



Commercial & Industrial Coordinating Committee

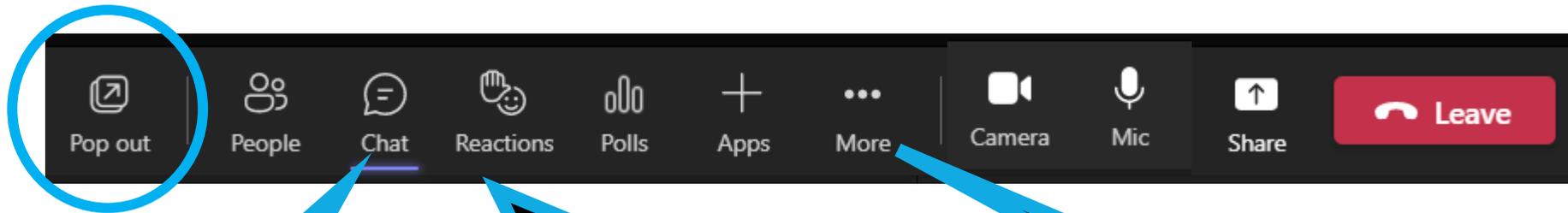
Q1 2025 Meeting – Day 1

Wednesday, February 26, 2025

12:30 pm, Pacific Time



Tools for Today: Engaging on Teams

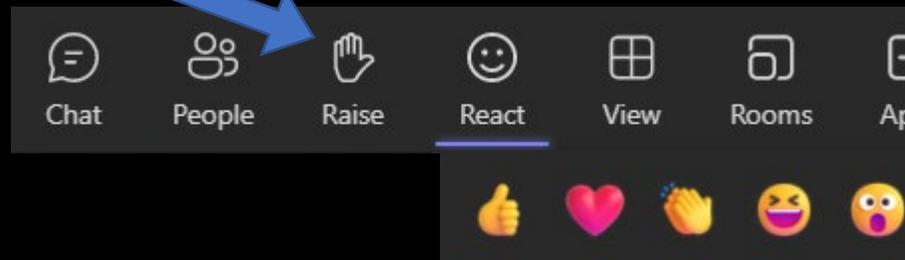


The chat is not captured in the recording.

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





Collective Role – Working Together

- **Share your organization's activities**
- **Come prepared to actively participate**
- **Be transparent**
- **Identify any potential conflicts/challenges**
- **Flag any potential opportunities to leverage**
- **Be present in the conversation and stay flexible**

AGENDA

(All times Pacific)

12:30 -12:45	Welcome, Agenda & Packet Review
12:45 – 2:05	Introductions & Regional Roundtable
2:05 - 2:15	BREAK
2:15 – 3:15	Regional Priority Topic <ul style="list-style-type: none">• High-Performance HVAC - <i>Inform on key activities identified in NEEA's Market Engagement Plan</i>
3:15 – 3:25	BREAK
3:25 - 3:35	Q2 Topic Check In <ul style="list-style-type: none">• <i>Luminaire Level Lighting Controls</i>• <i>Any additional relevant topics</i>
3:40 – 3:50	Recap, Next Steps, Adjourn

Packet Review & Informational Updates

• **Tier 1: Agenda Items**

- Regional Priority Topic: High Performance HVAC (pg. 5)
- Regional Priority Topic: Extended Motor Products Pumps (pg.6)
- NEEA Reporting Audit & Potential Streaming Memo (pg.7)
- Q2 Regional Priority Topic Check In (pg. 8)

• **Tier 3: Additional Resources** *(links on pg. 3)*

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



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Introductions + Committee Roundtable



Introduction Prompt (All)

- Name
- Organization
- *And...*



Roundtable Focus (NEEA PMs & CICC members)

- Highlights since Q4 of 2024
 - Programmatic updates
 - Organizational updates

Please aim for 3-5 min max, thanks!



Let's take a BREAK!



