

# Products Coordinating Committee (PCC)

## Q4 2024 Meeting



**DATE:** Tuesday & Wednesday, December 3<sup>rd</sup> & 4<sup>th</sup>

**TIME:** 1:00 – 4:00 pm | 9:15 - 12:00 pm Pacific Standard Time

**LOCATION:** Virtual: Microsoft Teams

**TEAMS LINK for DAY 1:** [Click here to join the meeting](#) (Meeting ID: 211 680 849 086 | Passcode: 2uvtg6)  
(if needed) Call-in audio only: 971-323-0535 Phone Conference ID: 433 698 996#

**ISCC OBJECTIVE + DESIRED OUTCOME:** Collaboration on coordination and optimization of NEEA programs and related activities by (1) identifying and managing through potential implementation challenges between NEEA and local utility activities, and (2) identifying and seizing leveraging opportunities that can drive amplified market influence.

### Day 1 – Tuesday, December 3<sup>rd</sup>

(All Times Pacific)

1:00 – 1:15 (15 mins)	<b>Welcome, Agenda, Packet Review</b>	Anouksha Gardner	1-3
1:15 - 2:35 (80 mins)	<b>Introductions &amp; Regional Roundtable</b> <i>Committee members and NEEA program staff share program and organization updates, highlight areas of possible interest and coordination with others.</i>  <i>Desired Outcome: All are updated on each other's activities and better understand what's happening across the region.</i>	All	--
2:35 – 2:45	<b>BREAK</b>	All	
2:45 – 3:45 (60 mins)	<b>Regional Priority Topic – Consumer Products, Retail Products Portfolio</b> <ul style="list-style-type: none"> <li>NEEA insights on affordability with regards to clothes washers and refrigerators</li> </ul> <i>Desired Outcome: Committee members are informed of price differentials between ENERGY STAR and non-ENERGY STAR products.</i>	Anne Brink	5
3:45 – 3:55 (10 mins)	<b>Housekeeping</b> <ul style="list-style-type: none"> <li>Announcements &amp; Upcoming Meetings/Events</li> </ul>	Anouksha Gardner	--
3:55 – 4:00	<b>Recap, Next Steps, Adjourn</b>	Anouksha Gardner	--

# Products Coordinating Committee (PCC)

## Q4 2024 Meeting



**DATE:** Tuesday & Wednesday, December 3<sup>rd</sup> & 4<sup>th</sup>

**TIME:** 1:00 – 4:00 pm | **9:15 - 12:00 pm** Pacific Standard Time

**LOCATION:** Virtual: Microsoft Teams

**TEAMS LINK for DAY 1:** [Click here to join the meeting](#) (Meeting ID: 264 331 048 574 | Passcode: C7FRGu) (if needed) Call-in audio only: 971-323-0535 Phone Conference ID:371 321 856#

### Day 2 – Wednesday, December 4<sup>th</sup> Annual Planning for 2025

*(All Times Pacific)*

9:15 – 9:25 am	<b>Welcome &amp; Agenda</b>	Anouksha Gardner	--
9:25 – 11:55 am	<b>Annual Planning</b> <ul style="list-style-type: none"> <li>Advanced Heat Pump (9:25 – 10:25)</li> <li>Consumer Products: Retail Products Portfolio (10:25 – 10:45)</li> <li><b>Break (10 mins)</b></li> <li>Heat Pump Water Heater (10:55 – 11:55)</li> </ul>	All	6
11:55 – 12 pm	<b>Recap, Next Steps, Adjourn</b>	Anouksha Gardner	--

# Memorandum- *Agenda Items*

November 20, 2024

TO: Products Coordinating Committee (PCC)

FROM: NEEA Staff

SUBJECT: Meeting Packet Agenda Items, Informational Updates and Additional Information

---

## MEETING PACKET APPROACH

This packet continues the “tiered” approach:

- Tier-1 memos for active agenda items
- Tier-2 memos for informational updates on items not currently requiring agenda time.
- Tier-3 materials provided as additional detail for those interested, accessible via links in the Tier 1 and Tier-2 memos. All other Tier 3 materials are listed below.

## AGENDA ITEMS (Tier 1)

- Page 1-2: Meeting Agenda
- Page 3: Meeting Packet Informational Updates
- Page 4: Meeting Preparation Highlights
- Page 5: Memo: Regional Priority Topic – Retail Products Portfolio
- Page 6: Memo: Annual Planning Process

## INFORMATIONAL UPDATES (Tier 2)

- Page 7: Northwest (Regional) Online Marketplace Memo
- Page 8: Ductless Heat Pump Long Term Monitoring and Tracking (LTMT) Outreach
- Page 9: Electric Portfolio
- Page 10: 2024 PCC Annual Workplan

## PROGRAM ACTIVITY REPORTS

- Page 11-14: Advanced Heat Pumps
- Page 15-18: Heat Pump Water Heaters
- Page 19-21: Retail Products Portfolio

