



Residential Coordinating Committee

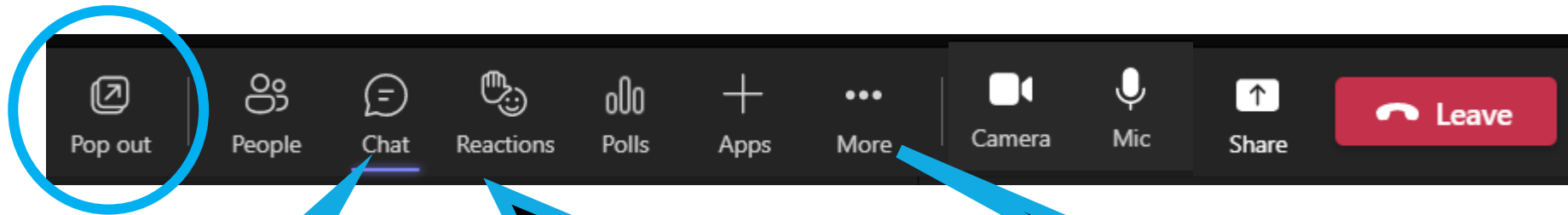
Q2 2025 Meeting – Virtual

Thursday, June 26, 2025

12:30 pm, Pacific Time



Tools for Today: Engaging on Teams

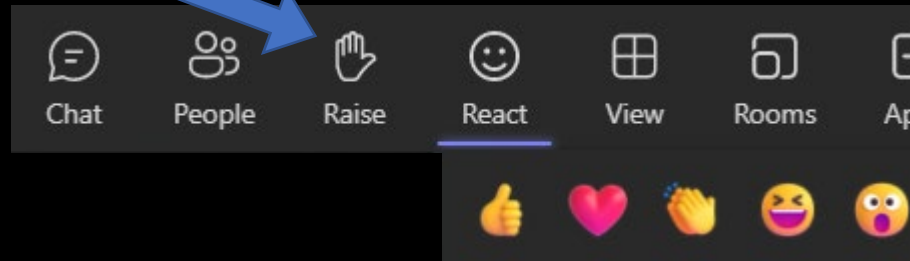
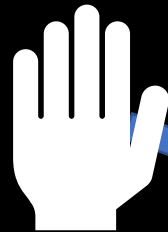


The chat is not captured in the recording.

Do you have any accessibility challenges with this technology today?

Comments/Questions?