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High-Performance HVAC

Dave Hammond, Sr. Program Manager

February 26, 2025





Initiative Lifecycle

We are here



Market Transformation Theory

High Performance HVAC

- Adoption of very high efficiency HRVs/ERVs has been limited due to:
 - High prices
 - Lack of awareness of products, design principles and value proposition
 - Also, designers/contractors reluctant to implement HP HVAC design practices since they are not as familiar and straightforward as common practice

Market Transformation Theory

High Performance HVAC

- **Strategic Interventions:**
 - Engage and educate supply chain on benefits of system approach / Highlight value proposition (including non-energy benefits)
 - Increase availability of lower cost qualifying E/HRVs
 - Build support for NEEA's proposed code changes

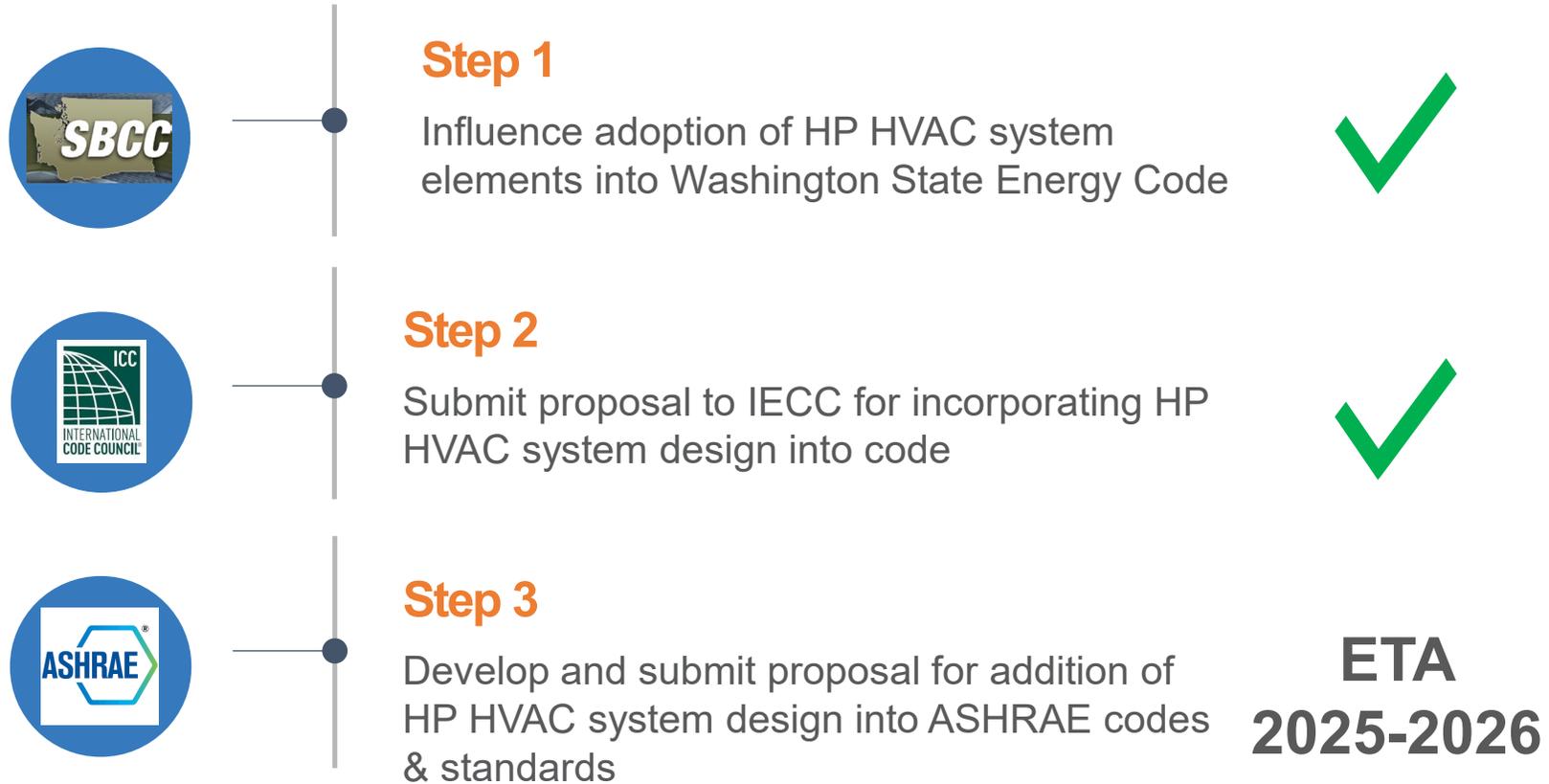
Market Transformation Theory

High Performance HVAC

- Impact
 - By 2035, the commercial energy code in each NW state will require the very high efficiency DOAS approach or equivalent efficiency

