

Residential Coordinating Committee (RCC)

Q2 2025 Meeting Agenda



DATE: Thursday, June 26th, 2025

TIME: 12:30 – 4:25 pm Pacific Standard Time

LOCATION: Virtual Meeting Only

TEAMS LINK: [Click here to join the meeting](#) (Meeting ID: 253 949 096 958 | Passcode: D6jZ3Wf3
(if needed) Call-in audio only: 971 323 0535 | Phone conference ID: 551 459 993#

RCC 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.

Thursday, June 26th

(All Times Pacific)

12:30 -12:45 (15 mins)	Welcome, Agenda & Packet Review	Anouksha Gardner	1-3
12:45 – 2:05 (80 mins)	Introductions & Regional Roundtable <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	--
2:05 - 2:15	BREAK	All	
2:15 – 3:45 (90 mins)	Regional Priority Topic <ul style="list-style-type: none"> Heat Pump Water Heater – Product Review and Roadmap to 2029 <i>Desired Outcome: Committee members hear from manufacturer representatives regarding products and their plan for the upcoming 2029 standard</i>	Emily Rosenbloom	4
3:45 – 3:55	BREAK		
3:55 – 4:05 (10 mins)	Q4 Topic Check In <ul style="list-style-type: none"> RPP Program Update <i>Desired Outcome: Committee members confirm there is enough interest in this topic to hold time on the Q4 agenda</i>	Anne Brink	5
4:05 -4:15 (10 mins)	Housekeeping Announcements & Upcoming Meetings/Events	Anouksha Gardner	
4:15 – 4:25 (10 mins)	Recap, Next Steps, Adjourn	Anouksha Gardner	--

Memorandum- *Agenda Items*



June 12th, 2025

TO: Residential Coordinating Committee (RCC)

FROM: Anouksha Gardner, Stakeholder Relations Manager

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: Meeting Agenda
- Page 2: Meeting Packet Informational Updates
- Page 3: Meeting Topic Preparation Highlights
- Page 4: Memo: Regional Priority Topic: Heat Pump Water Heaters
- Page 5: Memo: Q4 Regional Priority Topic Check in: Retail Product Portfolio

INFORMATIONAL UPDATES (Tier 2)

- Page 6: Memo: Annual Planning
- Page 7: Memo: Online Regional Marketplace
- Page 8: Electric Portfolio, 2025 Flowchart
- Page 9: 2025 Residential Coordinating Committee Annual Workplan

ACTIVITY REPORTS

- Pages 10-12: Advanced Heat Pumps
- Pages 13-16: Heat Pump Water Heaters
- Pages 17-19: Consumer Products Retail Product Portfolio

ADDITIONAL LINKS (Tier 3)

- Committee Materials (*meeting notes include links to recordings, packet, and slides*)
 - Q2 2025 CICC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
 - Q1 2025 RCC [Meeting Notes](#), [Agenda Packet](#), and [Slides Day 1 & Day 2](#)
 - 2025 Workplan: [CICC](#) | [RCC](#)
 - Charters: [Coordinating Committee](#) | [RPAC](#)
- [Q1 2025 Market Research and Evaluation Newsletter](#)
- [Q2 2025 Emerging Technology Newsletter](#)
- [Q1 2025 Codes, Standards and New Construction Newsletter](#)

RCC Q2 2025 – 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.

➤ **ROUNDTABLE**

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

Specific topics for Committee Members to consider highlighting include:

- Questions/thoughts on NEEA program activity reports
- Organizational updates
- New program/measure updates
- Any questions of your peers?

➤ **REGIONAL PRIORITY TOPIC – Heat Pump Water Heaters Product Review and Roadmap to 2029**

Topic format is expected to be an organized panel discussion with manufacturers – Bradford White, Rheem, and AO Smith.

Review Tier 1 memo on p. 4 and come prepared to:

- (1) Hear about updated products and improved features that have been added
- (2) Insights and plan for the Water Heater Standard
- (3) Have a selection of the questions committee members sent in advance answered and discussed. Please contact Emily Rosenbloom if you have pre-meeting questions.

