

# 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  
10/28/2024

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

NEEA provided comments on the ENERGY STAR's Most Efficient category focusing mainly on refrigerators, dryers and all in ones. Refrigerator comments included recommending an alternate test procedure for advanced inverter compressors which would more accurately measure savings.

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

Progress was made on launching a website advertising and social media campaign with a major retailer to promote ENERGY STAR televisions Q4 2024-Q2 2025. The team also began the process of adding televisions to the ESRPP portfolio for 2025.

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

The team meet with Georgia Power at the ENERGY STAR Partners Meeting. Georgia Power will be filing in January and is interested in including ESRPP in their proposed programs. This brings the total outreach conducted by the RPP team to 3 partners so far in 2024.

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  
10/28/2024

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 22 percent market share in 2024-Q3, and Smart Circulators reached 24 percent market share, leaving both metrics comfortably above target for the quarter, although down slightly from the even higher levels we saw in 2024-Q2.

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 and the NEEA field team led or took part in 38 educational events in 2024-Q3 focused on pump efficiency, bringing our total contact hours to-date to 1,263, well-above the annual target.

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

Heads up

Eight participating manufacturers' rep firms remained active in Q3, and we are negotiating a contract with a new ninth participant in 2024-Q4. We are in active discussions with additional prospective participants and anticipate adding additional firms in early 2025.

Motors Product Group



## Products

Initiative Name

Manager

Fuel Type

Initiative Goal



Motors Product Group

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  
10/28/2024

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 2024-25 in order 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. 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 in order to understand more about the performance of fan systems. Documentation will be completed by Q3 2025.

## Products

| Initiative Name   |   |  |   |  |   | Manager |  | Fuel Type |   | Initiative Goal |  |
|---|---|--|---|--|---|---------|--|-----------|---|-----------------|--|
| <div><div></div><div></div><div></div></div> <div>Water Heating Product Group</div> | Heat Pump Water Heaters (HPWHs)   |  | Emily Rosenbloom  |  | Electric  |         | Influence passage of a federal standard for all electric storage tanks > 45 gallons by 2025. |           |   |                 |  |
|   | 2024 Operations Plan Milestones   |  | Target  |  | Threshold   |         | Status as of 10/28/2024  |           | Comment   |                 |  |
|   | 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 |         | Heads up   |           | The program is tracking moderate growth in the retrofit market, but it's unclear if this growth will be enough to meet the 20 percent target. The Key Installer program rolled out at the beginning of the year and focuses on growing the retrofit market by supporting installation companies in adopting the technology as a core component of their business. Recruiting for this offering has taken more engagement than expected and so the impact is more likely to be seen in 2025.   |                 |  |
|   | 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   |           | As a follow up to the webinar in June, the Program finalized information sheets about the final rule for two key stakeholder groups, distributors and installers. Throughout Q3, the information sheets have been distributed at training events, through Hot Water Solutions newsletter distribution list and during monthly distributor engagement calls. During Q4, the Program will be finalizing and distributing a version for regional utility staff. The program did not meet the target for this goal, but is on track to meet the threshold.  |                 |  |
|   | 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   |         | Heads up   |           | During Q3, the Program collected feedback from manufacturers on the draft rules and guidelines for the Hot Water Innovation Prize. Engagement remained high, with five manufacturers providing valuable input. The final rules and guidelines were published in September. Incorporating their feedback required additional time, allowing for direct one-on-one engagement but slightly delaying the timeline. As a result, the first phase of the contest, manufacturer qualifications, began in mid-September instead of early August and will close in late October, with notifications to qualifying manufacturers sent in November. Despite the delay, the program is on track to meet the threshold. |                 |  |




## Products

| Initiative Name                        |  | Manager  | Fuel Type   | Initiative Goal  |  |
|--|--|--|---|--|--|
| <br><b>Water Heating Product Group</b> | <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 10/28/2024</b>   | <b>Comment</b>   |
|  | Validate product performance and energy savings  | Successful demonstrations of two commercialized gas heat pump (GHP) products           | Demonstration of one product                                  | Action required  | <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>NEEA visited three lodging facilities in the Northwest to determine Gas Heat Pump field demonstration viability, resulting in a memo containing an analysis of the three sites and site selection recommendations from engineering partner. Installation projected for 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>Developed 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. Market Characterization projected to begin in Q1 2025.</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   |
|--|--|---|--|---|
| <br><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 10/28/2024</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   |
|  | 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   |
|  | Scan the market for additional technology options  | Identify two additional technology options  | Identify one additional technology option  | Action required   |
|  |  |   |  |   |