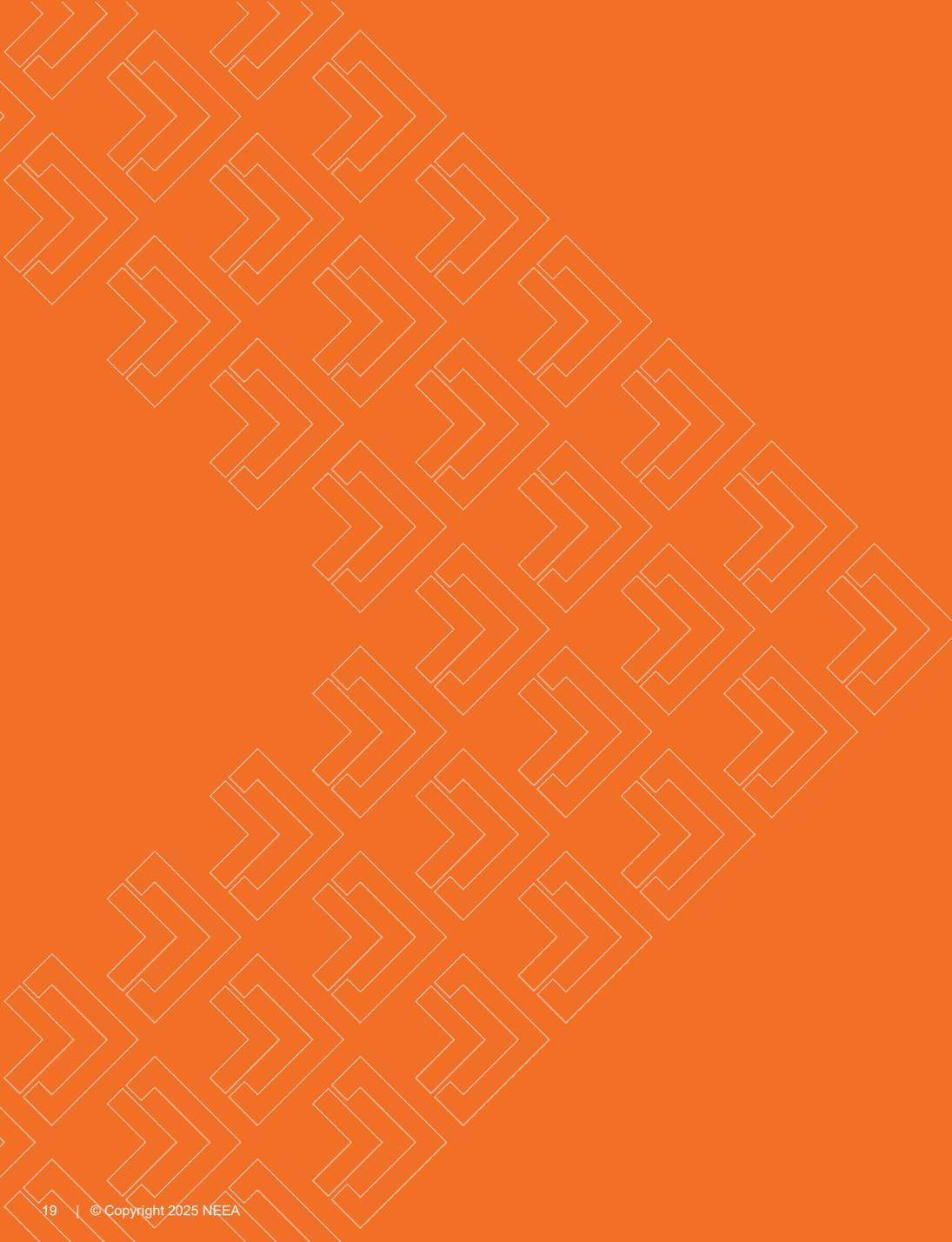


Codes & Standards Strategy





***Today's focus:
Engaging the
market***



Outreach Strategy Review



Identifying Target Market Actors

Architects
Engineers
Specifiers



Contractors



Owners
Owner Reps



Manufacturers
Manufacturer
Reps



Case Studies & Informational Articles

Targeted Audience:

Architects
Engineers
Specifiers



Owners
Owner Reps



Manufacturers
Manufacturer
Reps



Contractors



- 15 case studies & 10 articles completed to-date
- Intended to provide real world examples of HP HVAC and associated benefits