➤ **Q4 Regional Priority Topic Check In – Retail Product Portfolio**

A review of the regional priority topics slated for Q4 (1st December 2025)

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

- (1) Hear from NEEA's Program Manager Anne Brink about proposed Program Updates
- (2) Provide input on whether the topic is still relevant and what areas the committee would like NEEA to explore

Memorandum – Agenda Item (Tier 1)



June 12th, 2025

TO: Residential Coordinating Committee (RCC)

FROM: Emily Rosenbloom, Senior Program Manager HPWH

SUBJECT: Manufacturer report out

Our Ask of You:

Please review the description below of the Heat Pump Water Heater (HPWH) session planned for June 26th and submit questions you would like incorporated into the manufacturer's presentation by June 13th.

Brief Overview:

Bradford White, Rheem and AO Smith's HPWH sales represent most of the market. They have been close partners to the alliance as we work to increase adoption in the Northwest region and nationally. Over the last year all three manufacturers have released updates to their HPWH product. During this session they will each present their updated product and what improvements or features have been added to the latest release.

Additionally, they will share some insights into how they are planning for the transition to the updated water heater standard, set to go into effect Spring 2029. The speakers from each manufacture are listed below:

- Lacy Este-Hill, Senior Category Manager Rheem-Heat Pumps
- Gregg Holladay, Business Development Manager Specialty Markets-AreoTherm Heat Pump Water Heater
- Roch Naleway, Market Development Manager – Utilities – A.O Smith

If you have specific question you would like them to address, please send them to me (erosenbloom@neea.org) by June 13th and I will ask them to incorporate the answers into their presentations.

PROGRAM LIFECYCLE STATUS



Memorandum – *Agenda Item (Tier 1)*



June 12th, 2025

TO: Residential Coordinating Committee (RCC)

FROM: Anne Brink, Program Manager RPP

SUBJECT: Q4 RPP Topic

Our Ask of You:

Please review the below topic suggestions for our Q4 RPP update and come prepared to give guidance/ input on whether this topic is still relevant for the committee.

Brief Overview:

Our RPP topic for Q4 that we agreed upon last year is a program update. As part of that topic, I am proposing we cover an update on the progress with televisions and refrigerators, and an update on our analysis of affordability and next steps.

Please contact Anne Brink abrink@neea.org if you have questions about this memo.

PROGRAM LIFECYCLE STATUS





Memorandum – *Informational* (Tier 2)

June 12th, 2025

TO: Commercial & Industrial and Residential Coordinating Committee Members

FROM: Anouksha Gardner and Alisyn Maggiora, Stakeholder Relations Team

SUBJECT: Nov 5 (CICC) & Dec 2 (RCC) Annual Planning Sessions

Ask of You:

Review the details below so you are refreshed on the annual planning process and know what to expect heading into the Q4 meeting.

What to Expect:

The annual planning sessions to develop 2025 regional priority topics will take place on the second day of the Q4 2025 Coordinating Committee meetings. 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 live. **Our ask is that you follow along, engage in brainstorming discussions and help align on final topics for the 2026 workplan. You are welcome to include any program/product subject matter experts from your organization in the sessions.**

Process:

Committee members will be sent a survey between September 29th - October 13th with draft proposed "regional priority" topics in 2026; the survey will allow committee members to rank proposed topics, and suggest additional topics that may be emerging priorities for the region. 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 will be provided in the Q4 meeting agenda packet. We will start with proposed 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 for clarification as needed.

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

Memorandum – *Informational Item (Tier 2)*



June 12th, 2025

TO: Residential Coordinating Committee (RCC)

FROM: Steve Seminario, Market Transformation Manager, Consumer Products

SUBJECT: Regional Online Marketplace Update



Our Ask of You:

Please review the update below and contact us with any questions.

Brief Summary of Program Update

NEEA is running a technology scanning project to build and evaluate a regional online marketplace intended to help Northwest residents to easily find and purchase more energy efficient products. This is the third update on this project (updates provided in quarterly meeting packets since Q4 2024 to both the Regional Portfolio Advisory Committee (RPAC) and the Residential Coordinating Committee).

