoting it to their clients
- Increased capabilities of installers, designers and engineers
- Being adopted across applications







# Continue Path to Widespread Adoption

- Shift to preferred sales option
- Bolster demand to avoid value engineering
- Leverage competitive positioning
- Ongoing coordination with national stakeholders
- Explore exterior LLLC and integration with HVAC

## Luminaire Level Lighting Controls: A Smart Choice Today and Tomorrow



### BetterBricks Industry Voices:

**A Q&A with James R. Benya, PE, FIES, FIALD,  
Principal Illuminating Engineer and Lighting Designer**

Why Luminaire Level Lighting Controls (LLLC)? We sat down with James R. Benya of Benya Burnett Consultancy to find out why he's a fan of LLLC and understand how he approaches specifying lighting controls.

## Luminaire Level Lighting Controls: A Smart Choice Today and Tomorrow



### BetterBricks Industry Voices Series: A Q&A with Aprille Balangue, Engineer and Principal, TFWB Engineers, Seattle, WA, about the advantages of specifying LLLC

#### What is your experience in the lighting industry?

I am an electrical engineer and a lighting designer. I migrated here from the Philippines after earning my engineering degree and began my career with TFWB Engineers. I've worked here for 14 years, starting out as a drafter/designer and working my way up to where I am now. They taught me everything there is to know about how to apply the engineering design concepts I'd learned back home. I knew from the beginning that lighting was my favorite part of electrical engineering, because it adds beauty and function to a space. It's something people can see and can relate to right away. Ever since then, I've been the lead lighting designer for most of our school, hospitality, and civic projects.

#### Why are you using Luminaire Level Lighting Controls (LLLC)?

Lighting control goes hand in hand with the lighting itself. It's a critical part of the design for a comfortable environment. On our newer jobs, we're primarily specifying LLLC—not just because of the clean appearance, but also because of the end-user flexibility and the rebates utilities provide for this feature. There are so many options for the types of sensors you can integrate into LLLC fixtures. They're easier to hide and make invisible, making them just appear part of the fixture. LLLC truly allows us to fully grasp the benefits and groundbreaking possibilities of controls technology.

#### What is a project where you specified LLLC?

I was working with the design team on a project at Madrona School, and we were trying to figure out how to fit all the elements in the ceiling space during the coordination process. The idea of integrating the sensors in the lighting fixtures emerged, and we realized this would eliminate the occupancy sensors and the daylight sensors on the ceiling while creating a cleaner aesthetic. This also saved money on the additional labor for installation of these devices, and ultimately made it an easier system to commission and calibrate. Budget is a central concern for many of the projects I work on, and LLLC offers the most value over time.

#### What were the barriers with specifying LLLC in the Madrona School project and how did you overcome them?

Sometimes school district decision makers for building systems design can be conservative—they want to stick with what they know, so when you introduce newer technologies like wireless, they might get worried. Some concerns that come up are "How reliable is this?" or "This is new to us; we're not familiar with it." But once they see the advantages of LLLC, and particularly the savings, they're willing to embrace it. The districts where we have installed LLLC haven't had any issues to date, so it's really helped a lot of other clients open their eyes to evolving technology and lighting.

ing, it's energy-efficient, it provides the right nt of light and only when it's needed, and asy to install. You pop in the luminaire, you up power to it, and you're done.

#### What are the advantages of LLLC over other lighting solutions?

the simplicity of LLLC is its calling card. You to realize that what we need to optimize is maintainability, long-term reliability, and low of maintenance. LLLC eliminates the hidden and complexity of programming every device making complex control systems operate. In so ways, LLLC is practically perfect.

#### What has LLLC been a solution to address typical challenges with networked controls?

biggest concern that I've had for the last ars using network lighting controls is that won't be wired correctly and/or properly ammed into the control system. However, is the essence of simplicity. You connect r to the luminaire, flip the switch, and it s. You can't do anything easier than that.

