



# Regional Portfolio Advisory Committee

## Q1 2025 Meeting Notes

Tuesday, February 11, 2025

9:00am – 12:00pm PST

Virtual

### Meeting Attendees

#### Committee Members:

Spencer Moersfelder, Energy Trust

Bryan Russo, Tacoma Power

Lori Moen, Seattle City Light

Clay Monroe, Pacific Power

Billie McWinn, Idaho Power

Philip Kelsven, Bonneville Power Administration

Jeff Feinberg, Snohomish Public Utility District

Jim White, Chelan Public Utility District

Bill Hibbs, Clark Public Utility District

Dan Adams, Avista

Whitney Jurenic, Northwestern Energy

Jeff Tripp, Puget Sound Energy

Jake Wise (PGE)

Absent Committee Members: Kevin Smit (NWPCC)

NEEA Staff: Alisyn Maggiora, Brandon Lindquist, Steve Seminario, Emily Moore, Peter Christeleit, Emily Rosenbloom, Stephanie Quinn, Becky Walker

### Resources

- Agenda Packet: <https://neea.org/committee-documents/q1-2025-rpac-agenda-packet>
- Slide Deck: <https://neea.org/committee-documents/q1-2025-rpac-agenda-packet>

### Welcome, Introductions & Agenda Review

### Housekeeping and Looking Ahead

- Take the NEEA Reports Audit/Feedback Survey [here](#). Take survey by February 21. May lead to streamlining materials and/or communication channels.
- Efficiency Exchange 2025 is open for early bird registration until April 25: <https://neea.org/get-involved/efx>. Conference is in Portland, Oregon from May 20 to May 21.
- RPAC Final 2025 Meeting Dates
  - February 11
  - May 22 (Hybrid / in-person option)
  - August 20
  - November 3

## Portfolio Update

Emily Moore ([emoore@neea.org](mailto:emoore@neea.org)), Director of Market Strategy and Execution at NEEA went over the highlights from 2024 from the NEEA Electric portfolio. Highlights include an increase in Heat Pump Water Heater for existing water heater replacements, ENERGY STAR Retail Products Platform market share exceeding 30%, addition of two new pump manufacturer's rep firms to the NEEA XMP – Pumps program, NEEA ad influence on national specifications for residential heat pumps, and successful transition of Northwest-originated Strategic Energy Management assets to market partners. Emily then transitioned to looking at 2025. Per the 2025 Operations Plan, key 2025 goals and focus areas include increasing regional adoption of heat pump water heaters and focusing on barriers to market acceptance of the future standard, expediting programs to accelerate market change, prioritizing opportunities that contribute to peak load reduction and decarbonization, as well as advancing strategic account management practices to increase scale and build extra-regional alignment. Emily also walked the group through potential program advancements in 2025. There are no new programs planned for the Electric portfolio in 2025, but gas high-efficiency DOAS may be added to the High-Performance HVAC electric program (which would make it a dual-fuel funded program).

### Discussion

**Spencer Moersfelder:** Do manufacturers have perspective on how much work there is to do on replacing baseboards? Would like to get them involved in accomplishing those goals.

**Emily Moore (NEEA):** That is an interesting challenge in the heat pump space right now. Suggest we connect you with Suzi Asmus and Christopher Dymond to discuss their work with manufacturers.

**James White:** What are “strategic account management practices?”

**Emily Moore (NEEA):** Identifying relationships that are key to our market transformation success and making sure we have a clear and robust engagement strategy through one or more product categories with the same manufacturer.

**ACTION ITEMS:** Alisyn to connect Spencer with Suzi Asmus and Christopher Dymond to discuss their work with heat pump manufacturers, including baseboard displacement.

## ENERGY STAR TVs Market Transformation Highlight

Steve Seminario ([sseminario@neea.org](mailto:sseminario@neea.org)), Market Transformation Manager, presented to the Advisory Committee, on ENERGY STAR televisions (TVs) and NEEA's Market Transformation efforts. NEEA started in the TV sphere about 18 years ago. In the first four to five years, various ENERGY STAR versions came out and the average energy use of TVs dropped 67%. NEEA at the time was experimenting with mid-stream incentives to retailers and that eventually morphed into what is now the NEEA ENERGY STAR Retail Products Portfolio (ESRPP) program. In 2018, NEEA shifted focus to a new test procedure. Television innovation was in pursuit of customer benefits; things like picture quality, streaming content delivery, smart wake, slimness, and high dynamic range have an energy use implication. In 2020, the average daily television was on standby mode for 18.2 hours per day at 14 watts. That 14 watts has now been reduced to a half watt per day due to manufacturers taking a look at their televisions smart wake systems and attempting to reduce the energy consumption. The test procedure that NEEA has focused on for the past six years culminated in ANSI/CTA 2037-D, which was adopted by the Department of Energy, the Environmental Protection Agency (EPA) for ENERGY STAR v9.1, the California Energy Commission, and the North America Manufacturers' Voluntary Agreement. It is in the process of being adopted by the International Electrotechnical Commission and is being discussed with the China National Institute of

