

# Market Progress Quarterly Report





## Products

Initiative Name

Manager

Fuel Type

Initiative Goal



Retail Products Portfolio (RPP)

Anne Brink

Electric

Leverage midstream incentives to influence retail stocking practices, ultimately driving manufacturing and standards for a portfolio of energy efficient products sold through the retail channel.

2024 Operations Plan  
Milestones

Target

Threshold

Status as of  
8/13/2024

Comment

Implement product-specific strategies

Document significant specification/standard progress related to four products

Document significant specification/standard progress related to two products

On target

The DOE issued two final rules in Q2; one on dishwashers and one on consumer cooking products supporting the Association of Home Appliance Manufacturers agreement levels that were recommended in September 2023. Clothes washers and dryers final rules were issued in February, thus four product categories have gone through the Department of Energy (DOE) rule making process in 2024.

Develop and execute on opportunities to promote efficient TVs

Develop and launch a TV strategy by Q2

Develop and launch a TV strategy by Q3

On target

The team developed a TV strategy in Q2 and has gained agreement from a retailer to promote ENERGY STAR TV's online during Q4 timeframe in NEEA's territory. Specifics on the promotion are under development.

Grow and strengthen ESRPP program through targeted recruitment and retention activities

Conduct outreach to three potential new program sponsors

Conduct outreach to two potential new program sponsors

On target

CalMTA began a pilot program on induction cooktops in Q2 under the ESRPP umbrella. The team conducted additional outreach in Q2, including with Southern Company about heat pump dryers and the ESRPP program.

Consumer Products Product Group



## Products

Initiative Name

Manager

Fuel Type

Initiative Goal



Extended Motor Products (XMP)

Warren Fish

Electric

Working midstream with distributors and manufacturers, drive awareness, stocking and sales of highly efficient pumps and circulators, and influence Federal standards over time.

2024 Operations Plan  
Milestones

Target

Threshold

Status as of  
8/13/2024

Comment

Motivate participating manufacturers' representative firms to preferentially stock and increase sales of Smart Pumps and Smart Circulators

Reach market share of 20%+ for Smart Pumps and Circulators

Reach market share of 15%+ for Smart Pumps and Circulators

On target

Smart Pumps reached 25 percent market share in Q2, and Smart Circulators reached 29 percent market share, leaving both metrics comfortably above target for the quarter. We hope to see the Smart Pump momentum continue, but also recognize that quarterly fluctuations are normal, and this is above average performance.

Raise awareness of energy efficient pumps, the Energy Rating (ER) label, and the specific benefits of Smart Pumps related to installation and maintenance costs

Reach 500+ contact hours with Northwest pump buyers/specifiers to educate about Smart Pumps, the ER label and Hydraulic Institute's lifecycle cost calculator

Reach 400+ contact hours with Northwest pump buyers/specifiers to educate about Smart Pumps, the ER and Hydraulic Institute's lifecycle cost calculator

On target

Participating rep firms held 36 educational events in Q2 reaching 668 participants, exceeding our annual goal for contact hours already. A busy schedule of outreach and educational events led by participating firms and by the NEEA field team is planned for the remainder of 2024.

Leverage and expand relationships with pump manufacturers, distributors, and industry associations to accelerate Smart Pump and variable load pump market adoption

Ensure active participation by 10+ manufacturers' representative firms

Ensure active participation by 8+ manufacturers' representative firms

On target

All eight participating manufacturers' rep firms remained active in Q2, and we are working with two new prospective participants to explore the opportunity of them joining the program. One prospective new participant shared historical sales data with us in Q2.

Motors Product Group



## Products

Initiative Name

Manager

Fuel Type

Initiative Goal



Efficient Fans

Tamara Anderson

Electric

Develop program to accelerate the adoption of efficient fans and fan system components.