## ADDITIONAL LINKS (Tier 3)

- Committee Materials (*meeting notes include links to recordings, packet, and slides*)
  - Q4 2024 ISCC [Agenda Packet](#) and [Slides](#)
  - Q3 2024 PCC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
  - 2024 Workplan: [Integrated Systems \(ISCC\)](#) | [Products \(PCC\)](#)
  - Charters: [RPAC](#), [ISCC](#), [PCC](#)
- [Q3 2024 Market Research and Evaluation Newsletter](#)
- [Q3 2024 Emerging Technology Newsletter](#)
- [Q3 2024 Codes, Standards and New Construction Newsletter](#)

# PCC Q4 2024 – Meeting Topic Preparation Highlights



## Preparation for All Committee Items:

- Review packet, including agenda, informational updates and all memos. See additional preparation for specific agenda items below.

### DAY 1

#### ➤ ROUNDTABLE

Committee Members & NEEA Program Managers will share highlights from their work, programs and/or organization since the September meeting.

*Specific topics for Committee Members to consider highlighting include:*

- Questions/thoughts on NEEA program activity reports
- Program and organizational updates
- Any questions of your peers?

#### ➤ REGIONAL PRIORITY TOPIC – Retail Products Portfolio

*Topic format is a presentation by NEEA Program Manager Anne Brink on Affordability Analysis on Clothes Washers and Refrigerators.*

Review Tier 1 memo on p.5 and come prepared to discuss:

- (1) How the information shared might inform your activities
- (2) An opportunity to hear from committee members about whether this data might be helpful in their efforts

### DAY 2

#### ➤ ANNUAL PLANNING SESSION

*The annual planning session will take place on the 2<sup>nd</sup> day (December 4<sup>th</sup>) of the Coordinating Committee Q4 meeting.*

Review the survey results emailed with this packet, and the Tier 1 memo on p.6, and come prepared on day 2 to:

- (1) Engage in brainstorming discussions using Mural board. (No pre-work or engagement needed on the Mural board, just follow along during the meeting)
- (2) Discuss annual planning survey answers
  - ✓ Assist with deciding which topics rank highest for 2025
  - ✓ Discuss any additional topics submitted by PCC members in the topic survey

# Memorandum – Agenda Item (Tier 1)



November 20, 2024

TO: Products Coordinating Committee (PCC)

FROM: Anne Brink, Program Manager, Retail Products Portfolio (RPP)

SUBJECT: Affordability Analysis on Clothes Washers and Refrigerators

---

## **Our Ask of You:**

***Be prepared to discuss how this information might inform your program activities and whether this type of information is helpful to your efforts.***

## **Brief Overview:**

The Retail Products Portfolio (RPP) program staff have web-scraped refrigerator, clothes washer and clothes dryer data from various retailer websites, and are using this data in part to review pricing variability among ENERGY STAR qualified, and non-ENERGY STAR qualified, products. At this PCC meeting, NEEA staff will present data on clothes washers and refrigerators and discuss insights gained from this data. The RPP program is particularly focused on any differentials in pricing around the entry level price point. Discussion for this topic will include potential strategies for NEEA's RPP program and how PCC member organizations might use this data in equity related or other efforts.

Please contact [Anne Brink](#) if you have questions about this memo or data.

## **PROGRAM LIFECYCLE STATUS**



# Memorandum – *Agenda Item (Tier 1)*

November 20, 2024

TO: Products & Integrated Systems Coordinating Committee Members

FROM: Anouksha Gardner, Stakeholder Relations Team

SUBJECT: Nov 7 (ISCC) & Dec 4 (PCC) Annual Planning Sessions

The annual planning sessions to develop 2025 regional priority topics will take place on the second day of the Q4 2024 Coordinating Committee meetings.

## What to Expect:

We will use the Mural board platform again to discuss and finalize topics; Committee Members will not need to familiarize themselves with Mural in advance, nor will they need to do any activities on the Mural board during the session. NEEA staff will capture the necessary details on the board. **Our ask is that you follow along, engage in brainstorming discussions, and help align on final topics for the 2025 workplan. You are welcome to include any program/product subject matter experts from your organization in the sessions.**

## Process:

NEEA staff will pre-populate the mural board with the topic rankings and any additional topic ideas from the survey results. Each program will have allotted time for discussion, schedule below. We will start with NEEA suggested topics based on the survey rankings and create space to discuss any additional suggested topics offered in the survey. We may follow up with committee members about additional suggested topics before the sessions.