- Shared via BetterBricks as well as industry partner websites

Video: Net-Zero Preschool Makes Healthy, Mindful HVAC Decisions

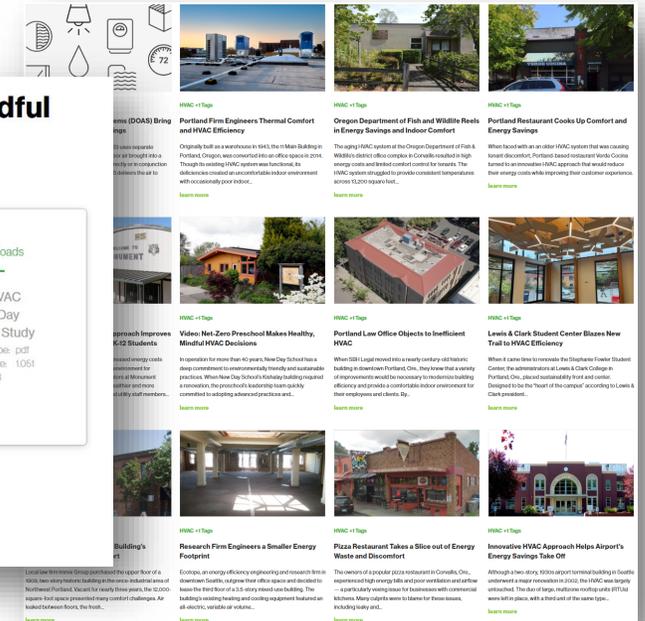
CASE STUDY



Preschool Matches Efficient Building Practices with Net-Zero Ambitions

Downloads

[HVAC New Day Case Study](#)
 Type: pdf
 Size: 1061 MB



Trainings & Podcasts

Targeted Audience:

Architects
Engineers
Specifiers



Owners
Owner Reps



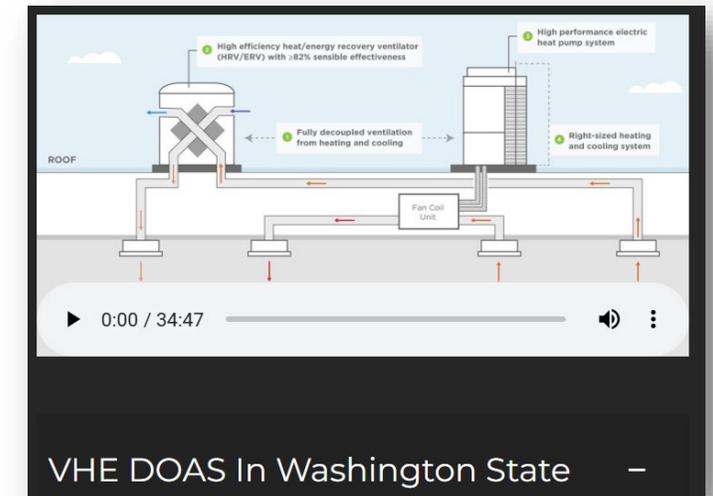
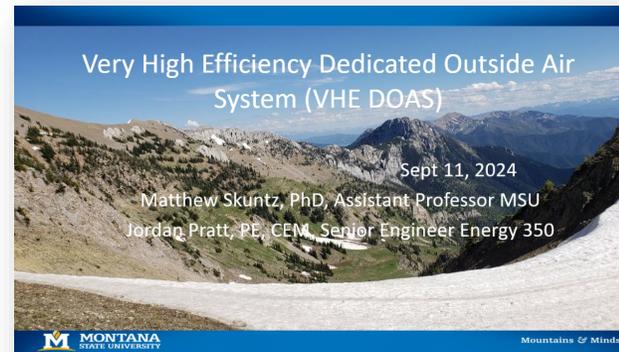
Manufacturers
Manufacturer
Reps