2024 Operations Plan  
Milestones

Target

Threshold

Status as of  
8/13/2024

Comment

Partner with two manufacturers or manufacturers' representatives to acquire and assess data, and to test interventions to promote the Fan Energy Index via their fan selection software

Confirm two additional manufacturer partners by Q2 2024

Confirm two additional manufacturer partners by Q4 2024

Action  
required

The program's pivot to recruiting manufacturer reps, in addition to a slower than expected recruitment of new program partners, means that the program may not meet the threshold and will not be able execute on as many market channel activities to test out program design as initially anticipated.

Develop baseline and savings forecast along with a third-party review of the baseline and savings forecast

Complete baseline review by Q4 2024

Complete baseline review by Q1 2025

Action  
required

The team wants to get a complete data set from existing manufacturer partners and additional partners in 2024 to have the most comprehensive information possible before beginning baseline work. This will avoid risks associated with potential re-work and/or incomplete information leading to potential re-evaluation of key assumptions. Depending on what happens with manufacturer representative recruitment the remainder of the year, baseline work may push into 2025. The third-party review of the baseline and savings forecast is now anticipated to be completed in Q4 2025, or Q1 2026.

Conduct field or lab verification of fan systems in order to understand more about the performance of fan systems compared to the FEI design point and to inform program strategies and interventions.

Complete report by Q3 2024

Complete report by Q4 2024


Action  
required

This work is in progress, currently determining the feasibility of conducting field or lab verification of fan systems to understand more about the performance of fan systems. Documentation will be completed by Q1 2025.

Motors Product Group



## Products

Initiative Name		Manager	Fuel Type	Initiative Goal	
 Water Heating Product Group	<b>Heat Pump Water Heaters (HPWHs)</b>		<b>Emily Rosenbloom</b>	<b>Electric</b>	<b>Influence passage of a federal standard for all electric storage tanks &gt; 45 gallons by 2025.</b>
	<b>2024 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>	<b>Comment</b>
	Increase installer experience and confidence with installing HPWHs in retrofit and emergency installations	Reach 20% growth in HPWH installed as retrofit or emergency replacement tracked through distributor channel over prior year	Reach 10% growth in HPWH installed as retrofit or emergency replacement tracked through distributor channel over prior year	On target	Outreach and training activities for installers are expanding, aiming to include not only plumbers already in the field but also students at technical colleges and schools. An early analysis of Q2 distributor sales data indicates strong retrofit sales. The program is on track to meet its goal of 20 percent growth.
	Prepare for the Department of Energy's (DOE) new consumer water heater standard final rule and continue efforts to reduce barriers to market acceptance of the new standard	Develop and distribute four regional or market resources by end of Q2 2024	Develop and distribute four regional or market resources by end of Q4 2024	Heads up	In early June, NEEA staff and industry experts hosted a well-attended webinar for NEEA funders. The session detailed the final rule for the water heater standard, discussed its benefits and impact on the Northwest, and provided a forum for questions. 40 stakeholders from around the region participated. As a follow up to the webinar, the program has finalized information sheets about the final rule for key stakeholders and will begin distributing them in August. The program is on track to meet the threshold set for this goal.
	Improve product suitability for challenging installations and customer acceptance	Gain commitment from two manufacturers to participate innovation project by Q3 2024	Gain commitment from two manufacturers to participate innovation project by Q4 2024	On target	During Q2, the program's first informational webinar was hosted for manufacturers interested in participating in the Hot Water Innovation Prize. The webinar covered the draft rule and guidelines, and the comment period was opened. Five manufacturers were in attendance. In Q3, the final rules and guidelines will be published, and qualifications will be submitted by manufacturers indicating their commitment to participate in the contest. The program is on track to meet this goal.