## Schedule:

### *ISCC – Thursday, Nov 7 (9:15am – 12pm Pacific)*

TIME	TOPIC/PROGRAM
9:15 – 9:25	Welcome
9:25 – 10:00	Luminaire Level Lighting Controls
10:00 – 10:30	High-Performance HVAC (VHE DOAS)
10:30 – 10:40	Break
10:40 – 11:10	Extended Motor Products - Pumps & Circulators
11:10 – 11:40	Efficient Fans

### *PCC – Wednesday, Dec 4 (9:15am – 12pm Pacific)*

TIME	TOPIC/PROGRAM
9:15 – 9:25	Welcome
9:25 – 10:25	Advanced Heat Pumps
10:25 – 10:45	Consumer Products: Retail Products Portfolio
10:45 – 10:55	Break
10:55 – 11:55	Heat Pump Water Heaters

Please contact [Anouksha Gardner](#) if you have questions about the annual planning sessions.

## Memorandum – *Informational* (Tier 2)

November 20, 2024

TO: Products Coordinating Committee (PCC)

FROM: Steve Seminario, Market Transformation Manager, Consumer Products

SUBJECT: Northwest (Regional) Online Marketplace

---

### **Our Ask of You:**

Please review the memo and bring any questions, recommendations, feedback, or concerns to the Q4 PCC meeting on December 3, 2024, or contact Steve Seminario at the email below.

### **Brief Summary of Project**

NEEA has begun a technology scanning project to build and evaluate a regional online marketplace intended to help Northwest residents easily find and purchase more energy efficient consumer products. The project builds on past high-level conversations with the region around gauging interest, including the Products Coordinating Committee in 2023, on this type of marketplace. This 12-month project will leverage the platform and expertise of a well-established company, Enervee, as we deploy and test an online Northwest Marketplace featuring more than forty product categories. The project will seek to characterize how a regional online marketplace can drive adoption of higher efficient products across multiple categories. Additionally, we're looking to get data on consumer purchasing habits, which will help inform consumer product market transformation strategies and alliance programs.

To drive site visitor traffic, NEEA will rely on Enervee's search engine marketing (SEM) efforts directed at certain zip codes in the region, as agreed upon with specific utilities. The project will allow NEEA to evaluate the effectiveness of the site and provide alliance funders with a live implementation, which may help inform how they choose to evolve their own online marketplaces / presences and offerings, and the appropriate form, if any, for a Northwest Marketplace implementation beyond this technology scanning project. The Northwest Marketplace, while region-wide in scope, can be utilized to direct visitors to incentives and existing online stores relevant to their specific location. We encourage utilities with their own marketplaces to reach out to us to discuss specific approaches.

NEEA intends to launch the project, with a live Northwest Marketplace website, likely by December 2024 and will keep RPAC & PCC committee members apprised of its status and progress in 2025. Please share with others in your organization as needed, including your marketing/communications leads, and let NEEA staff know if you'd like more information or have questions about the project.

Please contact Steve Seminario ([sseminario@neea.org](mailto:sseminario@neea.org)) if you have questions about the **Regional Online Marketplace**.

# Memorandum – *Informational Update (Tier 2)*

November 20, 2024



TO: Products Coordinating Committee

FROM: Kirstin Moreno, Market Research and Evaluation Scientist

SUBJECT: Ductless Heat Pump Long Term Monitoring and Tracking (LTMT) #3 Contractor Outreach

---

## **Our Ask of You:**

FYI: The DHP program will be contacting HVAC installers in the Northwest for short phone surveys in December 2024 and January 2025.

Please reach out to Kirstin Moreno with questions or concerns.

## **Brief Overview:**

NEEA actively worked to accelerate adoption of DHPs in the Northwest from 2008 to 2020, and in 2020 the DHP program moved into Long Term Monitoring and Tracking (LTMT). The [most recent LTMT](#) study was conducted in 2022. NEEA has contracted with OWL Research Partners to conduct the third LTMT study which kicks off mid-November 2024. The objective for this evaluation, consistent with the prior two LTMT studies, is to track ongoing diffusion of DHPs across the Northwest's residential HVAC market, specifically within the program's three target markets to confirm whether market transformation outcomes are being sustained.

A key activity of the study will be to conduct phone surveys with HVAC installers. Recruiting for the survey will begin in early December, and interviews will take place from December 17, 2024 through January 31, 2025. The research team will send postcards beforehand which will identify NEEA as the sponsor followed by phone calls to attempt to complete surveys with 232 installers across the Northwest. Participants will receive \$50 gift cards for completing the 10-minute survey. Note that there will be no mention of utilities in any of the recruiting materials or communications. The HVAC installer survey seeks to understand trends in DHP installations, the types of homes they are being installed in, the percentage of incented installations, total customer cost, and changes in the DHP market.

Please contact Kirstin Moreno at [kmoreno@neea.org](mailto:kmoreno@neea.org) if you have questions about this HVAC installer survey.