#### What's the best way you've found to address control ideas when specifying wireless lighting project?

the manufacturer's representatives and tell what you want. Work with them. They are to be the most knowledgeable people in

## *Questions & discussion*



# » Thank you!

Anne Curran, Sr. Program Manager  
ACurran@neea.org







## *LLLC MT Highlight Key Takeaways*

- Positive signs of diminishing market barriers to LLLC adoption.
- We need to keep up the momentum through collaboration, including you!





# ***Market Transformation Highlight***

---

**Steve Seminario**

NEEA Market Transformation Manager,  
Consumer Products





# ***NEEA's Retail Products Portfolio (RPP) Program***

**Long-term objective:** Manufacturers build energy efficiency into product designs for consumer goods.

## **RPP Interventions**

- Emerging technology
- Midstream retailer incentives
- Measurement and compliance
- Specification advancement
- Standards







# ***ESRPP National Scale***



Retail Products Platform

## ***Broad Support***



Eleven  
Program Sponsors  
+  
NEEA

## ***Residential Reach***



24%  
of households

## ***Retail Coverage***



## ***Product Sales Data***



Incented categories  
model-level detail  
monthly



# *Continuous Engagement*

## **NEEA Codes & Standards team:**

- RPP data, primary research and testing informs feedback
- Series of comment letters related to DOE appliance standard notices in 2022 and 2023
- Often partner on responses (e.g., ASAP, NRDC, ComEd)
- Invited to participate as key team member in developing proposal to DOE



# Home Appliance Efficiency Recommendations

**ASAP**

APPLIANCE STANDARDS  
AWARENESS PROJECT



September 25, 2023

The Honorable Jennifer M. Granholm  
Secretary  
U.S. Department of Energy  
1000 Independence Avenue, SW  
Washington, DC 20585

Dear Secretary Granholm:

The Association of Home Appliance Manufacturers (AHAM)—on behalf of its affected major appliance division members<sup>1</sup>—and efficiency and consumer organizations and utilities, which are being coordinated by the Appliance Standards Awareness Project (ASAP),<sup>2</sup> have agreed to recommendations on new appliance efficiency standards and related actions for home appliances. Please find attached a copy of the term sheet for this major agreement. We are pleased to submit to the Department of Energy (DOE or Department) this joint statement of recommended standards.

The scope of the Energy Efficiency Agreement of 2023 (Agreement) includes residential clothes washers, clothes dryers, conventional cooking products, dishwashers, refrigerator/freezers, and miscellaneous refrigeration products. The Agreement's recommendations, if the Department adopts them, would provide significant benefits for energy conservation, consumers, and the Department, including:

- Efficiency standards proposed to DOE
- Appliance trade association + energy advocates (including NEEA)
- 6 product categories:
  - Washers, dryers, dishwashers, refrigerators, freezers, cooking products
- Projected 30-year savings:
  - 9.4 Quads (**2.8 Billion MWh**) of energy
  - 2.3 Trillion gallons of water





# Joint Recommendations

- Ideally lead to a federal standard
  - Compress the time to a final rule
  - Minimize risk of stakeholder challenges
- 