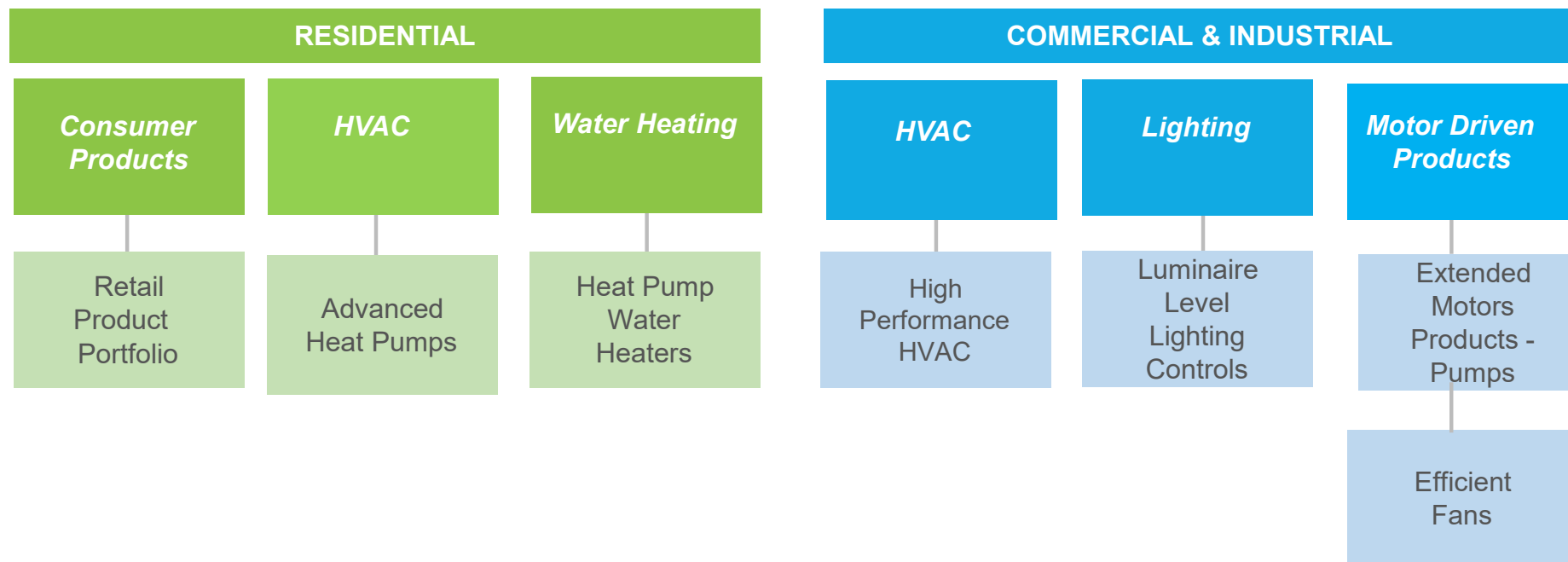
Since our Q1 update, NEEA continues to drive site visitor traffic using Enervee's search engine marketing efforts directed at zip codes in Energy Trust and Clark Public Utilities service areas, targeting refrigerator and television shoppers. In order to increase visitor engagement on the site, NEEA narrowed the search marketing focus, increased visibility of retailer product offers and improved the site user experience for visitors using mobile devices. These actions resulted in significantly higher numbers of clicks to retail product offers and a much higher instance of users visiting multiple product categories.

Working in cooperation with alliance utilities and Enervee, NEEA is evaluating potential directions for the Northwest Marketplace that could take it beyond a technology scanning project and meet the goal of increasing the energy efficiency of consumer product purchases across the region. NEEA will weigh these options in the second half of 2025, with the original technology scanning project running at least through October 2025.

Progress updates will continue via informational packet memos to both the RPAC and RCC. 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. Committee members can anticipate a summary of learnings sometime in the Q3-Q4 timeframe, to include an outline of next steps around a more formalized pilot.

Please contact Steve Seminario sseminario@neea.org if you have questions about the Regional Online Marketplace or would like a demo.