## **PROGRAM LIFECYCLE STATUS**

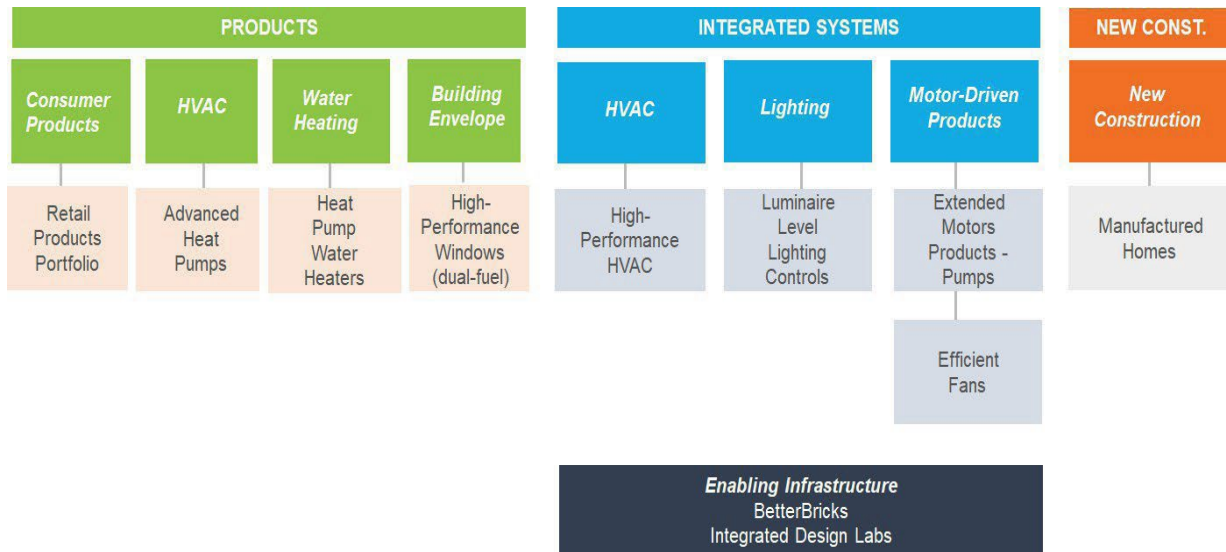




# Products Coordinating Committee (PCC) Q4 2024 Meeting Agenda



## Electric Portfolio, 2024



# Products Coordinating Committee (PCC) Q4 2024 Meeting Agenda



## 2024 Annual Workplan

### Products Coordinating Committee 2024 Annual Workplan

#### Snapshot of Regional Priority Topics

*Click on the dates in the table heading to review additional details*

Q1 Meeting 21 <sup>st</sup> March, Thursday	Q2 Meeting Day 1 24 <sup>th</sup> June, Monday	Q2 Meeting Day 2 25 <sup>th</sup> June, Tuesday	Q3 Meeting 12 <sup>th</sup> September, Thursday	Q4 Meeting Day 1 3 <sup>rd</sup> December, Tuesday	Q4 Meeting Day 2 4 <sup>th</sup> December, Wednesday
<a href="#">WATER HEATING: Heat Pump Water Heaters (HPWH)</a>  <b>Inform from NEEA</b> <b>Topic:</b> Customer Messaging to Support Consideration Marketing Campaign <i>(45 minutes)</i>	<a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Coordination on planned or ongoing field studies/pilot studies/data collection. <i>(90 minutes)</i>	<a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Overall future of heat pump rebate offerings <i>(60-90 minutes)</i>	<a href="#">WATER HEATING: Heat Pump Water Heaters (HPWH)</a>  <b>Topic:</b> How to increase Installation Competency (this encompasses both the DIY audience & contractors) <i>(60-90 minutes)</i>	<a href="#">CONSUMER PRODUCTS: Retail Products Portfolio (RPP)</a>  <b>Topic:</b> ENERGY STAR and affordability: Present findings from research on pricing differentials between ENERGY STAR and non-ENERGY STAR products in the refrigerator, clothes washer and clothes dryer categories and, if needed, strategies to address these differentials. <i>(60 minutes)</i>  <a href="#">HVAC (Residential) Advanced Heat Pumps</a>  <b>TOPIC:</b> Coordination on Installer Training content/requirements <i>(TBD)</i>	<a href="#">Annual Planning Session either in 2024 Q4's Day 2 or 2025 Q1</a>

[Products Coordinating Committee Annual Workplan](#)

# PCC Q4 2024 ADVANCED HEAT PUMP ACTIVITY REPORT

## NEEA IDENTIFIED COORDINATION & LEVERAGING OPPORTUNITIES SUMMARY (SEE P. 2-4 FOR DETAILS)

- ❖ [Join](#) an Advanced Heat Pump Coalition working group to participate in conversations with national partners and utility programs.
- ❖ NEEA is coordinating a regional conversation on November 26 to develop a measure proposal for the RTF for cold climate heat pumps. Contact Product Manager [Christopher Dymond](#) to participate.
- ❖ If you are interested in contributing to the connected commissioning technical or program discussions, contact Product Manager [Christopher Dymond](#)

## KEY UPDATES

- Consortium for Energy Efficiency board approved NEEA-proposed updates to the tax credit specification updates. [\(See page 3\)](#)
- NEEA's Low Load Efficiency laboratory research study concluded. Six units were tested in UL labs over the summer.