U.S. DEPARTMENT OF  
**ENERGY**

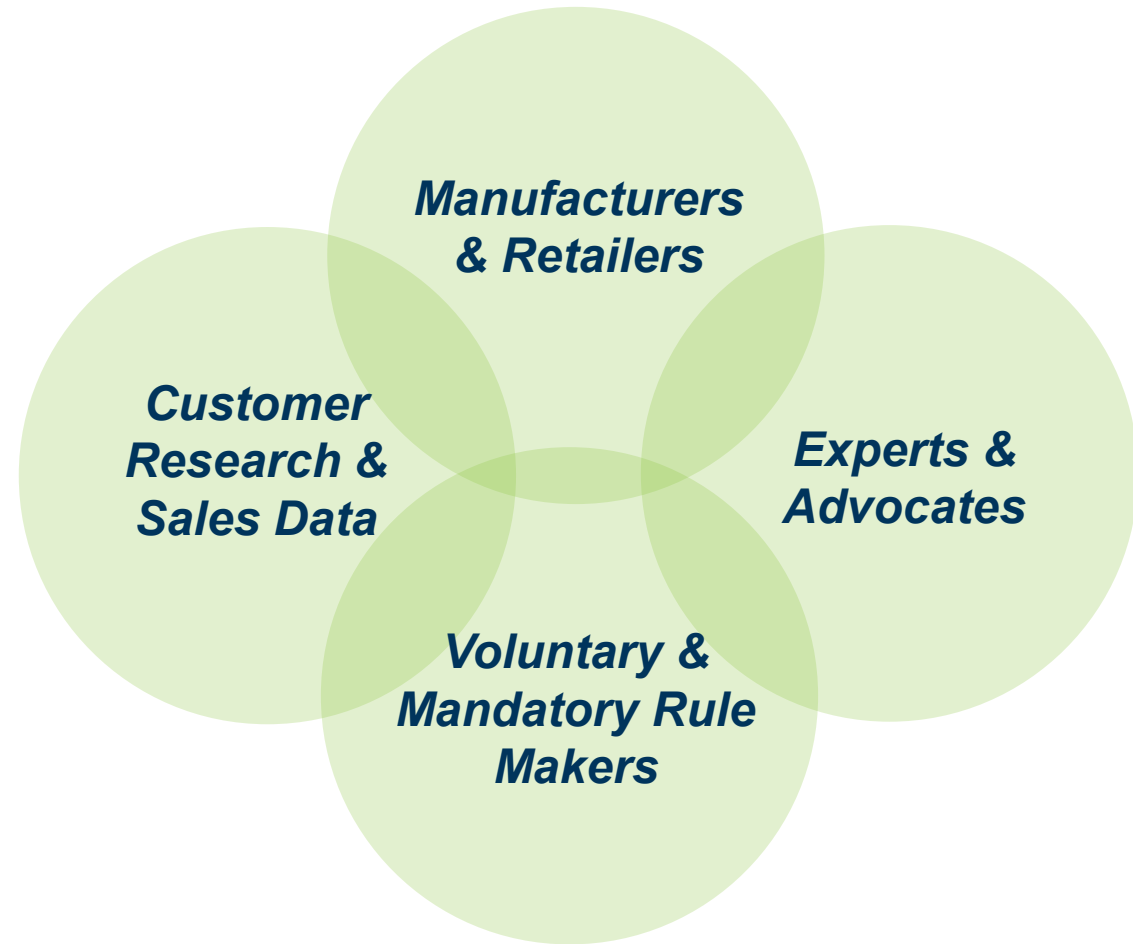
*January 22, 2024*

Notice of Proposed Rulemaking (NPR)  
Direct Final Rule published simultaneously



# ***Dynamics of Influence***

*NEEA's RPP efforts  
position us to contribute  
when opportunities arise  
for the Northwest*



# Thank you!

## Questions & Discussion

**Steve Seminario**

Market Transformation Manager  
[SSeminario@neea.org](mailto:SSeminario@neea.org)



NW Natural

PACIFIC POWER







## *Retail Products Portfolio MT Highlights Key Takeaways*

- NEEA's RPP program national collaboration and Standards Team are significantly influencing national consumer products regulations = energy savings back to the NW Region.





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A piece of brown paper with a string tied in a bow. The string is a light brown, twisted cord. It is tied in a bow that is centered on the right side of the paper. The bow has two loops, one pointing upwards and one pointing downwards. The string extends horizontally across the middle of the paper, and then vertically down the right side. The background is a solid, textured brown paper.

