



Q2 Commerical and Industrial Coordinating Committee (CICC)

May 13, 2025

12:30 – 4:00 p.m.

Virtual Meeting at NEEA Offices

Meeting Attendees

Committee Members: Michael Wallace [Clark PUD], Andy Paul [Avista], John Petosa [Snohomish PUD (SNOPUD)], Walker Dodson [Seattle City Light (SCL)], Sinh Tran [Snohomish PUD (SNOPUD)], Julie Banerjee [Tacoma Power], Joe Hull [Eugene Water and Electric Board (EWEB)], Shelley Martin [Idaho Power], Oliver Kesting [Energy Trust of Oregon], Andrew Pultorak [Puget Sound Energy (PSE)], Nancy Goddard [Pacific Corp (PAC)], Sheree Willhite [Idaho Power], Eric Mullendore [Bonneville Power Association (BPA)]

NEEA Staff: Anouksha Gardner, Alisyn Maggiora, Alexa Hujik, Stephanie Quinn, Katherine Gifford, Dave Hammond, Gloriana York, Jesse Nienow-Macke, Alexis Muench, Warren Fish, Britt Cutsforth-Dawkins

Guest Presenter: Kate Bushman, Kate Bushman Advising

Resources

- Agenda Packet: [Q2 2025 CICC Agenda Packet - Northwest Energy Efficiency Alliance \(NEEA\)](#)
- Slide Deck: [Q2 2025 CICC Meeting Slides - Northwest Energy Efficiency Alliance \(NEEA\)](#)
- Recording: Q2 Meeting was not recorded

Welcome and Packet Review

- Meeting Packet Highlights
- Collective Role – Working Together – Please come prepared to participate!
- Agenda Overview – Regional Roundtable, Regional Topic: LLC, Q2 Topic Check In, Housekeeping
- Packet Review Reminder – Tier 1: Agenda Items, Tier 2: Memos and Program Activity Reports, Tier 3: Additional Resources and Reference Material

Introductions and Regional Roundtable

Name | Organization | Program Updates Since Q1 Meeting | Icebreaker

Notes by Alexa Hujik

Andrew Pultorak – Puget Sound Energy (PSE)

- We are in our second year of biennium and both electric and gas targets are looking good. We have started planning for the next biennium 2026-27. We expect no major changes to existing programs, but there will be more updates on any new incentives or program changes in our Q4 meeting.
- ☞ House Bill 1185 – ban on mercury within lamps (different from OR) – first kick off meeting for a newly formed group, hosted by PSE, Puget Sound Area Utilities Roundtable (PSAUR) was 2 weeks ago. The group was formed to discuss impacts of HB-1185 that is expected to go into effect Jan 2029. Members include staff from PSE, SCL, Snohomish, and Tacoma Power utilities. Next meeting will be in the fall.

Julie Banerjee – Tacoma Power

- Launched new construction energy design assistance program May 1st. Spearheaded by Snohomish and PSE picked it up for multifamily. SCL, Clark and Tacoma are also leveraging it. We're also going to be offering 80 cents per kWh, which is a slight increase of our existing incentives for that.
 - o We're also presenting at Affordable Housing Week in King County if anyone else is going to be there.
- Assessing our Industrial SEM and Lighting program for changes in 2026 as well as 2026-2029 to make it easier for customers to get information! Especially in cannabis industry as it continues to flourish.
- We have a posting on our ETR&D team in Demand Response which is replacing Jeremy Stewart who moved to another company.
- Starting in 2026 we will be back in the office 3 days a week, which is a large shift from our current 2x a month schedule.
- CPA results are drafted and we will see more from them over the next few months. Will update in Q4.

Walker Dodson – Seattle City Light (SCL)

- Increased incentives to lighting, non-lighting and multifamily programs who are signing new contracts.
- Midstream lighting programs will have limited offers for summertime to try and stay ahead of the bans.
- Multifamily program is still in process of developing income qualified measures to be included in the portfolio. We're very excited about it, but it's taking a little longer than anticipated.

- Just got a bunch of new hires and interns so we are much closer to being fully staffed who will help us move more toward electrification and other initiatives we're working on.
- Q: Julie B – what kind of bonuses are you thinking about offering this summer for midstream lighting?
- A: We're just starting this conversation, so we're still developing the scope, parameters and budget for everything.