Please raise your virtual hand or chime in
Chat & reactions also welcome

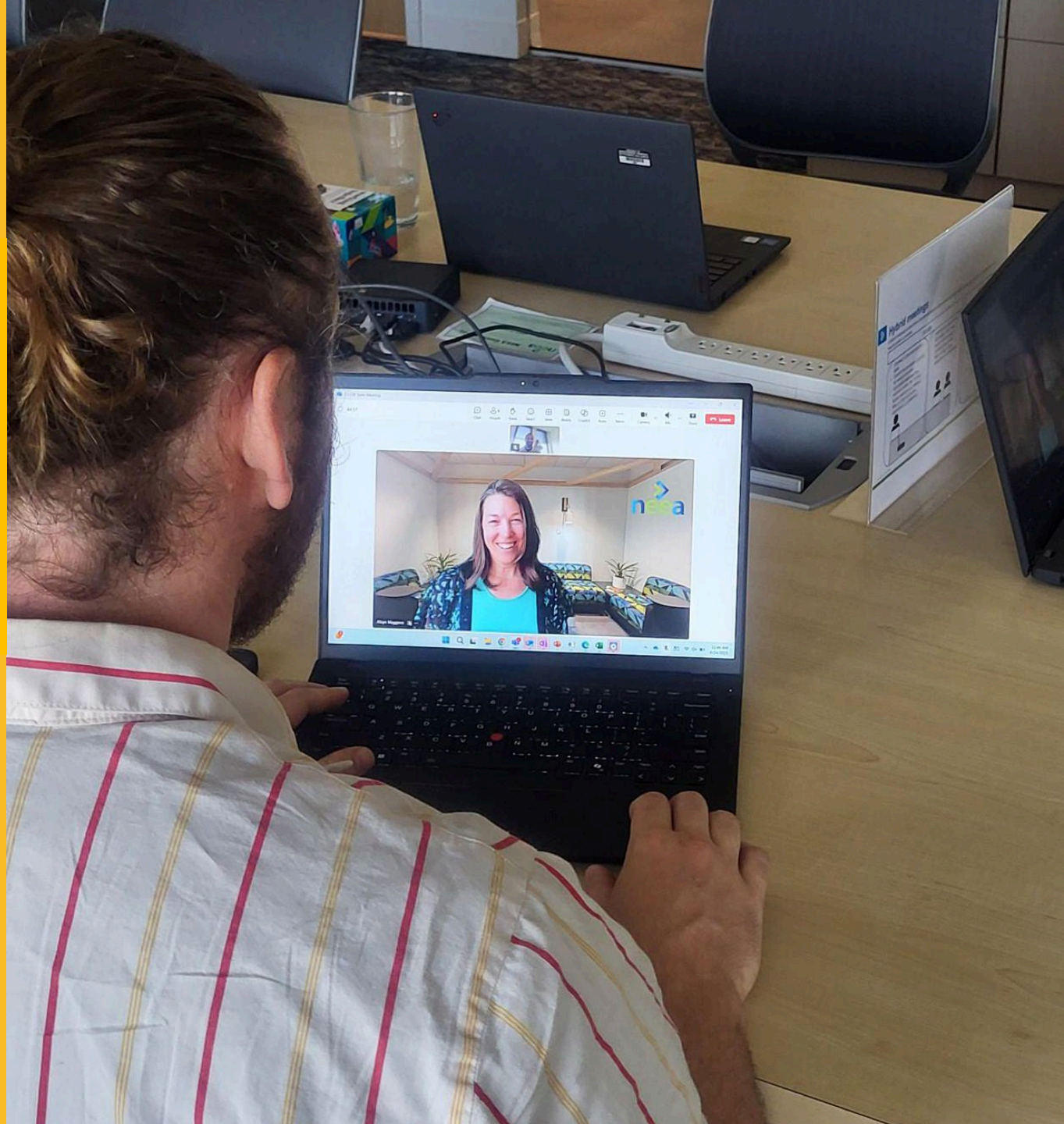


“...” More includes:

- ✓ Settings: mic & video
- ✓ Background effects

Heads up:

“Spotlighting” Speakers





Collective Role – Working Together



- **Share your organization's activities**
- **Come prepared to actively participate**
- **Be transparent**
- **Identify any potential conflicts/challenges**
- **Flag any potential opportunities to leverage**
- **Be present in the conversation and stay flexible**

Welcome to New Committee Members

- Brandon Gee (Emerald PUD)
- Griselda Gonzalez (Chelan PUD)



Packet Review & Informational Updates

Tier 1: Agenda Items

- Regional Priority Topic: Heat Pump Water Heaters (pg. 4)
- Q4 Regional Priority Topic Check In (pg. 5)

Tier 2: Informational Items

- Annual Planning (pg. 6)
- Regional Online Marketplace Update (pg. 7)

Activity Reports

- Advanced Heat Pumps (pg. 10-12)
- Heat Pump Water Heaters (pg. 13-16)
- Consumer Products Retail Product Portfolio (pg. 17-19)

Tier 3: Additional Resources (links on pg. 3)

Committee materials (charters & recent meeting resources, functional newsletters (Market Research & Eval, Emerg Tech, Codes + Standards + New Construction)



AGENDA

All Times Pacific

12:30 -12:45	Welcome, Agenda & Packet Review
12:45 – 2:05	Introductions & Regional Roundtable
2:05 - 2:15	<i>BREAK</i>
2:15 – 3:45	Regional Priority Topic <ul style="list-style-type: none">• <i>Heat Pump Water Heater – Product Review and Roadmap for 2029</i>
3:45 – 3:55	<i>BREAK</i>
3:55 – 4:05	Q4 Topic Check In <ul style="list-style-type: none">• <i>RPP Program Update</i>
4:05 -4:15	Housekeeping Announcements & Upcoming Meetings/Events
4:15 – 4:25	Recap, Next Steps, Adjourn



REGIONAL ROUNDTABLE SHAREOUT



Introductions + Committee Roundtable

Please aim for 3-5 min
max, thanks!