## Products

Initiative Name		Manager	Fuel Type	Initiative Goal	
 Water Heating Product Group	<b>Advanced Commercial Gas Water Heating</b>		<b>Gas</b>	<b>The program will transform the commercial and multifamily water heating retrofit and new construction market to increase the adoption of gas heat pump (GHP) water heating systems, resulting in reduced gas consumption and carbon emissions in these sectors.</b>	
	<b>2024 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>	<b>Comment</b>
	Validate product performance and energy savings	Successful demonstrations of two commercialized gas heat pump (GHP) products	Demonstration of one product	Heads up	<p>The program is prioritizing three GHP products based on previous product testing and market readiness/availability. The team is also compiling lab/field testing results done for all currently available products and identifying possible field and/or lab demonstration opportunities.</p> <p>Regarding field testing, site visits to three locations are scheduled to take place in Q3 to vet field demonstration viability. Installation projected for Q4 or Q1 2025.</p>
	Refine target market and value proposition, integrating findings into updated project strategy	Complete market research, initiate market characterization and pilot incentive program	Complete market research and initiate market characterization	Heads up	<p>Kicked off market research with selected contractor titled "Market Research on Existing Water Heaters in Select Commercial Buildings," with a focus on confirming lodging, restaurants, and multifamily target applications. Market research effort to be completed in Q4 2024.</p> <p>Currently developing an RFP for the North American Commercial Water Heater Market Characterization Study, which will be funded by the North American Gas Heat Pump Collaborative and led by NEEA.</p> <p>In Q2 the pilot incentive proposal NEEA developed was declined by the NW distributor, therefore, the target will not be met. In response, NEEA is reallocating funds to other initiatives in the gas portfolio.</p>



## Products

Initiative Name		Manager	Fuel Type	Initiative Goal	
 <b>Water Heating Product Group</b>	<b>Efficient Gas Water Heating (EGWH) / Gas Heat Pump Water Heaters (GHPWH)</b>		<b>Gas</b>	<b>Develop program to accelerate product development of gas-fired heat pump water heater technology and create market conditions to accelerate market adoption to influence a federal manufacturing standard.</b>	
	<b>2024 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>	<b>Comment</b>
	Develop regional market acceleration strategy to demonstrate the Northwest's commitment to GHPWH technology	Finalize regional market acceleration strategy by Q4	Draft regional market acceleration strategy by Q4	Action required	Due to ongoing testing delays and lack of interest in commercialization, team is suspending activities related to developing regional launch strategy. Associated budget reallocated to other gas portfolio activities with near-term opportunities.
	Use existing relationships with major manufacturers to understand and support an expedited review of the business case and initiation of commercialization	Partner with two major manufacturers to initiate commercialization stage gate process	Identify one major manufacturer to initiate commercialization stage gate process	Action required	The team continues holding numerous meetings with manufacturers and technology developers; currently, no indications of commercialization stage gate initiation.
	Scan the market for additional technology options	Identify two additional technology options	Identify one additional technology option	Action required	Adsorption GHPWH testing delays ongoing; strategy shifted to focus on conducting design review (expected late Q4) and identifying partners to take lead on further product advancement and testing. Associated budget reallocated to other gas portfolio activities with near-term opportunities.