Eric Mullendore – BPA

- Ramping up for the next rate period in October.
- Published our change notices in April; some of which were directional instead of specific values.
- BPA launched our online lighting calculator.
- Any retrofit project will be treated as new construction.
- Currently understaffed; but still under a hiring freeze so there is no immediate resolution.
- Q: Shelley Martin – How is the incentive for lighting going to be structured? X% for code?
- A: We have a current new construction offer which has a minimum 20% above code as the target. Looking to soften that in the next rate period since we are going to have a lot of retrofit projects. So, it's a threshold, and if you meet that threshold there is cost savings. Previously it's been a 13 cent per kWh reimbursement, but for new construction moving forward we are looking at 25 cents per kWh.
 - o If other people could throw out what their minimum savings are either above code or percentage against code that would be helpful! Our 20% minimum was set some time ago. We also have a 25% minimum for retrofit. That's something I'm looking to soften as we enter into a LED to LED conversion and wanting to create some more space where we don't see the giant leaps and bounds you see from incandescent to fluorescent or fluorescent to LED.
- CHAT:
 - o Sheree W – Idaho Power NC is a minimum of 10% better than code to receive an incentive.
 - o Julie B – Same with Tacoma Power.
 - o Andrew P - PSE Commercial New Construction: lighting must be 5% more efficient than the current WSEC.
 - o Andrew P - Currently for lighting only projects we compare to the 2018 WSEC thru Dec 2025. Starting January 2026, it will flip to 2021 WSEC LPD baseline

Nancy Goddard – Pacific Power

- Holly Gallinger has retired, so we are working on filling her position. There is also a new team member handling our regulatory interface with the custom for our customer solutions group.
- 2024 annual report is out for Stakeholder Feedback. We are a little short of our plan, mainly in lighting. But we did see progress in the adoption of lighting and lighting controls like LLC.

- To bring us to target for 2025, we are bringing on a customer bonus incentive for lighting (10%) and some of our HVAC measures as long as they are completed by Nov 30, 2025.
- Financing offer to help close more projects in 2025, with an interest rate buydown through a third party. (Targeted toward lighting because they are most likely to complete)
- New geographic census tract based definitions for vulnerable populations that we will be incorporating as part of our Clean Energy implementation plan in 2026.

Joe Hull – Eugene Water and Electric Board (EWEB)

- Solar program funds are already depleted, so we are going to have to start turning people down which is a bummer.
- Our EV charging programs we have also had to suspend due to budget with the Oregon Clean Fuels Program with those credits, the value still being down. So, we used to have some rebates for commercial level twos as well as DC fast chargers. Those are both suspended now.
- April 1st, started a promo 25% for any lighting projects to help hit our goals for the end of the rate period. In 2023 before I was here, we had a lot of success with it. So this is kind of just the last push as we're coming to the end of the rate period to hit our goals. It goes well with the tied rebate going away.
- The demand side potential assessment initial findings were pretty exciting with regards to the numbers, but we are currently working through the results as it doesn't have cost effectiveness rolled into it yet.
- Talking about the transition to the Online Lighting Calculator through BPA.

Shelley Martin – Idaho Power

- Looking into what we are going to do with lighting starting in 2026 since 2025 is our grace period for the changes happening within the fluorescent ban.
- OR House Bill DOES address the lighting ban from mercury containing lamps which is why it's focused on CFLs and Fluorescent tubes. There might be specialty lamps that are exceptions to the current rule.
 - o OR currently has a house bill that has a high likelihood of passing that exempt school districts until 2030.

Mike Wallace – Clark PUD

- Running a promo since Oct 1st that has been going very well. We doubled the BPA deemed incentive while keeping the rules intact with caps at 50 cents per kWh and 70% of project costs. Winding it down in late July to make the switch to the Online Lighting Calculator. We're averaging about 26/27 cents per kWh saved, so it's still one of the most cost effective programs that we are running.