## RESOURCES FOR UTILITIES:

- Consortium for Energy Efficiency [updated residential heating and cooling tax credit criteria](#), effective January 1, 2025.
- Check out the [Quality Installation Best Practices](#) resources developed by Consortium for Energy Efficiency and co-funded by NEEA.
- [NEEP Cold Climate ASHP Product List](#)
- NEEA's heat pump reports on [NEEA.org/resources-reports](#)

Program Overview	
Program Manager	Suzi Asmus
Product Group	HVAC
MT Goal	By 2030 the average residential and small commercial HVAC system installed in NW is 30% more energy efficient than the average system installed in 2020 through improved standards, ratings, and EnergyStar specifications, and through new product improvements that reduce dependence on contractor practices.
Program Status	Market Development (August 2023)
Product Description	Variable speed air source heat pumps (2 or more speeds), available in several system configurations: central forced air, ductless, whole home multi split, micro, manufactured home packaged, packaged terminal and dual fuel. Systems must: 1) Meet EPA ENERGY STAR v6.1 certification requirements for heat pumps 2) Include one or more efficiency improvement
Sector(s)	Residential
Target Market(s)	All residential heat pump sales ≤65,000Btu
Key Market Actors	<ul style="list-style-type: none"> <li>• National and other extra-regional efficiency partners</li> <li>• HVAC manufacturers</li> <li>• HVAC distributors</li> </ul>
Implementation Contractors	<ul style="list-style-type: none"> <li>• TRC Engineers, Inc.</li> </ul>
Program Partners	<ul style="list-style-type: none"> <li>• AHRI, BC Hydro, CEE, CSA, DOE, EnergyStar, EPA, Lincoln Electric System, Mass Save, MEEA, MN CEE, NEEP, NRCAN, NYSEDA, ORNL, PG&amp;E, PNNL, Purdue University, Southern California Edison, UL, Xcel Energy</li> </ul>

## KEY 2024 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 57-60)

In 2024, the program team is continuing its focus on improving standards and ratings, working with manufacturers to build in product improvements to increase installed efficiency, and reduce reliance on contractor practice. The program team is continuing validation work on identified improvements and building national alignment around identification, differentiation, and wider adoption of these advanced heat pumps.

### GOAL 1) Increased national partner alignment on advanced heat pumps strategy

**Target: Program and policy thought leaders participation from NW, East, Midwest, California, Canada, and national partners (Participation could include: Active participation in Advanced Heat Pump Coalition, clear alignment with NEEA for public rulemakings, RTF measure updates, CEE Tier changes, research co-investment)**

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>Throughout the summer and fall, NEEA built support with members of the Consortium for Energy Efficiency (CEE) board in favor of updating the tax credit criteria to remove the north/south geographic definitions, as recommended by NEEA, and to refine the criteria to offer optional cold climate or hot climate specification paths. The board adopted the new criteria in October (see more information in Goal 3 below)</li> <li>NEEA led a 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.</li> <li>At the American Council for an Energy-Efficient Economy (ACEEE) Summer Study in August, 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.</li> <li>In September, NEEA hosted the virtual 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.</li> <li>NEEA and Northeast Energy Efficiency Partnerships (NEEP) have partnered to influence the Air-Conditioning, Heating, and Refrigeration Institute (AHRI) to expand AHRI directory datasets to include more heat pump performance metrics including heating and cooling performance at low load conditions.</li> </ul>	<ul style="list-style-type: none"> <li>NEEA will continue to collaborate with utilities, efficiency partners and the Regional Technical Forum to align on regional priorities to create residential heat pump measures for cold climate heat pumps and for load flexibility.</li> <li>NEEA is convening a technical group to align on connected commissioning criteria. The group includes manufacturers, Air Conditioning Contractors of American (ACCA), New York State Energy Research and Development Authority (NYSERDA), Pacific Northwest National Laboratory (PNNL), U.S. Department of Energy, National Renewable Energy Laboratory (NREL), Oak Ridge National Laboratory (ORNL) to define what a sufficient connected commissioning system should include and what a commissioning report should provide.</li> <li>NEEA and Northeast Energy Efficiency Partnerships (NEEP) will continue to engage AHRI on publishing certified heat performance data currently voluntarily reported on the NEEP cold climate air source heat pump list.</li> </ul>	<ul style="list-style-type: none"> <li>❖ <a href="#">Join</a> an Advanced Heat Pump Coalition working group to participate in conversations with national partners and utility programs.</li> </ul>

**GOAL 2) Advanced validation of prioritized improvements**  
**Target: Validate energy savings and cost for LLE and CCC**