Electric Portfolio for Coordinating Committees, 2025



Enabling Infrastructure
BetterBricks
Integrated Design Labs

Snapshot of Regional Priority Topics for Residential Coordinating Committee

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

Link to the Workplan

Residential Coordinating Committee (RCC) 2025 Annual Workplan				
Q1 Meeting Day 1 – 18 th March, Tuesday (HYBRID)	Q1 Meeting Day 2 – 19 th March, Wednesday (HYBRID)	Q2 Meeting – 26 th June, Tuesday (VIRTUAL)	Q4 Meeting Day 1 – 1 st December, Monday (VIRTUAL)	Q4 Meeting Day 2 – 2 nd December, Tuesday (VIRTUAL)
Advanced Heat Pump <u>Tentative Topic:</u> Cold climate / peak management and addressing backup heating management Or <u>Tentative Topic:</u> Comprehensive Report on Low Load Efficiency (TBD once Topic is confirmed with NEEA PM in January) <u>Desired Outcome:</u> TBD during topic buildout	Heat Pump Water Heater <u>Topic:</u> Hot Water Innovation Prize update (30 minutes) <u>Desired Outcome:</u> TBD during topic buildout <u>Topic:</u> Round Table Discussion - Utility Program Strategies, what is your 2025 plan and goals (60 minutes) <u>Desired Outcome:</u> TBD during topic buildout	Heat Pump Water Heater <u>Topic:</u> Coordination opportunity: Product review – what new products have come to market, what is unique about the products (90 minutes) <u>Desired Outcome:</u> TBD during topic buildout	Consumer Products Retail Products Portfolio <u>Topic:</u> NEEA Shareout: RPP Program Updates (60 minutes) <u>Desired Outcome:</u> TBD during topic buildout Heat Pump Water Heater <u>Topic:</u> NEEA Shareout: Market Progress Evaluation Report (MPER) 8 review of key finding and learnings. Plus, Installer adoption and confidence. (30 minutes) <u>Desired Outcome:</u> TBD during topic buildout	2026 ANNUAL TOPIC PLANNING

RCC Q2 2025 ADVANCED HEAT PUMP ACTIVITY REPORT

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

- ❖ NEEA, along with national partners, leads the **Advanced Heat Pump Coalition**, to pursue technical advancements in residential heat pumps and support utility heat pump programs. Join a working group to participate <https://www.mwalliance.org/advanced-heat-pump-coalition>.
- ❖ NEEA is supporting an effort led by manufacturers and northwest utility partners, to convene regional work groups to develop manufacturer, installer and consumer education materials aimed at **minimizing heat pump supplemental electric heat**. Contact Program Manager Suzi Asmus (sasmus@neea.org) to participate.
- ❖ If you are interested in contributing to the **connected commissioning** technical or program discussions, contact Product Manager Christopher Dymond (cdymond@neea.org).
- ❖ If your organization is planning **field monitoring of residential heat pumps**, and would consider collecting data points supportive of Advanced Heat Pump improvements, please contact Christopher Dymond (cdymond@neea.org).

KEY UPDATES

- NEEA launched and has been convening a manufacturer working group on Connected Commissioning to build alignment, investment and commitments from a coalition of nine leading heat pump manufacturers.

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](https://neea.org/resources-reports)
- NEEA's free Heat Pump Sizing Tool <https://betterbuiltnw.com/hvac-sizing-tool>
- Materials from the March 25, 2025 NEEA Product Council presenting updates on low load efficient heat pump research. <https://neea.org/resource/low-load-efficiency-heat-pump-performance/>

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 improvements (low load efficient, minimize supplemental heat, cold climate, connected commissioning)
Sector(s)	Residential
Target Market(s)	All residential heat pump sales ≤65,000Btu
Key Market Actors	<ul style="list-style-type: none"> • National and other extra-regional efficiency partners • HVAC manufacturers • HVAC distributors
Implementation Contractors	<ul style="list-style-type: none"> • TRC Engineers, Inc.
Program Partners	<ul style="list-style-type: none"> • AHRI, BC Hydro, CEE, CSA, US DOE, EnergyStar, EPA, MEEA, MN CEE, NEEP, NRCAN, NYSERDA, ORNL, PG&E, PNNL, Purdue University, Southern California Edison, UL, Xcel Energy

KEY 2025 OPERATIONS PLAN ACTIVITIES – click [here](#) for link to current Operations Plan (p 36-39)

In 2025, NEEA will continue to lead the Advanced Heat Pump Coalition and serve on over a dozen standards and technical advisory boards responsible for heat pump metrics and specifications to influence adoption of advanced heat pump improvements. Work in 2025 will continue focusing on adoption of the new test procedure for air source heat pumps (Canadian standard C700, U.S. Department of Energy 10 CFR part 430, Subpart A), influencing tax credit specifications, ENERGY STAR requirements, and U.S. DOE minimum federal efficiency requirements. Additionally, program activities will look to identify opportunities to gain manufacturer support of targeted heat pump improvements through product development, manufacturing, training, standards and specifications. NEEA staff also will continue to combine use of market data, field data, lab data, and analysis to refine savings estimates and demonstrate improved product differentiation and value proposition for the customer, manufacturer and utility.