Oliver Kesting – Energy Trust of Oregon

- Lighting – incentives for replacing fluorescent lighting will be available through July 1st of 2025. Extending our current small business offer until December of 2026. Also updating all our incentives to reflect the house bill by the end of year. Also exploring LED to LED upgrades.
 - o Looking into the house bill for schools which should give them an extra 5 years to comply, in which we would still offer our incentives to them.
- Preparing for an existing building rebid in 2026 for a start date of 2027.
- Shifting to multiyear planning so we can have more flexibility as an organization.
- Natalie Hathaway (former NEEA) is new Asst. Director. The Commercial Sector has gone through a re-org, and we are doubling the size of our current team.
- Oliver has put his resignation in to focus on family and will be moving to part-time until the end of July.

Andy Paul – Avista Utilities

- Cannabis – in terms of savings is about 50-60% of what I do and it takes about 25% of my time as I focus on site specifics.
- Still have all direct install lighting directives through the end of year.
- Struggling with our contractor incentive program so seeing if we're going to continue that or not.
- Leadership Changes: New Engineering Manager, Ruben Arts and a new Account Exec Manager, Angela Coker.
- Mercury Ban – we won't be allowing retrofit for baseline, we will treat it all as new construction and moving forward with the 2021 code instead of the 2018 we were working with previously.

John Petosa – Snohomish PUD (SNOPUD)

- HEARS program – we've authorized and installed over 425 HPWH and serviced over 1000 homes between HPWH, Washer/Dryers, and Induction Ranges.
- Lighting – we are moving to the IEnergy platform and hoping to launch fully in Fall 2025.
- We are also testing Single Family Homes platforms and hoping to launch in July.

Sinh Tran – Snohomish PUD (SNOPUD)

- Launched the custom incentive program and rebate program 2 months ago
- By the end of year the custom program should be online as well.
- Midstream Programs no longer exist – last invoice was in March of 2025.
- Energy Design Assistance program for commercial/industrial has just been given to Sinh, so he has been busy learning that and their online IEnergy platform.

Sheree Willhite – Idaho Power

- Following codes in Idaho. Not a lot of movement, but we are hoping commercial code will move forward and go to legislation in 2026. If not, we will still be implementing changes in 2027.
- Exploring a new whole building program that we can hopefully roll into our existing programs this year.

Alexis Muench – NEEA, Efficient Fans

- Building momentum from Q1 partnerships, including our recent partnership with Greenheck which has been providing 2 years of detailed data.
- Collaborating with their reps to promote FEI in education and adopt special design specifics.
- We are also committed to collecting and working with our previous manufacturers as well as pursuing new manufacturers and reps to support our baseline.
- We've also completed the first phase of the FEI and energy index field methodology study, which basically was assessing feasibility of institute verification. And so hopefully this will help in reducing uncertainty and some energy saving measures that are utilizing FEI. That report is scheduled to be published in Q2, so fairly soon.

Warren Fish – NEEA, XMP Pumps

- Pumps program efforts, a lot of good progress recently. The most interesting thing for this group is the first market progress evaluation report (MPER). Before the program came out in Q1 and we got a pretty good result and are pleased with the findings as well as incorporating a few of the things we identified as improvement areas.
- Currently we have 10 participating manufacturing reps who are fully contracted. Q1 data just got summarized and it didn't look super strong for Smart Therm and Circulator adoption, but we are still optimistic for the next three quarters.
- Partnering close with the reps through activities like lunch and learns and BetterBricks to increase awareness.
- Case Study underway with Avista in Spokane. We are looking for more case studies, opportunities with existing projects/programs, and awareness building and using Better Bricks.

Dave Hammond – NEEA, High Performance HVAC

- We've been spending the first quarter of the year really focused on trying to gather as much information as we can from the market about where technology is heading.
- Planning in person events and trying to get people into the spaces where the HP HVAC system is found so we can talk to the folk about the improved quality of the space.
- If anyone is looking to know how we are engaging in the market, the design principles of VHE DOAS or HP HVAC, please pass along my information!

Stephanie Quinn – NEEA, Sr. Manager updating for LLLC because Anne Curran is out

- LLLC has recruited a new manufacturer to the program, Autani. They have been very active in our partnership and have already supposed the build of a new demo board which was launched at Light Fair this year.
- Focused on expanding reach in 2025 and working with people we haven't in the past. We have completed 13 activities with partners; 7 of which are featuring LLLC for the first time.