Introduction Prompt *(All)*

- **Name**
- **Organization**
- ***And...***



Roundtable Focus *(NEEA PMs & RCC members)*

- Highlights since Q1 of 2025
 - Programmatic updates
 - Organizational updates
 - New program or measure updates



Let's take a **BREAK**



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Heat Pump Water Heater - Product Review and Roadmap to 2029

Emily Rosenbloom & Guest Presenters

Sr. Program Manager

6/26/2025



Presenters

- ***Gregg Holladay***, Business Development Manager Specialty Markets, **Bradford White** (AreoTherm Heat Pump Water Heater)
- ***Lacy Estes-Hill***, Senior Category Manager, **Rheem** (Heat Pumps)
- ***Roch Naleway***, Market Development Manager, Utilities, **A.O. Smith**

Format of Presentation

- Individual time slots for presenters
- No live Q&A
 - Presenter will be addressing questions received ahead of time from committee members
- Key objective of presentations:
 - Newest HPWH unit (highlighting any new features or improvements)
 - Shareable plans to meet the 2029 standards (product line transitions, training initiatives, or other relevant actions)

Thank you
Emily Rosenbloom
erosenbloom@neea.org



Break



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Q4 Regional Priority Topic Check In



- **Retail Product Portfolio**

- *RPP Program Update*



- **Any other relevant topics?**

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HOUSEKEEPING



Housekeeping



- Stakeholder Survey Results
- HPWH Consumer Campaign
- Looking Ahead
 - Upcoming Meetings & Events
 - FYI's

Stakeholder Survey Results – Key takeaways

1. **NEEA reports provide value** across all responding survey participants
 - a) 50% response rate across organizations.
 - b) When asked for the top 3 most important reports, ***every report was represented*** in the responses.
2. **Reports are shared beyond the immediate committee recipients.**
 - a) For example, one respondent said, *“All NEEA reports are published in our annual DSM Supplement, generally 50 - 70 reports annually.”*