GOAL 1) Increase support from regional and national partners for inclusion of NEEA's priority heat pump improvements in specifications, qualified products lists, product development, and standards reporting.

Target: Facilitate adoption of at least one improvement by two or more target partners, such as in CEE, EPA and RTF, in specifications, manufacturers in product positioning, and in utility or efficiency programs.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> The Consortium for Energy Efficiency (CEE) updated tax credit criteria went into effect January 1, 2025. Updates included removal of the north/south geographic definitions, as recommended by NEEA, and refined the criteria to offer optional hot climate or cold climate specification paths (Path A/Path B). Find out more about the criteria here: CEE Residential Electric HVAC Specification NEEA launched and continues to convene 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. NEEA concluded the low load efficiency heat pump lab tear-down research in December and has been compiling the overall research findings to-date into a comprehensive report, due to be published in June or July 2025. During Q1 2025, Christopher Dymond has been presenting on low load efficient heat pumps at many forums across the country: (Efficiency Exchange, AHR Expo, Hot Air Forum, CEE Summer Meeting, Dry Climate Forum) 	<ul style="list-style-type: none"> NEEA will finalize and publish on NEEA.org the comprehensive report on low load efficiency heat pump research to-date. NEEA will continue to collaborate with utilities, efficiency partners and the Regional Technical Forum (RTF) to align on regional priorities to create residential heat pump measures for cold climate heat pumps, to minimize supplemental electric heat, and for load flexibility. Conclude the connected commissioning technical group work and finalize criteria. Work with partners to develop method of certification for meeting criteria. NEEA and Northeast Energy Efficiency Partnerships (NEEP) will continue to engage AHRI on publishing certified heat performance data relevant to low load efficiency, currently voluntarily reported, on the NEEP cold climate air source heat pump list. Continue to monitor opportunities with the US Department of Energy to inform future rulemaking for residential heat pump standards and test procedures. 	<ul style="list-style-type: none"> ❖ Join an Advanced Heat Pump Coalition working group to participate in conversations with national partners and utility programs. ❖ Join a work group to develop educational materials to minimizing heat pump supplemental electric heat. Contact Program Manager Suzi Asmus (sasmus@neea.org) to participate. ❖ Contribute to the connected commissioning utility discussions. Contact Product Manager Christopher Dymond (cdymond@neea.org).

GOAL 2) Refine savings rate confidence and metrics that can be used for NEEA savings tracking and to convey value proposition to the market.

Target: Complete field data analysis with final report and future field study defined.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Program team launched the field data analysis work with contractor Big Ladder. The team is currently gathering additional field data sets and building a new model to analyse the data. 	<ul style="list-style-type: none"> Analyze existing heat pump field data (several known sources) to calibrate or improve energy models. Use data analysis to design field studies that will address gaps in knowledge to define savings rate values. 	<ul style="list-style-type: none"> If your organization is planning field monitoring of residential heat pumps, and would consider collecting data points supportive of Advanced Heat Pump improvements, please contact Christopher Dymond (cdymond@neea.org).

GOAL 3) Establish clear, consistent priority heat pump improvement messaging and value propositions for program partners and target audiences.

Target: Publish program communications resources for at least five improvements on BetterBuiltNW.com.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Program team launched work with contractor, C+C, in December and is currently developing messaging and collateral for priority target audiences (manufacturers, utilities, efficiency organizations, and other strategic market partners). 	<ul style="list-style-type: none"> Develop program collateral showcasing clear value proposition of improvements for key audiences (manufacturers, specification bodies, utilities). Leverage NEEA's BetterBuiltNW platform and website redesign to communicate benefits of improvements to regional distributors and installer training organizations. Identify and target other industry and trade organizations as communications outlets. 	<ul style="list-style-type: none"> None at this time

Program Lifecycle



KEY UPDATES:

- **PROGRAM/Market Research:** Research for Market Progress Evaluation Report #8 has commenced. This research will evaluate many key Market Progress Indicators (MPI) from the Program's logic model including customer and installers satisfaction and will inform program direction. Final report expected by the end of the year.
- **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
- [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 requiring HPWHs for all electric storage tanks 40 gallons or larger by 2025, ensuring HPWH is the dominant technology for residential electric water heating.
Program Status	<ul style="list-style-type: none"> • Market Development (2014-current) • Market Progress Evaluation Report #7
Product Description	Storage electric water heaters utilizing heat pump technology as primary heating technology
Sector(s) Target Market(s)	Residential, electric water heating
Key Market Actors	<ul style="list-style-type: none"> • Manufacturers of water heaters • Distributors • Retailers • Contractors/ Installers • Homeowners • Electric Utilities
Implementation Contractors	<ul style="list-style-type: none"> • Evergreen Energy Partners • C+C • Summit Conservation Services • Kannah consulting • Larson Energy Research

GOAL 1) Increase confidence and technical capability of HPWH installers in the Northwest for single family and low-rise family applications.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> Through the end of May, Hot Water Solutions delivered 11 technical in-person HPWH trainings to over 80 individuals targeting both replacement and new construction audiences. The trainings covered installers in Montana, Idaho, Oregon, and Washington. Most of the trainings were delivered at contractors' offices/shops and followed a more casual "shop talk" format. The program has found this format provides increased engagement from the attendees. In late February, Hot Water Solutions hosted counter days at three distributor branches in the Boise. Installers were curious about HPWH technology and interested in educational opportunities. Eight new installers have been added to the installer finder on Hot Water Solutions through May. These installers represent Oregon, Montana, and Washington. 	<ul style="list-style-type: none"> Follow up with individuals from Boise counter days to offer HPWH training. Meet with Avista Implementation staff to coordinate distributor trainings to support their mid-stream program 	<ul style="list-style-type: none"> Continue to coordinate with utilities to support regional trainings promoting HPWH technology, installation best practices and local programs.

GOAL 2) Leverage national and extra regional partnerships to increase consistent adoption of HPWHs nationally to ensure market readiness for the 2029 federal standard.

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> The program has become a sponsor to the ENERGY STAR Retail Products Portfolio program, providing an incentive to the retailers for every HPWH sold throughout the four-state region. In exchange the program will also receive full category water heater sales data filling an important data gap for the program. The program has organized a quarterly check-in with other Regional Energy Efficiency Organizations (REEOs). The REEOs in attendance are the Southeast Energy Efficiency Alliance (SEEA), Northeast Energy Efficiency Partnership (NEEP), and South-central Partnership for Energy Efficiency as a Resource (SPEER). The objectives of these quarterly check-ins are to share best practices, resources, and learn how NEEA might better support adoption nationally. The REEOs were identified as key organizations to connect with as we build out our national engagement strategy due to their extensive geographic reach, aligned mission, and understanding of their region's unique barriers and opportunities for influence. 	<ul style="list-style-type: none"> NEEA will develop a national actor matrix to identify partnership opportunities and additional organizations to collaborate with. Program staff will participate in CEE's Summer Meeting to speak about Hot Water Innovation Prize and opportunities for extra regional utility engagement. Continued participation in Advanced Water Heater Initiative providing leadership to steering committees to reduce barriers to market acceptance of the new standard nationally. 	<ul style="list-style-type: none"> None at this time

GOAL 3) Increase customer awareness and demand among populations with low adoption.

Recent Progress

- A summary of the 2024 “Level Up” campaign’s performance was presented to RPAC in Q1 to highlight impact and opportunities for enhancing future planned campaigns.
- The proposed 2025 campaign was introduced at RPAC on May 22. Utilizing much of the creative content from the 2024 “Level Up” campaign, the proposed 2025 campaign will include content in additional languages and utilize expanded media platforms aimed at reaching a wider audience.
- Emily Rosenbloom moderated a panel at Efficiency Exchange exploring HPWH adoption in rural areas. The panel was well attended by utility representatives from rural utilities across the region and provided an opportunity for conversation about what is working in in these areas to reach installers and consumers and increase adoption.
- The program met with Energy Trust of Oregon residential implementation team to discuss collaboration opportunities to increase engagement among installers in Southern Oregon. As an outcome, the program met with Pace Supply located in Medford to offer support and technical training to help recruit installers for Energy Trust of Oregon’s efforts in the area.