- New Case Study with Ryan Heron, Pacific Northwest Energy Group, which highlights LLC installation at Oakdale Heights Elementary School in Dallas, Oregon in April.
- Generally, the program is still working in partnership with Pacific Power, Idaho Power, Energy Trust on their LLC trainings to trade allies in Q1 and Q2 and just open invitation for others who are interested. If anyone is interested in collaborating on any educational activities like that, please reach out to Stephanie Quinn or Anne Curran to set something up!

Regional Priority Topic – How to Luminaire Level Lighting Controls Program leverages Champions

Presented by Katherine Gifford, NEEA and Kate Bushman, Kate Bushman Advising

Notes: Jesse Nienow-Macke

Katherine Gifford, Marketing Manager for NEEA's Luminaire Level Lighting Controls (LLC) Program, and Kate Bushman, Principal at Kate Bushman Advising, led the committee through a presentation on the importance of champions in the program's strategy and operational goals.

Kate Bushman started by giving background on why champions are so important to the LLC program. Katherine followed that up by sharing the program's definition of a champion - Leaders in their field who are having success with the technology, whose peers recognize them as someone who's experienced and has the expertise needed to share their honest and real experiences. A good example of a champion of LLC is Neil Schilling, a specifier at North Coast Electric. Katherine then opened the discussion to the committee to share their definitions of a champion.

Questions/Comments:

- Julie Banerjee: I think the critical component to me about a champion is the level of trust that they have with other folks that they interact with. Often that could be someone who's recognized due to experience, or be a local business owner, etc. But that trust must be established.

Following that discussion, Katherine continued with an example of the trust that champions can provide through social proof. Social proof is the human behavior to look at others to determine how to act, especially if you don't know what's going on. A few other ways that champions can influence the behaviors of others include competitive pressure and sharing real world stories. Next, Kate talked about how champions were identified by the LLC program. The fundamental approach to identifying champions is to hear about positive experiences from the partners in the market. They can come from manufacturers, sales teams of manufacturing reps, and directly from the committee members. Katherine then followed up with how champions are amplified to create

market transformation. That market transformation is created through champion stories, case studies, and the Mythbuster series, all of which are hosted on the BetterBricks site, as well as through external publications such as Electrical Construction & Maintenance magazine, and LinkedIn posts. John Petosa then spoke about his 2 favorite case studies and why they were a great example of using champions for market transformation.

Kate and Katherine then invited the committee to share their own examples of how they have utilized champions in their own programs.

Questions/Comments:

- Julie Banerjee: A program example at Tacoma Power that I really like is a Zamboni Energy efficiency project where they did some video around the Zamboni and the energy savings. It highlighted how they came to it, the impact it had on the ice quality, what they gained. It was more of a one-off, but it did show how we will work with people to meet their goals. I also really love the model of leveraging actual community members who are working in smaller grocery stores who were selling LED products or other energy efficiency products to also be champions, because that's a good example of folks who are already in the community.
 - Katherine Gifford: I really love that because it's not so much about a business owner, but the people that affect the tenants of a commercial building.
- Julie: Yeah, I think it's important for us to remember that we are government entities and there is a lot of distrust with the government in general. So, we think a lot about business. Maybe it's not as pronounced, but understanding trust is very important. Understanding community member relationships, like if you're doing small business programming, is also so important.
- Eric Mullendore: This is kind of a different direction on the concept of a champion, but in a previous job I worked with a utility, and we did a lot of work to segment their trade ally community into 4 quadrants, based on number of projects and kWh impact. We used the champion concept as folks that are doing both a lot of projects and generating a lot of kWh and we set up some spiff type encouragement to help folks reach that credential. We were kind of using those champion trade allies to talk to other trade allies more than to market to end users. It was a sort of fear of missing out opportunity.
- Walker Dodson: Not looking at external folks, but mostly internal, where we're going to start using our key accounts folks as a direct conduit to customers. So, we're beginning a training process on exactly what LLC is so that once they have direct interaction with major accounts and then the small and mid-sized businesses as well, they can then speak to and promote the technology. We also have a midstream program that goes out and interfaces directly with distributors and suppliers and they have done a tremendous job of breaking down barriers and ensuring that the knowledge gap is very small. A while ago they discovered that there were a fair number of distributors who were shying away from the technology because they just weren't sure how to specify and how all the components worked together, so the implementer has been working to break down those barriers.