Contractors



- Over 400 commercial & design professionals have attended 30+ HP HVAC trainings and webinars
- Podcast developed to provide an overview of the benefits of HP HVAC and how it relates to Washington Codes



Manufacturer Representative Outreach

Targeted Audience:

Architects
Engineers
Specifiers



Contractors



- Manufacturer reps receive program support funds to share HP HVAC content with the design community
- Includes lunch & learns and product demonstration tours





Lessons Learned



Education & Outreach Review: Challenges, Gaps & Lessons Learned

- Educational materials provide thorough overview of HP HVAC system components, but lack specific details, including:
 - Cost analysis
 - Quantifiable and qualitative benefits beyond savings
- Need to develop stronger messaging to target and motivate owners
- Cannot distill the conversation down to simple payback
- Lacking direct connection to critical decision makers



Looking Ahead



Looking Ahead...



Targeted Outreach

- Content developed and delivered to narrowed audience
- Use experience & data to develop archetypes of key audiences



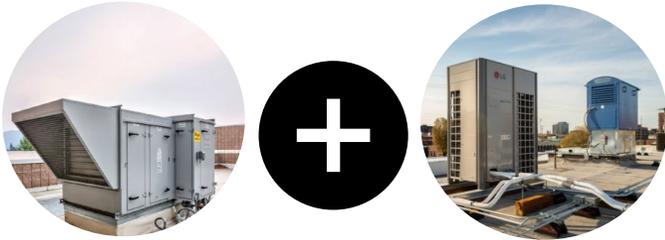
Highlight Hydronic Potential

- Develop materials and outreach strategy to cover hydronic heating & cooling systems

2025 Outreach Strategy



Looking Ahead...



Combined Messaging

- Address HP HVAC and Efficient RTUs when appropriate
- Acknowledge each play an important role in retrofit + new construction



Building Tours

- Showcase built examples of HP HVAC
- Bring a case study to life through interactivity and guided tour

2025 Outreach Strategy



Opportunities for Collaboration

Exploring ways to strengthen HP HVAC messaging via utility partners

- **Co-messaging**
 - Reference HP HVAC through utility program resources, when appropriate
 - Creating opportunities for utility representatives to join and participate in HP HVAC events
- **Understanding the audience**
 - Leaning on local utility program experience and knowledge to shape the HP HVAC outreach strategy
 - Respond to the unique nuances of different market actors and regions



Join us!
EFX Galleria Tour
Monday, May 9
2:00-4:00



Roundtable Discussion

How to increase collaboration in 2025+?

- Who is the right person/contact from your organization to discuss outreach coordination?
- What opportunities do you see for HP HVAC promotion in your service territory?





Q&A

Thank you!

Dave Hammond

Sr. Program Manager – High-Performance HVAC

dhammond@neea.org



 ***Let's take a BREAK***



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Q2 Topic Check In



- Regional Priority Topic -
How the Luminaire Level
Lighting Control (LLLC)
Program Leverages
Champions



- Any other relevant topics
for Q2



Let's wrap it up!

Action Items| Any Final Qs?

- Action Items



Public Comment?
Action Items?
Closing Remarks?



**Thank
You!**

See you tomorrow!

@ 9:30 am!