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>NEEA's Low Load Efficiency laboratory research study has concluded. Six units were tested in UL labs over the summer. Load based testing was completed on 3 ductless and 3 ducted systems.</li> <li>NEEA conducted an analysis of the BPA High Performance High Capacity Heat Pump Field study data to look for evidence of low load efficiency.</li> <li>(Results on these two research efforts will be shared in summary LLE report in 2025.)</li> </ul>	<ul style="list-style-type: none"> <li>NEEA will host a teardown workshop by Munro Associates Dec 10<sup>th</sup> on three variable speed heat pumps of varying low load efficiencies. The purpose of this workshop is to inform and understand how variable speed heat pumps are built, and what, if any, components are used to enhance low-load efficiency.</li> <li>NEEA will launch the base-case heat pump performance research in Q1 2025.</li> <li>Low load efficiency analysis of the rating representativeness field data by University of Nebraska, Lincoln.</li> </ul>	<ul style="list-style-type: none"> <li>❖ If you are interested in participating in the connected commissioning technical or program discussions, contact Program Manager <a href="#">Suzi Asmus</a>.</li> </ul>

**GOAL 3) NEEA improvements begin being adopted into federal test procedure and other national standards and specifications.**  
**Target: US Department of Energy publishes new test procedure that includes elements of the load-based and climate-specific testing and rating procedure**

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>In October, the Consortium for Energy Efficiency (CEE) board voted in favor of updating the tax credit criteria, effective January 1, 2025. NEEA successfully achieved the replacement of the north/south geographic-tied distinctions with a cooling-focused and heating-focused paths, eliminated 17/47 rating, eliminated ducted vs ducted distinction, required increasing cold climate performance and demand flexibility (AHRI 1380) starting in 2026.</li> <li>NEEA provided comments to U.S. Environmental Protection Agency on the update of the ENERGY STAR v6.2 and ENERGY STAR Most Efficient 2025 heat pump criteria to align with CEE (see above).</li> <li>Canadian Standards Association began work on C700 national load-based test standard for air source heat pumps based on the work NEEA supported over the past 7 years.</li> </ul>	<ul style="list-style-type: none"> <li>The U.S Department of Energy is expected to issue a Notice of Proposed Rulemaking for federal minimum efficiency standards. NEEA will submit a comment letter and coordinate with other advocates and manufacturers.</li> <li>AHRI will be updating and developing certification process for standard 1380 (demand response for variable speed heat pumps).</li> <li>NEEA is participating in the U.S. Department of Energy development of concepts for supporting connected commissioning research and certification.</li> <li>NEEA will continue to support RTF in updating and creating new heat pump measures.</li> </ul>	<ul style="list-style-type: none"> <li>❖ NEEA is coordinating regional conversation on November 26 to propose a measure to the RTF for cold climate heat pumps. Contact Product Manager <a href="#">Christopher Dymond</a> to participate.</li> </ul>





## PCC Q4 2024 HEAT PUMP WATER HEATERS (HPWH) ACTIVITY REPORT

### KEY UPDATES:

- **PROGRAM:** Launched Hot Water Innovation Prize to support manufacturers in developing an innovative split system HPWHs and bring the technology to market to support installation not currently accommodated by integrated HPWHs.  
[HotWaterSolutionsNW.org](https://HotWaterSolutionsNW.org) | [Hot Water Innovation Prize](#).
- **MARKET RESEARCH:** Complete data collection for quantitative research installer callback research to inform qualitative research as part of MPER #8, which will kick off in Q1 of 2025.
- **TECHNOLOGY RESEARCH:** Several new products are coming to market and have submitted product assessment data sheets for inclusion on the Advanced Water Heater Specification (AWHS) QPL. These products include both unitary and split systems.

### RESOURCES FOR UTILITIES:

- [Advanced Water Heater Specification](#)
- [Qualified Products List](#)
- [Training](#) Tools
- [Sales and Marketing](#) materials
- [Federal Standard Final Rule Information Sheet –Utility Version](#)

Program Overview	
Program Manager	Emily Rosenbloom
Product Group	Water Heating
MT Goal	Influence adoption of a federal standard Final Rule requiring HPWHs for all electric storage tanks 40 gallons or larger by 2025, ensuring HPWH is the dominant technology for electric water heating for tanks 40 gallons or greater.
Program Status	<ul style="list-style-type: none"> <li>• Market Development (2014-current)</li> <li>• <a href="#">Market Progress Evaluation Report #7</a></li> </ul>
Product Description	Storage electric water heaters utilizing heat pump technology
Sector(s) Target Market(s)	Residential
Key Market Actors	<ul style="list-style-type: none"> <li>• Manufacturers of water heaters</li> <li>• Distributors</li> <li>• Retailers</li> <li>• Contractors</li> <li>• Installers</li> <li>• Homeowners</li> <li>• Electric Utilities</li> </ul>
Implementation Contractors	<ul style="list-style-type: none"> <li>• Evergreen Energy Partners</li> <li>• C+C</li> <li>• Energy350</li> <li>• Summit Conservation Services</li> <li>• Larson Energy Research</li> </ul>