Following that discussion, Kate shared a few observations from the LLC implementation team. The first observation was that there has been an increase in the attention paid to LLC at conferences and professional events. They are also seeing speakers other than the implementation team talking about LLC at conferences and more market actors displaying their LLC products and capabilities. Increased LLC sales in the region have also been observed, and finally, they are finding it easier and easier to identify and recruit new champions.

Finally, Katherine covered resources that the committee had access to such as the utility toolkit, case studies and industry voices in written and video format on [BetterBricks](#), and demonstration boards that utilities could check out.

Final Questions/Comments:

- Eric Mullendore: One of the challenges continues to be data and trying to figure out who is a champion and who to talk to about these projects. So, to the extent that the work is overlapping with BPA customers and potentially bringing those specific ones to our attention because I think that would really help if we were able. It's one thing to say in the region this is successful, here's a businessperson in this region, but I think being able to call out, specifically, projects that happen in public power is helpful for us. So just an ask for a potential kind of co-branding on something like that.

Q4 Topic Check In: Efficient Fans

Presented by Alexis Muench

Notes by Gloriana York and Alexa Hujik

- **Efficient Fans Program Updates: Q4 Topic Check-In:** Alexis Muench, NEEA's Efficient Fans Program Manager, led a discussion on the relevance of the Q4 topic, focusing on research related to standalone efficient fan manufacturing representatives and specifiers, and the importance of understanding purchasing decisions.
- Alexis provided updates to the Committee on the program's partnerships, market research, and the completion of the first phase of the FEI and energy index field methodology study.
 - Alexis noted that the Efficient Fans program has been building momentum from partnerships from last quarter including a partnership with Greenheck which has provided two years of detailed data to NEEA.
 - The Efficient Fans Program also offers market activity in conjunction with collaboration with manufacturers.
 - In addition, the Program is pursuing a new manufacturer's reps to support the Efficient Fans program baseline.
 - During the elements of gathering and finalizing the design of the program, the program also kicked off a market research study focused on manufacturer representatives and specifiers, with a goal to identify some key influencers and opportunities to strengthen intervention strategies.

- At the close of the update, the committee lead requested input from the team to determine whether there was still interest in a Q4 Efficient Fans presentation. After a brief discussion, the committee members agreed there was an interest in the presentation. **Conclusion: The CICC Committee confirmed the inclusion of the Efficient Fans Program as Q4 Topic in the meeting agenda.**
- **In advance of the Q4 presentation, Alexis will follow up on the inclusion of design condition confidence in the MRE research study.**

Additional Discussion Topics for Q4:

- Tentatively going to include findings on the LLC MPER if it is published and ready to be shared out, otherwise this will move to Q1 of 2026.
- Eric M: For Q4; possibly including a discussion about Energy Star at the Federal level once we have more clarity around what is happening and how it will affect utilities.
- Andrew P: We have heard rumors that the Energy Star Label is all that will be going away, but it wouldn't affect the Energy Star Portfolio itself.
- Eric M: It's not just the labels, it's the QPL's.
 - o Nancy G: and Specs too I think. We currently have measures that rely on Energy Star specs.
- Stephanie Q: This is something that NEEA is tracking very closely as there is a lot of different information from different sources right now. So it's a great idea to have a placeholder on the Q4 meeting to address this as we will hopefully have more concrete information at that point. We might have more of an idea at the upcoming Residential Coordinating Committee Meeting (RCC) on June 26th.
 - o Nancy G: our planning for 2026 will be done in Aug/Sept so anything you can share before then would be excellent.
 - o Julie B: Agreed, having a placeholder would be great.
 - o **ACTION:** Anouksha to send the information from RCC to all committees regarding any NEEA findings on Energy Star to help with their Residential and Business planning for 2026.

Housekeeping

EFX Update –

- There is still time to register! – <https://neea.org/efficiency-exchange-conference/>
- Please download the App to choose Supper Clubs or select your sessions! - [Efficiency Exchange 2025](#)
- Committee Lunch Roundtable at EFX on May 20th – Anouksha to informally host
- Stakeholder Relations Supper Club is on Tuesday, May 20th at Birdie Time Pub

Annual Planning –

- Survey will be sent September 29th
- Annual Planning will take place on Day 2 of the Q4 CICC Meeting (November 5th)

- Mural Platform will hold all the information for NEEA suggested and committee suggested sessions for each program.
- There will be a memo in the packet outlining the plans for this session.