



Q2 Residential Coordinating Committee (RCC)

June 26, 2025

12:30 – 4:30 p.m.

Virtual Meeting at NEEA Offices

Meeting Attendees

Committee Members: Todd Greenwell (Idaho Power), Dave Murphy [BPA (Bonneville Power Administration)], Michele Drake (Avista), Brandon Gee (Emerald PUD), Lis Saunders (Tacoma Power), Griselda Gonzalez (Chelan PUD), Haley Puntney (Inland Power and Light), Lars Henrikson [SCL (Seattle City Light)], Dustin Levesque [PSE (Puget Sound Energy)], Thad Roth (Energy Trust of Oregon), Kylie Pugh (Energy Trust of Oregon), Carolyn Beebe [SNOPUD (Snohomish PUD)], Sophie Croome (Idaho Power), Lonnie Junderson (Tacoma Power)

NEEA Staff: Anouksha Gardner, Alisyn Maggiora, Alexa Hujik, Peter Christeleit, Suzi Asmus, Dana Bradshaw, Jack Davidson, Emily Rosenbloom, Anu Teja, Anne Brink

Guest Presenters:

Resources

- Agenda Packet: [Q2 2025 RCC Agenda](#)
- Slide Deck: [Q2 2025 RCC Meeting Slides](#)
- Recording: Q2 Meeting was not recorded but transcribed

Welcome and Packet Review

- Meeting Packet Highlights
- Collective Role – Working Together – Please come prepared to participate!
- Agenda Overview – Regional Roundtable, Regional Topic: LLLC, Q4 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

Icebreaker: What is one thing you're planning to check off your Summertime Bucket List?

Brandon Gee – Emerald PUD

- In April we wanted to give 150 HPWH away for free by August 2025. We worked with NEEA and got it done in 5 days!
 - o We have run into a few challenges with regard to what does and does not fit in customers homes; so we are working that out. But we have about 1/3 of HPWH installed since late April.
 - o While I am doing Energy Audits, if I think it's a good fit, we will offer those homes one of the HPWH that didn't work for the first 150 customers.

Dave Murphy – Bonneville Power Administration (BPA)

- Working on the Implementation Manual updates for October 2025. Just had our public seminar this morning to describe the different pieces of the manual changes that we will be implementing this year.
 - o Please email me directly if there is anything you would like to know more about regarding the updates released this morning!
- Q: Todd – Idaho Power – Are you at liberty to say if some of the things we are working on with the RTF that will be part of the October updates, or will they have to wait for 2027?
- A: So I know it's a major area of focus for the engineering group right now, but I don't have a concrete answer for you right now. I will follow up with you later!

Michele Drake – Avista

- No leadership changes in the last 6 months; but we are bringing on a new residential program manager and support staff for that role hopefully by the end of summer.
- We are seeing a lower number of claims due to the chaos of the economy right now and shortages of refrigerant in some of the pieces that our customers are requesting.
- There has been some evolution in the residential gas furnace space. Our evaluator insisted on the RTF value being as low as 30 therms, which makes it hard to build a cost-effective program around. We're working on billing analysis and other means to try and find a different pathway because we do have customers choosing the gas furnace option.
- Q: Thad Roth – ETO – You said you manage the midstream work; do you do heating systems midstream? And is there any crossover between res and commercial? Or are they separate?
- A: We have midstream programs for all HVAC, water heating, and commercial food service. So yes, there is a midstream program for heating systems, and there is some crossover with distributors. But there are a few people who do strictly commercial or small residential. Let me add a little nuance that are large commercials of flexible incentive. Our small business and residential is a pass-through model. So that can be a little trickier and we partner at the distribution level. So trying to tell a customer how they can participate when you partner with distributors is a little tricky.
- Q: Todd Greenwell – Idaho Power – Is there anything you can add to the refrigerant issue? Is that due to a physical issue or just high demand? Isn't that both on R-32 and 454B or what?