# Integrated Systems

Initiative Name		Manager	Fuel Type	Initiative Goal		
HVAC Product Group	High-Performance HVAC / Very High Efficiency Dedicated Outside Air Systems (VHE DOAS)		Maria Murphy	Electric	Accelerate the adoption of high efficiency HVAC systems and components, and support commercial code advancement that requires the very high efficiency DOAS approach or equivalent efficiency by 2035.	
	2024 Operations Plan Milestones		Target	Threshold	Status as of 8/13/2024	Comment
	Educate and motivate early adopter manufacturers' representatives/distributors to promote the system approach and support tracking of market progress		Generate at least seven joint promotional efforts for NEEA's target supply chain audiences	Generate at least five joint promotional efforts for NEEA's target supply chain audiences	On target	NEEA has completed four co-promotional events so far this year, with six more planned for the remainder of 2024 which will exceed the 2024 target. In Q2, the program supported manufacturers' rep partners in promoting the VHE DOAS approach, including by disseminating a program-developed article on the science behind and benefits of decoupling, and partnering with an HRV manufacturer on new video that will promote various industry perspectives on the value and benefits of high-performance ventilation.
	Raise supply chain and end-user awareness of the system approach and its significant cost savings and non-energy benefits		Collaborate on 15 events with alliance partners, key industry and/or professional/trade organizations	Collaborate on 10 events with alliance partners, key industry and/or professional/trade organizations	On target	In Q2, the program reached approximately 50 facility managers at two regional events, for a total of seven events so far in 2024. For Q2: The NW Facilities Expo based in Portland and an International Facility Management Association Seattle lunch-and-learn. The program additionally filmed an educational video with Washington State University's Integrated Design Lab discussing the similarities and differences between Washington State Energy Code (WSEC) and VHE DOAS. The video, which will be finalized in Q3, will be used to educate designers on how they can use the VHE DOAS approach to cost-effectively meet WSEC.
	Increase availability of qualifying Energy/Heat Recovery Ventilators (E/HRVs)		Ensure E/HRV offerings are available for at least two new capacities or price points, or that two new manufacturers have eligible equipment	Ensure E/HRV offerings are available for at least one new capacity or price point, or that one new manufacturer has eligible equipment	On target	In Q2, the program welcomed a new manufacturer's products on the VHE DOAS list of compliant E/HRVs as well as two current manufacturers added 15 new compliant E/HRVs to the list.





## Integrated Systems

Initiative Name	Manager	Fuel Type	Initiative Goal	
Provide market data and evidence to influence the advancement of future local, state and federal codes development	Submit one revised code change proposal for ASHRAE 90.1-2025 and/or 2027 IECC development process	Complete one research activity for ASHRAE 90.1-2025 and/or 2027 IECC development process	On target	In Q2, NEEA began to assemble data identified as high priority gaps in Q1 following the market data/analysis scanning work completed in late 2023. This data will support NEEA's development of a 2027 IECC code change proposal later this year to require DOAS.




# Integrated Systems

Initiative Name		Manager	Fuel Type	Initiative Goal	
HVAC Product Group	<b>Advanced Heat Pumps</b>		<b>Suzi Asmus</b>	<b>Electric</b>	<b>Develop program to lock in heat pump efficiency that is 30 percent more efficient than current standards via a series of improvements to the federal test procedure and minimum standard, driving transition from all electric heating to VSHP across all applications and optimizing performance with connected controls.</b>
	<b>2024 Operations Plan Milestones</b>		<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>
	Increase national partner alignment on advanced heat pumps strategy	Increase national partner alignment on advanced heat pumps strategy	Convene program and policy thought leader participants representing three major regions, including the Northwest and others	On target	Delivered Product Council update ( <a href="https://neea.org/product-council-documents/low-load-efficient-heat-pump-research-product-council">https://neea.org/product-council-documents/low-load-efficient-heat-pump-research-product-council</a> ) on low load efficient heat pump research attended by 68 people from 38 organizations. Presented on improvements at Utility Energy Forum and Build Right Conference. Socialized improvements with regional utilities at Efficiency Exchange and through the Products Coordinating Committee Q2 meeting. At CEE Summer Program Meeting held discussions with counterparts at DOE, the Environmental Protection Agency, Vermont Energy Investment Corporation, Xcel, Consortium for Energy Efficiency, and NYSERDA about the Consortium for Energy Efficiency Heat Pump specification.
	Advance validation of prioritized improvements	Validate energy savings for low load efficiency and cold climate capability	Validate energy savings for low load efficiency and clear validation timeline established for cold climate capability	Action required	For the low load efficiency improvement, NEEA analyzed Bonneville Power Administration high performance, high capacity, heat pump research data and began lab testing. Field study for low load efficient baseline delayed until 2025 due to staffing and contracting delays. NEEA's work on cold-climate capable improvement verification is currently on hold to better align with the Regional Technical Forum's baseline development that is currently underway. We originally anticipated that would be in 2024, but it will likely be 2025.
	Provide data and technical expertise to influence updates to the federal test procedure and other national standards and practices	Collaborate with DOE, CEE and EPA to include priority improvement(s) in updates to test procedures, efficiency tiers, and/or ENERGY STAR requirements	Provide input to DOE, CEE and EPA processes for updating test procedures, efficiency tiers, and ENERGY STAR requirements	On target	Federal test procedure Notice of Proposed Rulemaking issued in Q2. NEEA submitted comments for June 4 comment deadline. Attended Consortium for Energy Efficiency HVAC subcommittee meetings and Summer Member Meeting to advocate for adoption of Advanced Heat Pump strategies in heat pump tier criteria. Gained some committee alignment with on inclusion of Demand Response capability inclusion in a single, national tax credit level for January 1, 2025.