# Integrated Systems

| Initiative Name    |   | Manager   | Fuel Type  | Initiative Goal   |  |
|--------------------|---|---|--|---|--|
| HVAC Product Group | <b>High-Performance HVAC / Very High Efficiency Dedicated Outside Air Systems (VHE DOAS)</b>  |   | <b>Electric</b>  | <b>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.</b> |  |
|                    | <b>2024 Operations Plan Milestones</b>  | <b>Target</b>   | <b>Threshold</b>   | <b>Status as of 10/28/2024</b>  | <b>Comment</b>   |
|                    | 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   | In Q3, the program supported manufacturers' rep partners in promoting the VHE DOAS approach by sharing educational content and promotional toolkits for an article on right-sizing HVAC equipment and a video discussing the key differences between very high efficiency DOAS and Washington State Energy Code. Year-to-date, the program has completed six co-promotional efforts, with one more planned for the remainder of 2024 which will satisfy the 2024 target. |
|                    | 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 Q3, the program team presented on very high efficiency DOAS at three all-day HVAC workshops hosted by Johnson Barrow in Portland, Seattle and Spokane. Program staff also presented at an Association of Energy Engineers (AEE) Inland Chapter's monthly member meeting. These events reached approximately 100 designers and facility managers. Year-to-date, the program has completed a total of 15 events, putting us on track to meet the target.                |
|                    | 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 Q3, manufacturers added nine new units to the list of compliant E/HRVs, including five from Swegon and four from Oxygen8. The total year-to-date expansion of the Compliant Products List (CPL) includes two new manufacturers (Valent & RenewAire) and 33 new models, putting us on track to meet the target.  |
|                    | 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 Q3, NEEA assembled incremental cost 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 in Q4 to require DOAS.   |






| Initiative Name    |   | Manager   | Fuel Type   | Initiative Goal  |  |
|--------------------|---|---|---|--|--|
| HVAC Product Group | 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 10/28/2024  | Comment  |
|                    | 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  | Led discussion at Electric Power Research Institute (EPRI) Heat Pump Symposium to build support for Consortium for Energy Efficiency (CEE) heat pump tax credit criteria updates. Over 30 attendees included manufacturers, university staff, policy makers/government officials, researchers, builders, and other industry stakeholders.<br><br>At American Council for an Energy-Efficient Economy (ACEEE) Summer Study, NEEA co-led an informal session on connected commissioning to seek input from over 35 participants on establishing a connected commissioning test, and qualified products list.<br><br>Held annual Advanced Heat Pump Coalition general membership meeting. NEEA led updates on the new Air Source Heat Pump Program Manager’s working group, the Connected Commissioning group, and the Manufacturer Engagement group. |
|                    | 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  | NEEA continued lab testing of low load efficient systems,. Field study for low load efficient baseline delayed until 2025 due to staffing and contracting delays.<br><br>NEEA's work on Cold Climate Capable improvement verification is currently on hold to better align with the RTF's baseline development that is currently underway. We originally anticipated that would be in 2024, but it will likely be 2025.  |




# Integrated Systems

| Initiative Name  |  |  |   |  |  | Manager | Fuel Type  | Initiative Goal  |  |
|--|--|--|---|--|--|---------|--|--|--|
| <br>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 10/28/2024  | Comment  |  |
|  | 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  | Participated in the AHRI Unitary Small Equipment Standards Technical Committee. Continuing to work to influence AHRI to expand the data they certify for heat pumps to include data supporting advanced heat pump improvements.<br><br>Prepared for Q4 Consortium for Energy Efficiency (CEE) residential heat pump tax credit criteria update by meeting with stakeholders, board members, and CEE staff to provide data and arguments in support of adoption of advanced criteria. |  |
|  | 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 manufacturers in attendance) to build alignment around national standard and demand response. Socialized all improvements with manufacturers.<br><br>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  |
|--------------------|--|--|--|--|
| HVAC Product Group |  <b>Efficient Rooftop Units (Efficient RTUs)</b>   | 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.  |
|                    | <b>2024 Operations Plan Milestones</b>   | <b>Target</b>  | <b>Threshold</b>   | <b>Status as of 10/28/2024</b>   |
|                    | 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 | <div>Heads up</div> <p>One light commercial 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 initial products are in production as of August 2024.</p> <p>The team visited the Aeon factory in September. Aeon already makes qualified RTUs, and team discussed ways to increase market adoption in the NW.</p> <p>Expecting to meet threshold of two manufacturers to provide new products and price points by year end.</p> |
|                    | 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            | <div>Heads up</div> <p>Regular meetings with distributors and manufacturer reps are ongoing. One manufacturer rep has begun submitting initial sales/pipeline data. Program has contracted with an outreach and incentive implementation vendor for increased supply chain engagement for remainder of 2024 and early 2025. Expecting to reach threshold of commitments from 4 manufacturers by year end.</p>  |
|                    | 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   | <div>Action required</div> <p>Team had meetings with Northwest natural gas utilities in Q1 and Q2 to discuss measures related to Efficient RTUs. Ongoing discussions with the RTF to develop RTU measure for the region. Most utilities offer a custom HVAC program, which could be used for ERTUs, but not a prescriptive path. Do not expect to meet threshold of two NW utilities to offer ERTU prescriptive measures by end of year due to low interest in current custom measures, and potential effects of HB1589.</p>                           |