- A: I was hearing from my implementor that it was a general shortage across the market for heat pumps and anything that comes with [refrigerant] in it. It is Low GWP, and I am hearing that people are warehousing current batches because it's still acceptable to have that older now low GWP equipment. So, everyone is just holding on to whatever they can get their hands on.
- CHAT:
 - o Suzi Asmus – NEEA - We also heard recently in a Daikin forum that installers are having a hard time getting their hands on refrigerants.
 - o Todd Greenwell - Thanks Suzi, for the insight at Daikin. Rusty Tharpe warned us 2 or 3 years ago; seems he might be right on a squeeze being placed on R32 / R454B.
 - o Suzi - Also, The Heat Pump Store was saying they were even having trouble getting R410A.

Todd Greenwell – Idaho Power

- Yeah, Todd Greenwell, senior engineer at Opower for 15 years.
- My main role is to deliver MW hour savings to the power planners through these incentive programs. I have managed a whole portfolio of HVAC projects for homes.
- As far as programmatic developments, the main thing I'm working on right now is measures 345 for heat pump technology, which I brought up with Dave. I'm eager to see this pan out, with the potential to reinstate the upgrade we discontinued a couple of years ago.
- Beyond that, it's business as usual, although the company is dealing with significant growth. We're onshoring digital chips at Micron and Meta (the Facebook company), which is building servers here, and there's a population explosion. We're staying on our toes to ensure we can deliver what we need to.

Griselda Gonzalez – Chelan PUD

- Still working with HPWH and low income with residential side. There has been a little bit of an uptake with DIY installs instead of contractor installs.
- Hoping we can get more installers available and willing to install into low income homes.

Haley Puntney – Inland Power and Light

- Unfortunately, I cannot share publicly about most of our programs
- Getting new online calculators from BPA set up.
- Rebates are very strong right now. We have been growing more in the last 3 months than originally anticipated.
- Working on solar storage projects with battery backups.
- Q: Michele Drake – Curious if you can name a handful of top items through your rebate program? I might follow up depending on what's working.
- A: Let's do an offline follow up! Heat pumps are the biggest rebate right now. Windows are second and washers and dryers are third. There has been an uptick in the home rebates which could be natural from the fire season a few years ago since people are starting to rebuild. Insulation and water heaters are still the lowest ones for us.

Lars Henrikson – Seattle City Light (SCL)

- Just signed a contract with IEnergy as a third-party rebate processor, so we will have downstream heat pump rebates for res customers for the first time.
- Working on a whole home program which will help with improving not just efficiency, but also their electrification, solar, and pumps. Still in planning phases as we want this up and running in parallel with the launch of IRA rebates later this year.
- Working in midstream with BPA through their open queue process so we can claim savings. We haven't been able to claim those externally, only toward our integrated resource plan so far. So in aligning with BPA we will be able to claim those savings and with luck other utilities will decide that's a good thing and we can make it a more regional wide program.

Kylie Pugh – Energy Trust of Oregon

- Just started in April of 2025; so no real updates for this quarter!
- Defer to Thad to give the Energy Trust updates.

Dustin Levesque – Puget Sound Energy (PSE)

- Today we actually just launched the CTA 2045 Sky Centric Connector is on the PSE marketplace. So we're having a big drive right now to get those into the hands of customers that have purchased a HPWH as well as an electric resistance water heater.
- Working on bringing the coupon we had with Seattle City Light and SnoPUD onto the PSE marketplace for 2026.
- Q: Suzi – NEEA – Are you currently using space, water or air heat with your CTA 2045?
- A: We are currently doing water heat with the CTA 2045. Our space heat demand response is handled through thermostats.

Lis Saunders – Tacoma Power

- Starting Jan 1, 2026, our office will be in person 3 days a week.
- We completed our CTA and the potential is lower than anticipated, so we are figuring out what to do for 26-27. Not anticipating much change, but we are taking it into account.
- Wrapping up our HEAR funds from the WA state as well as the IRA funds coming our way; probably in Q4.
- Launched a direct mail campaign for 0% interest loans for heat pumps.
- We do have an income qualified program for everyone in 80% AMI; but there are a large group of people from 50-80% AMI who cannot afford to participate in the program with the current kickbacks. Seeing if there is a sliding scale or a secondary rebate offer. We are fully in the research phase; so nothing to report right now.