# Integrated Systems

Initiative Name		Manager	Fuel Type	Initiative Goal	
 HVAC	Advanced Heat Pumps		Suzi Asmus	Electric	Develop program to lock in heat pump efficiency that is 30 percent more efficient than current standards via a series of improvements to the federal test procedure and minimum standard, driving transition from all electric heating to VSHP across all applications and optimizing performance with connected controls.
	2024 Operations Plan Milestones		Target	Threshold	Status as of 8/13/2024      Comment
	Build manufacturer support for improvements		Gather support for priority improvements from three manufacturers	Engage three manufacturers on improvement validation and support	On target  Attended Electric Power Research Institute conference (8 major manufactures in attendance) to build alignment around national standard and demand response. Socialized all improvements with manufacturers.  Low load efficiency lab testing project received donated heat pumps from Daikin, Midea, Lennox, LG, along with staff time to commission products on site.



# Integrated Systems

Initiative Name

Manager

Fuel Type

Initiative Goal



**Efficient Rooftop Units  
(Efficient RTUs)**

**Jason Jones**

**Gas**

**Increase the efficiency of rooftop units through product differentiation and ultimately an updated federal standard by 2034 that requires at least 20 percent more efficient RTUs than the 2020 market average.**

**2024 Operations Plan  
Milestones**

**Target**

**Threshold**

**Status as of  
8/13/2024**

**Comment**

Encourage manufacturers to develop and promote efficient RTUs for the light commercial market

Engage minimum of four manufacturers with to provide either new eligible equipment two new price points or two expanded products under 12 tons

Engage minimum of two manufacturers to provide either new eligible equipment, one new price points or one expanded product under 12 tons

**Heads up**

One manufacturer has designed and is bringing an energy recovery ventilator (ERV) product to market to be used in place of the economizer of their light commercial RTUs. The first products will be in production in August 2024. The team is working with other manufacturers to bring products to market but have no commitments yet. Expecting to reach threshold by end of year.

Create awareness of and support for efficient RTUs from market actors (manufacturers, manufacturers' reps, distributors, contractors) and utilities across the U.S. and Canada

Recruit six manufacturers/distributors/manufacturers' reps by Q2 2024 to partner and submit data showing efficient RTU sales

Recruit four manufacturers/distributors/manufacturers' reps by Q4 2024 to partner and submit data showing efficient RTU sales

**Heads up**

Regular meetings with distributors and manufacturers' reps are ongoing. One manufacturers' rep has begun submitting initial sales/pipeline data. Program is working to contract with Outreach and Incentive Implementation vendor for engagement in Q2. Expecting to reach threshold.

Work with alliance stakeholders to increase utility programs that reference NEEA's Efficient RTU Specification

Get commitment from four Northwest utilities by Q2 2024 to offer efficient RTU measures

Get commitment from two Northwest utilities by Q4 2024 to offer efficient RTU measures

**Heads up**

The program had meetings with Northwest natural gas and dual-fuel utilities in Q1 and Q2 to discuss measures related to Efficient RTUs. Program has ongoing discussions with the RTF to develop RTU measures for the region. Will continue to meet with utilities to get commitments for RTU measures. Expect to meet the threshold by end of year.