Standardization. ENERGY STAR v9.1 has set a solid bar. However, market barriers still remain: low-awareness among consumers that energy use of TVs matter; low adoption of ENERGY STAR v9.1 by manufacturers. To confront these interventions, NEEA's interventions are focused on bringing mid-stream incentives back to ENERGY STAR TVs and proving that energy efficiency can be a factor in consumer purchases. Best Buy digital properties and social media have been running ads for ENERGY STAR v9.1 TVs with promising results to date. There is an opportunity here to leverage this success with key stakeholders. NEEA is messaging these results with TV manufacturers, those who do have ENERGY STAR models and those who do not, ESRPP sponsors looking for TV energy savings, and the EPA as they market the ENERGY STAR brand.

## Discussion

**Spencer Moersfelder:** Are cable boxes something that NEEA is looking at?

**Steve Seminario (NEEA):** There are a different set of standards on cable box devices. Ultimately, ENERGY STAR dropped this specification in 2023, noting the relevance and usage of these devices has drastically declined due to streaming and other alternatives for accessing content.

## RPAC Round Robin

RPAC members shared the latest news and key programmatic updates for their respective organizations; focus topics include big changes (programs/personnel); big changes in programs/personnel, current challenges/lessons learned, and more.

- **Spencer Moersfelder (Energy Trust):** Working on multiyear plan. Have historically worked on an annual budget process that looks at a second year but now looking at a five-year period consistent with savings and expenditures and working to quantify what we can achieve and what it will cost. This should reduce amount of effort put into the budget process and also manage expectations about Energy Trust revenue need with utilities in the midst of rate increases in the state. This is creating a situation where programs and the org are taking a step back on what we can achieve and thinking more aggressively about market positions and reach customers that have been harder to reach historically. This is coupled with an ongoing conversation with the OPUC on cost-effectiveness. Going forward, the entire portfolio just needs to be cost-effective, not programs. Individual measures must be cost-effective still.
  - **Jeff Feinberg (Snohomish PUD):** Snohomish PUD does portfolio-level cost-effectiveness.
  - **Bryan Russo (Tacoma Power):** Tacoma Power also does portfolio-level cost-effectiveness.
- **Bryan Russo (Tacoma Power):** Halfway through CPA for the next biennium. No results yet; current focus is reviewing measure assumptions. On a related note, Tacoma Power did an electrification forecast a couple of years ago and are currently revisiting the EV load growth as the study found the overwhelming bulk of electrification would be EV in nature. Sufficient load growth may impact our conservation avoided cost. However, recent policy changes concerning support of EVs may impact our load forecast. Have a new plan in place to incrementally add to our conservation loan fund. Just got the first influx of new funds and have begun to reevaluate loan offering parameters. Will bump home energy report program participant count after seeing some attrition. Staffing update: Residential program manager, Hollis Tamura, retired and Lonnie Junderson will fill her position; Jeremy Stewart left to work at Grant County PUD in their rates group.
- **Lori Moen (Seattle City Light):** Looking for portfolio segment lead in business energy efficiency enabling segment. Just lost the program manager who stood up the multifamily and fleet charging programs. Having a challenge when it comes to decide what type of funding to use for demand response and

renewables. O&M has become a capital expense. Renewable energy has been O&M. Starting to get into demand response and flexible loads. There is internal debate if that is a capital expense or an operational expense. Last quarter was work planning, people planning, and budget and expense planning.