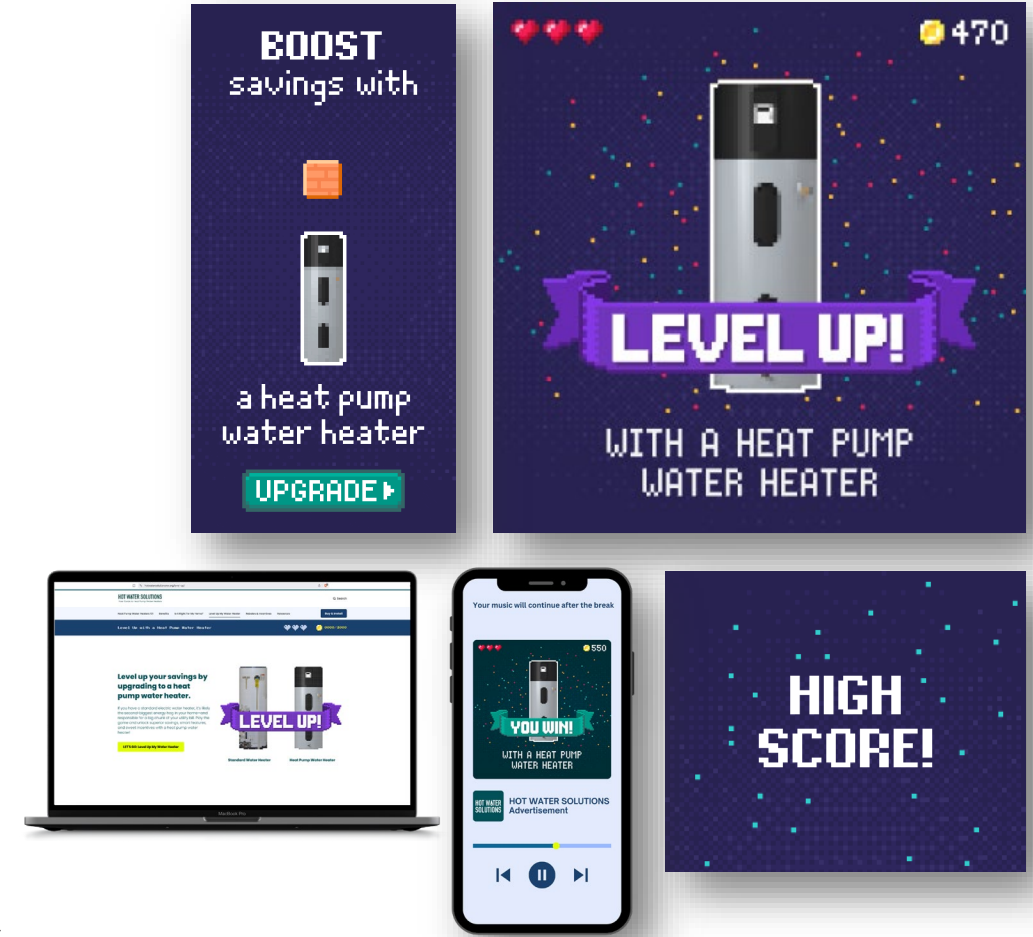
Next Steps

- NEEA corporate communications team will continue efforts to centralize report development, with a focus on production efficiency and clear communications via our existing reports and respective cadence.
- No reports will be discontinued and there will be no changes to the frequency of reporting in 2025.



Proposed 2025 HPWH Consumer Campaign

- Campaign objective: Continue increasing Northwest awareness and consideration for HPWHs
- What's staying the same
 - Target urban + rural homeowners in funder-approved ZIP codes with high levels of electric water heating
 - Deploy both awareness and consideration messaging
 - Use existing Level Up creative and primary messaging
- What's going to be revised
 - Test new secondary messaging
 - Expand audience reach
 - Optimize the campaign landing pages
- **Next steps: RPAC & RPAC+ members make their elections at the Q3 RPAC meeting (August 20)**





