

# Regional Training: Planning FAQs for our regional partners

Industrial training is critical to building and sustaining market knowledge and capability in the Northwest. Through training, your customers understand the value of energy management and optimizing industrial system performance. As a result, they're better able to understand the business case for energy efficiency and better able to maximize the impact of utility and energy organization programs.

NEEA is proud to work on your behalf to coordinate Regional Industrial Training for your customers. We've compiled some frequently asked questions regarding Industrial training in the Northwest:

## 1) How does NEEA identify new courses?

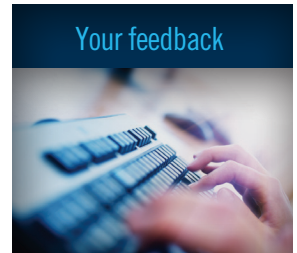
- We ask you about the needs in your service territory, the programs you're offering, and the projects your customers are most focused on.
- We ask you which trainings you find most beneficial.

## 2) How does NEEA assess regional needs?

- We look at historical data—accumulated since 2005—and review the trainings that have been offered, where they've been offered, and how they've been attended.
- We review other Industrial training offerings provided in the region.
- We review feedback provided by your customers through training evaluations conducted after each training.

## 3) How does NEEA develop the annual Industrial training plan?

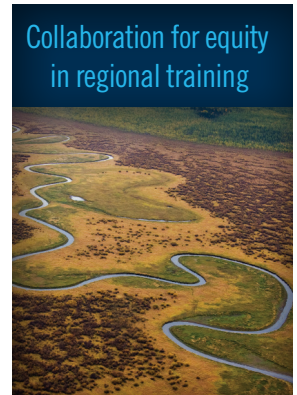
- We analyze information collected in 1) and 2), above.
- We look at available resources and determine the number of trainings we can offer.
- We look at trainings scheduled by other organizations in the region.
- We develop a plan that distributes training across 9 regional zones (see map) to ensure the broadest coverage possible.



Your feedback



Your customer's needs


Collaboration for equity  
in regional training

## 2015-2016 Goals

### Goal 1

Fill the energy efficiency pipeline with new products, services, practices and approaches.

### Goal 2

Create market conditions that will accelerate and sustain the market adoption of emerging energy efficiency products, services and practices.

### Key Strategy:

Work with influential companies in targeted markets to test and demonstrate the value/business case for energy efficient business practices.

### Industrial Training:

Provide best practices and new technology information (motors, pumps, refrigeration, etc.) to help attendees start reducing energy use and operating costs as well as make informed capital changes.





# Regional Industrial Training Zones

9 zones for broad coverage

- Zones reflect concentrations of industrial customers
- Zones ensure equitable distribution of resources
- Zones comprise multiple service territories in the following geographic locations:
 

1. Western Washington	5. Southern Oregon
2. Central Washington	6. Southeast Washington/Northeast Oregon
3. Eastern Washington/Northwest Idaho	7. Central/Southwest Idaho
4. Southwest Washington/ Northwest Oregon	8. Southeast Idaho
	9. Montana

Please don't hesitate to contact us with your questions:

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The Northwest Energy Efficiency Alliance (NEEA) is an alliance of more than 140 utilities and energy efficiency organizations working on behalf of more than 13 million energy consumers. NEEA is dedicated to accelerating both electric and gas energy efficiency, leveraging its regional partnerships to advance the adoption of energy-efficient products, services and practices. Since 1997, NEEA and its partners have saved enough energy to power more than 700,000 homes each year. As the second-largest resource in the Northwest, energy efficiency can offset most of our new demand for energy, saving money and keeping the Northwest a healthy and vibrant place to live. [www.neea.org](http://www.neea.org)