## GOAL 1) Increase installer experience and confidence with installing HPWHs in retrofit and emergency installations.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>Through mid- November, the Program delivered 17 technical in-person HPWH trainings to over 200 individuals targeting both replacement and new construction audiences. The trainings covered installers in Montana, Oregon, and Washington. Many of the trainings were delivered in collaboration with local utilities and others were delivered at contractors' offices/shops and followed a more casual "shop talk" format.</li> <li>Over the summer, the program expanded its training efforts to include plumbing and HVAC students still in school. Hot Water Solutions delivered two trainings on HPWHs at technical schools (Perry Tech and NW HVAC/R) for students. A total of 80 individuals participated.</li> <li>Key Installer recruitment increased during Q3 with nine installation companies now engaged with the program representing all four states. Four of the companies have utilized the stocking fund benefit by purchasing a total of 18 HPWHs at a subsidized cost to bring on to their trucks and warehouses to have on hand support to support emergency replacement sales opportunities. Two of the companies have additionally participated in the fully paid for installation and have used them as a hands-on training opportunity for their installers</li> </ul>	<ul style="list-style-type: none"> <li>The Program aims to recruit 20 companies across the four-state region by the end of Q4. Recruitment is in part being conducted in collaboration with regional distributors and through outreach efforts led by Evergreen Energy Partners on behalf of Hot Water Solutions.</li> <li>The installer side of the Hot Water Solutions website is planned to launch early December with improved customer experiences and updated training resources.</li> </ul>	<ul style="list-style-type: none"> <li>Continue to coordinate with utilities to support regional trainings promoting HPWH technology, installation best practices and local programs.</li> </ul>

## GOAL 2) Prepare for DOE's new consumer water heater standard final rule and continue efforts to reduce barriers to market acceptance of the new standard.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>NEEA staff and industry experts hosted a well-attended webinar for NEEA funders detailing the final rule for the water heater standard, sharing its benefits and impact on the Northwest, and providing a forum for questions. Forty stakeholders from around the region participated.</li> <li>Hot Water Solutions completed info sheets for target market actors (installers and distributor) to explain the final rule, the benefits to their business/line of work, and the impact to the Northwest. The info sheets have been distributed at training events and through Hot Water Solution's monthly newsletter.</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of the "Level Up" campaign's performance to understand impact and opportunities for optimization with future campaigns.</li> <li>Begin outlining national engagement matrix and identify potential organizations to expand key partnerships that increase consistent adoption of heat pump water heaters nationally.</li> </ul>	<ul style="list-style-type: none"> <li>Participate in Advanced Water Heater Initiative and provide leadership to steering committees reduce barriers to market acceptance of the new standard</li> </ul>



- The "Level Up" consumer consideration campaign launched in August and will run through October. Targeting consumers across the four-state region, the campaign aims to increase awareness of Heat Pump Water Heaters as a technology and improve understanding of their value propositions for consumers in the Northwest.
- To support the "Level Up" campaign, Hot Water Solutions, relaunched its consumer-facing website and landing page for the Level Up. The updated site provides an enhanced user experience, allowing visitors to learn about Heat Pump Water Heater technology, access technical guides, explore regional rebate information, and find an installer or retailer for purchasing a water heater.

### GOAL 3) Improve product suitability for challenging installations and customer acceptance.

#### Recent Progress

- Finalized specification AWHs v8.1 based on industry feedback. Final version was posted and become active in July.
- In early 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. The first phase of the contest, manufacturer qualifications, began in mid-September and will close mid-November.
- NEEA contracted with Lieberman Research to conduct research to better understand installer perception related to customer call backs regarding their HPWHs. The key objectives are to; understand if they receive callbacks, the frequency of callbacks, and the nature of the issues at hand, understand how installers resolve the problems and identify the types of training support installers may need to minimize these situations in the future.

#### What's Ahead

- Review manufacturer submissions to the first phase of the Hot Water Innovation Prize that notify manufacture of qualification to participate in phase 2, project plan.
- Finalize judging panel for contest and begin recruit co-sponsors to submit prizes for winning manufacturer.
- Complete data collection for installer call back research and use qualitative finding to inform quantitative data collection as part of MPER #8. Research finding will be included in MPER #8 report in Q4 2025.

#### Coordination & Leveraging Opportunities

- Let Emily Rosenbloom [ERosenbloom@neea.org](mailto:ERosenbloom@neea.org) know if you are interested in learning more about how you can support this work as a co-sponsor.

## Position in NEEA's (Program) Initiative Lifecycle



## PCC Q4 2024 RETAIL PRODUCT PORTFOLIO (RPP) ACTIVITY REPORT

### NEEA IDENTIFIED COORDINATION OPPORTUNITIES SUMMARY (SEE PAGE 4 FOR DETAIL):

- Utilities may offer incentives on RPP products and also have the opportunity to drive awareness through in-store signage.