**HVAC Product Group**



# Integrated Systems

Initiative Name	Manager	Fuel Type	Initiative Goal
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Lighting Product Group	<b>Luminaire Level Lighting Controls (LLLC)</b>	<b>Anne Curran</b>	<b>Electric</b>	<b>Develop best practice specifications for luminaire level lighting controls, aiming to have the technology adopted as standard industry practice.</b>	
	<b>2024 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>	<b>Comment</b>
	Increase decisionmaker acceptance of the LLLC value proposition	Feature four new LLLC success stories in earned media or at professional association events	Feature three new LLLC success stories in earned media or at professional association events	On target	To promote the value of LLLC at the International Facility Managers Association (IFMA) Oregon Chapter Symposium, LLLC Team partnered with a leading distributor who has had success deploying LLLC for his clients. The LLLC programs has three additional success stories in development for this year and is on track to meet its goal of four.
	Strengthen focus and promotion of LLLC by key manufacturer sales channels	Increase local manufacturers' representatives that have featured LLLC in strategic meetings or events targeting specifiers by 25% (31 manufacturers' representatives)	Increase local manufacturers' representatives who have featured LLLC in strategic meetings or events targeting specifiers by 10%	On target	The LLLC team partnered with three manufacturer representatives at two industry events to demonstrate LLLC capabilities and promote its value. With this activity, the program is on track to meet the target for 2024.
	Influence leading specifiers to include LLLC in their ongoing business practices	Increase specifiers collaborating with program on media content, events or educational activities by 30% (8 specifiers)	Increase specifiers collaborating with program on media content, events or educational activities by 15%	On target	The LLLC team leveraged a new Industry Voices video featuring a leading lighting specifier to roll out a LinkedIn campaign to drive awareness. The team also partnered with another leading specifier to education NXT Level designees on IT considerations for successful LLLC implementations.
	Increase visibility and demand for LLLC through strategic national engagements	Strengthen strategic alignment with four national or extra-regional partner organizations	Strengthen strategic alignment with two national or extra-regional partner organizations	On target	Discussions continue with key partners, including meetings in Q2 with Design Lights Consortium (DLC) on LLLC technical specifications and definition, as well on approaches to connectivity of LLLC to HVAC systems.



# Integrated Systems

Initiative Name

Manager

Fuel Type

Initiative Goal



Building Envelope Product Group

**High Performance Windows (HPW)**

**Tamara Anderson**

**Dual Fuel:  
Electric/Gas**

**Develop program to accelerate the adoption of high performance windows that reach 0.20 U-Factor or lower by increasing builder demand, influencing leading manufacturers to scale production and advancing the ENERGY STAR® criteria.**

**2024 Operations Plan  
Milestones**

**Target**

**Threshold**

**Status as of  
8/13/2024**

**Comment**

Evaluate the alliance's influence to-date via program efforts and participation via the Partnership for Advanced Windows Solutions (PAWS) on the ENERGY STAR Residential Windows, Doors, and Skylights Version 7.0 Specification

Complete Market Influence Study by Q2 2024

Complete Market Influence Study by Q3 2024

Heads up

NEEA's ENERGY STAR Version 7 Influence Study Limited RFP was completed in Q2. The work for the study will begin in Q3 and the team anticipates this evaluation to be completed on by the end of Q4.

Engage major manufacturers and/or window suppliers to acquire sales data and learn about their go-to market strategies for high-performance windows

Confirm three partners to supply sales data by Q2 2024

Confirm two partners to supply sales data by Q4 2024

Action required

The team actively collaborates with contractor (TRC) to leverage contacts and relationships from the builder project with major Northwest window suppliers for data acquisition. They've scheduled meetings with two major suppliers, with follow-up in progress. Additionally, they're working with extra-regional partners to pursue sales data from national manufacturers and unify their request. Although no data contracts have been set up by the end of Q2, the team remains engaged in this activity.