What’s Ahead

- Program will use existing data to identify baseline trends in adoption for the following: site-specific installation location, geographical region and consumer demographics.
- Finalize and present new “Level Up” campaign content to RPAC for vote and then launch in approved territories in early Q4.
- Begin recruiting additional distributors not yet engaged with the program to expand the programs reach into lower adoption regions.

Coordination & Leveraging Opportunities

- Inform NEEA program staff of any program strategy or incentive changes.

Position in NEEA's (Program) Initiative Lifecycle

Initiative Lifecycle



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:** Televisions and heat pump water heaters have been added to the product portfolio as of April 1, 2025 and are being incented. An ad campaign with a TV retailer has reached its conclusion as of mid May. Our most recent report on results of the ad indicated that 9.2% of the people who landed on the ENERGY STAR television ad page purchased an ENERGY STAR television. This is substantially higher than our current estimate of 3% market share for ENERGY STAR televisions. ENERGY STAR specifications advancement has been paused under the current administration. Current ENERGY STAR specifications still provide savings and will continue to be supported.
- EVALUATION RESEARCH:** RPP has selected an evaluator for MPER 3 and will be kicking off that evaluation in June.
- EMERGING TECH:** Research is being conducted on all in one laundry units with heat pump technology to identify user dissatisfiers that could impede adoption of this technology. This research will be used to influence the improvement of product performance with manufacturers and inform other market interventions.
- CODES AND STANDARDS:** The codes and standards team is currently focused on addressing proposed rollbacks of standards.
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"> Market Development (September 2019) RPP Market Progress Evaluation Report 2 complete
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"> National retailers
Data and Channel Support Contractors	<ul style="list-style-type: none"> ICF Energy Solutions Navitas Partners
Program Partners	<ul style="list-style-type: none"> EPA ENERGY STAR® Program Other utilities and efficiency organizations

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) Advance television savings by growing ENERGY STAR market share		
<p>Recent Progress</p> <ul style="list-style-type: none"> • Televisions were added to the ESRPP portfolio and NEEA is providing incentives on ENERGY STAR televisions. • National retailer website ad campaign was completed. The most recent results from the campaign indicate 9.2% of people purchasing a television after landing on the ENERGY STAR ad page purchased an ENERGY STAR television. This is 3 times the current estimated ENERGY STAR market share. 	<p>What's Ahead</p> <ul style="list-style-type: none"> • Continue to work on bringing a new television retailer into the program. • Explore additional intervention strategies to continue to advance television savings. 	<p>Coordination & Leveraging Opportunities</p> <ul style="list-style-type: none"> • NEEA has not identified any opportunities at this time.
GOAL 2) Advance refrigerator savings by supporting energy efficient technologies		
<p>Recent Progress</p> <ul style="list-style-type: none"> • The team has developed a strategy to influence test procedures for refrigerators with advanced inverter and control technologies. 	<p>What's Ahead</p> <ul style="list-style-type: none"> • Scope the research and testing to be fielded in 2025 to evaluate test procedure modification options. 	<p>Coordination & Leveraging Opportunities</p> <ul style="list-style-type: none"> • NEEA has not identified any opportunities at this time.
GOAL 3) Advance laundry savings opportunities by leveraging data for future ENERGY STAR specifications and test procedures.		

Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> The team is selecting a vendor to research and test for potential user dissatisfiers on all-in-ones with heat pump technologies. The research will be used to influence manufacturers to improve product performance and to develop other market interventions. 	<ul style="list-style-type: none"> Initiate the testing and research with the selected vendor. 	<ul style="list-style-type: none"> NEEA has not identified any opportunities at this time.

GOAL 4) Strengthen ESRPP program through sponsor evaluation support and targeted recruitment.		
Recent Progress	What's Ahead	Coordination & Leveraging Opportunities
<ul style="list-style-type: none"> The team has kicked off the ESRPP evaluation support project with a meeting in May. We are identifying what support is needed to help make existing sponsors' evaluation processes more successful. 	<ul style="list-style-type: none"> After determining needed support, we will begin to create tools and processes to better support their evaluations. 	<ul style="list-style-type: none"> NEEA has not identified any opportunities at this time.

Position in NEEA's (Program) Initiative Lifecycle

Initiative Lifecycle