- **Clay Monroe (Pacific Power):** Expanding demand response portfolio heavily. Battery-based programs are approved in Washington and on the docket in Oregon.
- **Billie McWinn (Idaho Power):** Have a robust demand response program. We do have a residential switch program but have not been able to keep up with attrition with that program – incentives no longer enough to motivate participants to join. This year getting ready to file, plan to expand it to add a bring your own thermostat option to our Switch program; will be watching to see what sort of erosion might happen. Want to increase participation for residential program. On the residential side, regulators have a strong interest in pursuing a deemed savings model. Were able to have successful filing in Oregon and Idaho for low-income weatherization programs. In Oregon and Idaho, introduced a re-weatherization option for CAP agencies for non-traditional homes that have been treated in the last fourteen years. For commercial and industrial, exploring midstream opportunity for retrofit programs for customers who are hard to reach, as well as exploring whole building approach for multifamily new construction.
- **Philip Kelsven (BPA):** Dealing with uncertainty as a federal agency. In April is when we announce changes to the next rate period which starts in October of this year. A lot of work looking at incentive levels and making sure they are meaningful. Want to develop new offerings in residential HVAC and some other areas. Working with utilities to ensure that they can spend their dollars in the most meaningful ways.
- **Jeff Feinberg (Snohomish PUD):** AS a part of the Climate Commitment Act, have stood up home electrification appliance rebate. Allowed to offer rebates for low and moderate-income households or energy efficient appliances. There were guardrails on what appliances could be eligible but had latitude on how we wanted to run program. Setup the program to serve as many households as possible and went with ENERGY STAR washers, heat pump dryers, induction cooking, and heat pump water heaters. For induction and laundry, worked with retailers who agreed to carry certain inventory. For heat pump water heaters, we asked who would want to be on a shortlist to be a contractor on this program, those contractors agreed on a set price. Every two weeks we have a roundtable with these four contractors, and they are now comfortable doing heat pump water heaters. There are a lot of customers that still don't know where their water heater is, but we've seen these four contractors get more creative for installations and making it work if they're not in a convenient location. Want to move this program into our downstream program and do a variation on it where there would most likely be tiered incentives. Launched a data center telecom program at the end of 2024. We are working with those entities to make them as energy efficient as possible. Launched a program late last fall and have two substantial projects queued up for 2025.
- **Jim White (Chelan PUD):** Manager for Energy Efficiency group, Andrew Grassell, left for Grant PUD; Josh Mitchell will replace him. Still doing the Energy Champions high school students program.. They get paid \$20 an hour to work part time during the school year to get load profile data and measure and verify savings. This can help our customers hit targets they've not quite met yet through operation and maintenance improvements. Hoping to expand to 25 or 30 students this year. Can look at energy used every 15 minutes and investigate strange usage hours. Can create 3d load profile for customers. Potential here is to reduce commercial customer energy use by 25%. Want to help customers meet

Clean Buildings standard at no cost. Initiating a Dark Sky initiative. Improved controls for exterior lighting can be a security enhancement, as well as an energy saver. NEEA staff recommended Jim consider covering this topic at Product Council.

- **Bill Hibbs (Clark PUD):** Have been working on midstream lighting in the commercial sector. Have found that customers are buying lamps 50 or 100 at a time. Want to provide incentives for distributors and have two on board, working with four more to get them on board. Energy design assistance program has been kicked off. Finishing program development and should be reaching out to customers soon. Retrocommissioning program is designed to be a bolt on to SEM. Have been talking with BPA about a retrocommissioning calculator. There is more if folks are interested. Did a commercial lighting promotion in Q4 and it was an indicator that late adopters for LED need more cash to get projects moving.
- **Dan Adams (Avista):** Working on dual fuel pilot. Making progress on an direct installation program, trying to focus that on equity and named communities. Home Energy Reports are moving forward. Goals are looking good. Got a new CEO, effective January 1. Heather Rosenstrater, who was President, is now CEO. I'll be transitioning out and into a new role in distribution, there will be a new leader for the engineering department coming.
- **Kevin Smit (NW Power & Conservation Council):** (absent, updates sent via email) At the Council meeting today we are officially kicking off and announcing the development of the 9<sup>th</sup> Regional Power Plan, with the goal to be completed by the end of 2026 (next year). Much of the EE and DR measure and supply curve development will be completed by June of this year (2025), and we have begun releasing EE measure workbooks for review.

## Heat Pump Water Heater (HPWH) Marketing Campaign Results

Emily Rosenbloom ([erosenbloom@neea.org](mailto:erosenbloom@neea.org)), Senior Program Manager, discussed the results of the 2024 Heat Pump Water Heater marketing campaign in 2024 and what is next for 2025. She filled in for Britt Cutsforth Dawkins ([bdawkins@neea.org](mailto:bdawkins@neea.org)), Manager of Program Marketing Strategy. The key takeaways from the 2024 campaign were that there continues to be good results across the Northwest through Facebook, Instagram and display ads; optimized ad messaging and landing page may drive deeper awareness and consideration; and that NEEA should expand marketing tactics to reach all audiences. The 2025 campaign will run from August through October 2025 through digital and social media channels with an estimated media spend of \$190,000. The ads will drive traffic to the [hotwatersolutionsnw.org](https://hotwatersolutionsnw.org) landing page, and that landing page will drive traffic to find an installer, check for utility rebates, or locate a retailer. No discussion followed.

## Meeting Wrap Up

- Public comment - None
- Meeting feedback – None
- **Action Items**
  - Alisyn to connect Spencer with Suzi Asmus and Christopher Dymond to discuss their work with heat pump manufacturers, including baseboard displacement.
- Next meeting
  - Q2 Meeting Thursday May 22 (adjacent to Efficiency Exchange and hybrid)