***Let's wrap it up!***





## *Action Items | Any Final Qs?*



- Action Items



## Meeting Feedback

- ✓ *What was helpful?*
- ✓ *Opportunities for improvement?*
- ✓ *Would you like us to follow up with you on anything?*



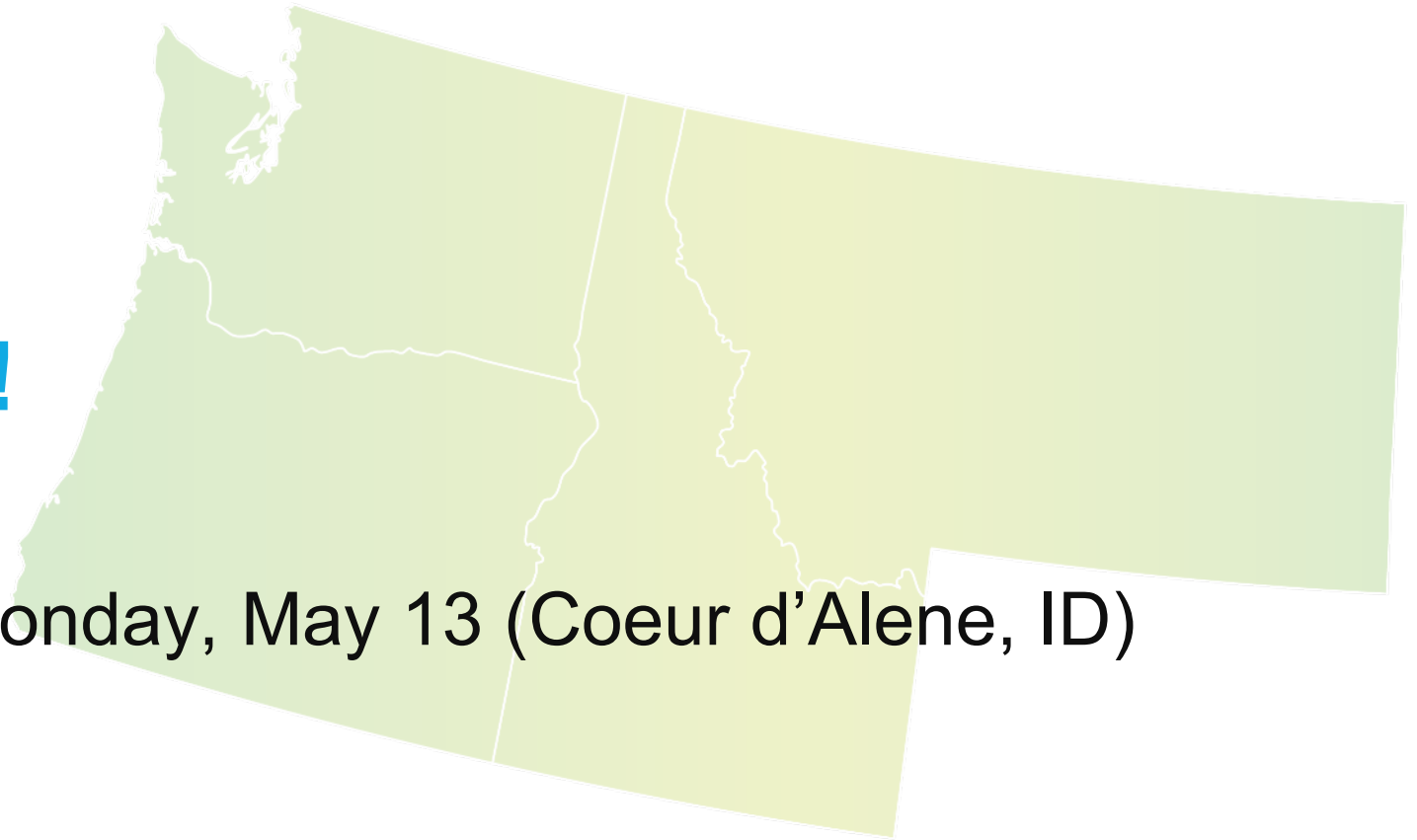


***Public Comment?***





# Thank you, RPAC!



Q2 Meeting (Hybrid): Monday, May 13 (Coeur d'Alene, ID)