### KEY UPDATES:

- PROGRAM:** NEEA launched a TV marketing campaign on Best Buy's website and social media platform featuring ENERGY STAR televisions. The social media campaign runs during the holiday shopping season and the website campaign runs through May 2025. NEEA is working on adding TV's to the ESRPP portfolio for 2025.
- EVALUATION RESEARCH:** The ESRP retailer survey results are complete and will be published in Q1 2026. Retailers expressed positive experiences with the program design and staff interactions.
- EMERGING TECH:** The new All-in-One combo washer/dryer units are being incented as of Q2.
- CODES AND STANDARDS:** NEEA commented on ENERGY STAR'S Most Efficient specifications advocating for an alternate test procedure for advanced inverter compressors in refrigerators. This year-to-date DOE has issued final rules on Refrigerators/Freezers, Clothes Washers, Clothes Dryers, Dishwashers, Misc. Refrigeration and Cooktops in line with the American Home Appliance Manufacturers' recommendations that were negotiated last year with NEEA's and other efficiency advocates' input.

### RESOURCES FOR UTILITIES (available by request):

- RPP 101 slide deck; overview of ESRPP strategies
- Retail sales data by territory for products in the portfolio.

Program Overview	
Program Manager	Anne Brink
Product Group	Consumer Products
MT Goal	Manufacturers respond to market changes and build energy efficiency into product design, creating permanent change to their processes.
Program Status	<ul style="list-style-type: none"> <li>Market Development (September 2019)</li> <li><a href="#">RPP Market Progress Evaluation Report 2</a> complete</li> </ul>
Product Description	RPP offers midstream incentives on a portfolio of consumer products to influence retailer decisions and buying/assortment practices, as well as manufacturer production practices aimed at increasing the energy efficiency, availability, and consumer adoption of products sold via the retail channel. Data received from retailers in exchange for incentive funds leads to the development of individual market transformation strategies for each product category, as well as activities to improve the effectiveness of the initiative theory of market transformation.
Sector(s)	Residential
Target Market(s)	Residential, Mass Markets
Key Market Actors	<ul style="list-style-type: none"> <li>National retailers</li> </ul>
Data and Channel Support Contractors	<ul style="list-style-type: none"> <li>ICF</li> <li>Energy Solutions</li> <li>Navitas Partners</li> </ul>
Program Partners	<ul style="list-style-type: none"> <li>EPA ENERGY STAR® Program</li> <li>Other utilities and efficiency organizations</li> </ul>

**KEY 2024 OPERATIONS PLAN ACTIVITIES** – click [here](#) for link to current Operations Plan (p 74-78)

The Retail Products Portfolio (RPP) Program is a midstream retail program that partners with utility organizations and large retailers around the country to offer incentives for a portfolio of consumer products. In exchange for these incentives, participating retailers provide full-category sales data for each product in the portfolio, which NEEA and partners use to support stricter ENERGY STAR specifications and federal standards.

GOAL 1) Effectively implement product-specific strategies		
<p><b>Recent Progress</b></p> <ul style="list-style-type: none"> <li>The team submitted a letter on the air cleaner test procedure.</li> <li>The team began research to develop a test procedure for All in Ones.</li> <li>NEEA continued to test heat-pump dryer models.</li> <li>NEEA began working on research to inform a new test procedure on dryers.</li> <li>The team commented on the EPA's Most Efficient specifications for 2025.</li> </ul>	<p><b>What's Ahead</b></p> <ul style="list-style-type: none"> <li>Continued research on a new dryer test procedure.</li> <li>Continue effective coordination with NEEA Codes &amp; Standards team.</li> <li>Coordinating DOE comment letter on small load size laundry standards.</li> <li>Commenting AHAM proposal for additional textile usage for DOE laundry test procedures.</li> </ul>	<p><b>Coordination &amp; Leveraging Opportunities</b></p> <ul style="list-style-type: none"> <li>NEEA has not identified any opportunities at this time.</li> </ul>
GOAL 2) Explore alternative opportunities to promote efficient TV's.		
<p><b>Recent Progress</b></p> <ul style="list-style-type: none"> <li>The team has launched a website and social media ad campaign for ENERGY STAR televisions with a major retailer. The team is also working to incorporate televisions into the ESRPP program in 2025.</li> </ul>	<p><b>What's Ahead</b></p> <ul style="list-style-type: none"> <li>Recruiting a third retail partner that sells televisions.</li> </ul>	<p><b>Coordination &amp; Leveraging Opportunities</b></p> <ul style="list-style-type: none"> <li>NEEA has not identified any opportunities at this time.</li> </ul>
GOAL 3) Grow and strengthen ESRPP program through targeted recruitment and retention activities		

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> <li>The team presented ESRPP from a market transformation perspective at the ENERGY STAR partners meeting in October.</li> <li>The program team had conversations with Georgia Power regarding joining the program.</li> </ul>	No further recruitment activities in 2024.	<ul style="list-style-type: none"> <li>NEEA has not identified any opportunities at this time.</li> </ul>