2025 RCC Meetings

Q1

- Tuesday, March 18
- Wednesday, March 19

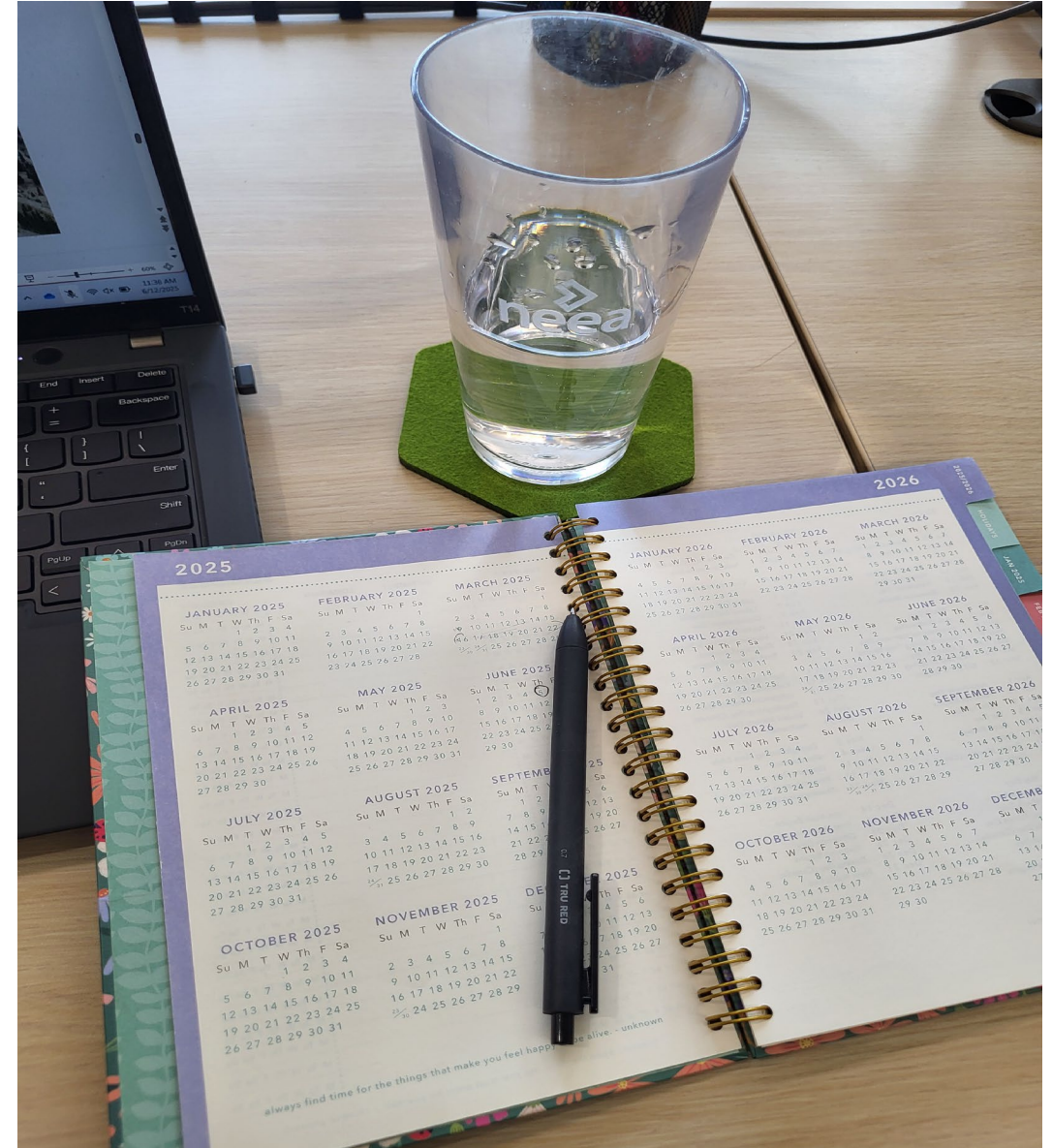
**HYBRID @
NEEA**

Q2

- Thursday, June 26

Q4

- Monday, December 1
- Tuesday, December 2





Upcoming NEEA Meetings

June

- 5th Q3 Natural Gas Advisory Committee
- 23rd & 24th Q2 Board Meeting
- 26th Q2 Residential Coordinating Committee

August

- 20th Q3 Regional Portfolio Advisory Committee
- 27th Q3 Cost Effectiveness & Evaluation Advisory Committee

September

- 15th & 16th Q3 Board Meeting

***Other regional /
industry events or
announcements?***





Could others in your organization benefit from a NEEA / MT 101?

- **What:** 90 min “NEEA + Market Transformation 101” webinar for alliance stakeholders
- **When:** Oct 1, 2025; 9-10:30 (subsequently offered 2x/year)
- **Format:** 45-60 min of content + Q&A
- **Target audience:**
 - Committee members wanting a NEEA or Market Transformation (MT) refresher
 - EE/conservation team members not on NEEA committees, but interact with NEEA’s work or would benefit from a basic overview
- **How do I join?:**
 - Contact [Alisyn Maggiora](#) to be added to the upcoming session or let your meeting facilitator know.

Snapshot of Regional Priority Topics for Residential Coordinating Committee

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

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>	2026 ANNUAL TOPIC PLANNING



RCC Annual Topic Planning

- Survey being sent 29th of September
- Annual Planning Process - Q4, December 2nd
- Mural platform (visual guide only for discussion)
- Focus = topic development (review/discuss topic survey results)





Help us honor the innovators and collaborators driving energy efficiency across the Northwest and beyond. NEEA will recognize individuals and teams for their exemplary dedication and performance in the industry during lunch on the first day of the NEEA Annual Board Meeting on December 8.

Nominations can be made in the following categories:

- **Rising Star**
- **Innovative Collaboration**
- **Lifetime Achievement**

Nominations

Aug 04
Through
Sept 19

Event

Dec 08



To nominate go to:
neea.org/leadershipawards





NEEA Cycle 6 + 2024 Annual Report now available

NEEA's Cycle 6 (2020 – 2024) + 2024 Annual Report spotlights the alliance's collaborative successes across five years, demonstrating the many ways that Market Transformation continues to foster a more affordable, resilient and secure energy future for the Northwest.

View the full report at neea.org/annualreport



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A piece of brown paper with a string tied in a bow. The string is a light brown, twisted cord. It is tied in a bow that is centered on the right side of the paper. The bow has two loops, one pointing upwards and one pointing downwards. The string extends horizontally across the middle of the paper, and then vertically down the right side. The background is a solid, textured brown paper.

Let's wrap it up!

Action Items| Any Final Qs?

- Action Items



Public Comment?
Action Items?
Closing Remarks?

Thank You!



See you in December!