Continue the Volume Builder Project and complete an in-progress project with national production builder.

Document lessons learned by Q4 2024

Document lessons learned by Q1 2025

On target

80 of 100 homes have been completed by the end of Q2. The window purchases are forecasted be completed in early Q4. The program team will conduct an exit interview with the builder to document lessons learned in Q4.



Initiative Name		Manager	Fuel Type	Initiative Goal	
Infrastructure Programs	BetterBricks	Josh Pelham	Electric	To support the alliance’s commercial and industrial programs by fostering market relationships and providing tools and resources to help raise market awareness and capability for energy-efficient products, services and practices.	
	2024 Operations Plan Milestones	Target	Threshold	Status as of 8/13/2024	Comment
	Leverage BetterBricks relationships to secure and execute engagement opportunities for current and future programs	Secure and execute 12 market engagements with key market partners	Secure and execute nine market engagements with key market partners	On target	In partnership with NEEA program teams, BetterBricks took part in 7 market engagements in Q2, bringing the total to 11 in 2024. Q2 activity included engagements through key market influencers International Facility Management Association Northwest Oregon & Southwest Washington, International Facility Management Association Seattle, and American Institute of Architects Oregon. BetterBricks also sponsored and garnered platform awareness through notable industry events: New Buildings Institute's Getting to Zero Forum, the Northwest Facilities Expo, and the Association of Energy Engineers West Energy Conference.
	Maximize the impact, relevance, and awareness of BetterBricks content to ensure positioning as a trusted, go-to source of information and increase engagement amongst target audiences.	Develop and distribute 20 pieces of original content supporting whole building efficiency or integrated design	Develop and distribute 15 pieces of original content supporting whole building efficiency or integrated design	On target	BetterBricks published 5 new resources in Q2, for a total so far of 10 in 2024. Q2 resources included:  1) a video case study featuring a major retrofit project at a Portland preschool  2) a design guide for right-sizing HVAC equipment to support a tighter building envelope  3) two new articles showcasing efficient pumps  4) an Industry Voices Q&A article with a lighting contractor.  In May, BetterBricks hosted a regional webinar featuring the University of Washington Integrated Design Lab and Solarc Energy Group presenting on the value of strategically sequencing upgrades for whole-building efficiency. The webinar is now available on-demand on the BetterBricks YouTube channel. The BetterBricks team also kicked off planned updates to betterbricks.com, including a greater focus on whole-building upgrade guidance and resources. The website project will launch in early 2025.



## Infrastructure

Initiative Name	Manager	Fuel Type	Initiative Goal
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### Infrastructure Programs

<b>Commercial and Industrial Strategic Energy Management (SEM)</b>	<b>Suzi Asmus</b>	<b>Electric</b>	<b>Sustained adoption of SEM is valued, desired, and implemented by a majority of Northwest business owners.</b>	
<b>2024 Operations Plan Milestones</b>	<b>Target</b>	<b>Threshold</b>	<b>Status as of 8/13/2024</b>	<b>Comment</b>
Fully transition the Northwest Strategic Energy Management Collaborative administrative management from Northwest Energy Efficiency Alliance to the North American Strategic Energy Management Collaborative and the American Council for an Energy-Efficient Economy	Transition during Q3 2024	Transition by end of 2024	Heads up	On target for Q4.
Retire or transition to new owners all NEEA Strategic Energy Management assets (Energy Management Assessment tool, SEMHub.com, Energy Talk Cards, Online training courses) for end of NEEA funding support.	Transition by December 1, 2024	Transition by December 31, 2024	On target	On target for Q4.
Communicate transition of Collaborative and assets clearly and effectively to ensure smooth transition for all stakeholders.	Communications by Q4 2024	Communications by Q4 2024	On target	Communications ongoing. On target.