# Integrated Systems

Initiative Name

Manager

Fuel Type

Initiative Goal



Lighting Product Group

**Luminaire Level Lighting Controls (LLLC)**

**Anne Curran**

**Electric**

**Develop best practice specifications for luminaire level lighting controls, aiming to have the technology adopted as standard industry practice.**

**2024 Operations Plan Milestones**

**Target**

**Threshold**

**Status as of 10/28/2024**

**Comment**

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

In order to promote the value of LLLC at the International Facility Managers Association (IFMA) Oregon Chapter Symposium, the LLLC Team partnered with a leading distributor who has had success deploying LLLC for their clients. The LLLC program 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 six manufacturer representatives at three industry events to demonstrate LLLC capabilities and promote its value. With this activity, the program has partnered with 28 of 31 targeted reps and 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 presented at the American Institute of Architects (AIA) Montana Annual Conference, highlighting LLLC technology and featuring new content, including an LLLC Video and Demo Boards. To-date the program has collaborated with five specifiers and has three additional engagements planned for Q4.

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

The LLLC Team worked with the Illuminating Engineering Society (IES) to revise Lighting Practice version 6 to include LLLC. Furthermore, the team participated in the American Council for an Energy-Efficient Economy (ACEEE) Summer Study, highlighting and sharing information from IES and the Integrated Lighting Campaign. To date, the program has been able to strengthen strategic alignment with 3 national or extra-regional partner organizations, with 3 additional events planned for Q4.



| 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 10/28/2024   | 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           | Action required   | NEEA anticipates completing the ENERGY STAR Version 7 Influence Study 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 explored the possibility of data acquisition with major Northwest window suppliers by leveraging relationships from our contractor (TRC) and their work with the Volume Builder Project. Through this effort, the team learned that we will not be able to get data from window suppliers. Moving forward, NEEA will explore partnering with extra-regional partners to make unified request of national window manufacturers or via the Window and Doors Manufacturer Association with future scanning efforts in 2025. |
|                                 | 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   | 92 of 100 homes have been completed. 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 10/28/2024   | 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 five market engagements in Q3, including a smart pumps-focused booth at the Boise Facilities Maintenance Expo, 3 presentations on high-performance HVAC in partnership with distributor Johson Borrow, and an HVAC lunch-and-learn through the AEE Inland Chapter.  |
|                         | 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 two new resources in Q3, including a video breaking down key differences between Washington State Energy Code and very high efficiency DOAS, and a fact sheet on smart circulators.<br><br>In Q3, the BetterBricks team began planning for Q4 BetterBricks webinars, including on financing building upgrades and state energy codes. The BetterBricks team continues to work on planned updates to betterbricks.com, including a greater focus on whole-building upgrade guidance and resources. The new website and upgrade guide will launch in early 2025. |



## Infrastructure

| Initiative Name         |   | Manager | Fuel Type                      | Initiative Goal                 |   |   |
|-------------------------|---|---------|--------------------------------|---------------------------------|---|---|
| Infrastructure Programs | Commercial and Industrial Strategic Energy Management (SEM)   |         | Suzi Asmus                     | Electric                        | Sustained adoption of SEM is valued, desired, and implemented by a majority of Northwest business owners. |   |
|                         | 2024 Operations Plan Milestones   |         | Target                         | Threshold                       | Status as of 10/28/2024   | Comment   |
|                         | 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  | Transition is 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   | Transition of assets is 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 sent to SEM mailing list in August and September. Updates also provided at September 16 virtual Funder meeting. More reminder communications are scheduled for Q4. |