Carolyn Beebe – Snohomish PUD (SNOPUD)

- We will change our residential HPWH rebate to a post-purchase rebate in 2026 and are considering increasing our rebate amount.
- We are very close to spending all of our HEAR funds and are wrapping up invoicing and reporting. Will be able to give a final report out in our Q4 call.

Thad Roth – Energy Trust of Oregon

- Starting in 26-30 we are going to a 5 year budget proposal instead of an annual proposal. If you would like to look at the proposal in terms of budgets, savings goals, and key initiatives you can look on our website.
 - o The area of real expansion for our team is low and moderate income. Hoping to utilize federal funding as well as a few smaller opportunities for specifically customers and communities of color.
- Q: Michele – Avista – What products are you moving to midstream?
- A: We moved water heating to midstream about 5 years ago and we are now looking at moving HVAC. Beyond that C/I sectors are looking at moving lighting programs.

Sophie Croome – Idaho Power

- Started 6 months ago!

Emily Rosenbloom – NEEA

- Purchaser survey for those who have purchased and installed a HPWH for our upcoming MPER to help understand the homeowners experience with the new technology and their preference for the technology.
 - o If you are interested in supporting NEEA in this effort, please email Emily or Anu at NEEA. It is just a request to send your customers a link for them to take a survey.
 - o NMR will be putting together a FAQ for you to provide your call centers if they have questions.
 - o **ACTION:** Emily to email Lis directly and recirculate the email after this call so its at the top of your inboxes.
- I encourage you all to look at the activity report and reach out to me if you have any questions about our programs.
- Hot Water Solutions Training – has been recognized by the DOE as a highlighted training - <https://bsesc.energy.gov/recognition/heat-pump-water-heater-programs>
 - o If you complete the course, you will receive a badge.
- Q: Todd G – I don't have participating contractors for our HPWH, we are doing mostly DIY. Do you think we could link to the videos on Hot Water Solutions that might help my customers?
- A: The Bruce video is still on HWS YouTube channel and there are a few new ones as well that I would be happy to send you.

Suzi Asmus – NEEA

- NEEA has recently renewed our user access to the Northeast Energy Efficiency Partnership cold climate air source heat pump list (<https://ashp.neep.org/#/>).
 - o If you don't currently have a user account for full, downloadable data access and would like it, or if you need a tutorial on how to use it, please reach out to Suzi directly.
- Getting started on our first Market Progress Evaluation Report for Advanced Heat Pumps. Currently at the RFP stage. You may be hearing from NEEA for funder interviews in the next few months.

- Over the past few years, NEEA conducted Low load efficiency lab and field research, data analysis, modeling, and manufacturer interviews. The final synthesis report on this work will be is currently in draft form and will be published before Q4 2025.
- NW HP Symposium convened in May, on the day before NEEA's Efficiency Exchange. NEEA coordinated alongside Tacoma Power, Chelan PUD, Seattle City Light , Carrier, Daikin and LG to align the region on efforts to manage supplemental heat. Out of this second symposium, the attendees formed 3 working groups who have committed to meet through the end of 2025 (#1: manufacturer technical solutions, 2: installer training, and #3: consumer education) to continue to collaborate and advance these efforts. Please reach out to Suzi if you or anyone from your organization have any questions about the symposium or would like to contribute to these committees.
 - o Q: Todd G – Are the groups and deliverables you talked about connected to the Advanced Heat Pump Coalition?
 - o A: Currently this effort is outside of the Advanced Heat Pump Coalition. This was an effort focused on regional northwest needs, to focus on the specific challenges of the regional impacts to the grid of heat pumps and minimizing supplemental heat; so, it's strictly the NEEA imprint of states. What I would like to see is once these working groups develop deliverables that can be used, we can distribute them in a larger capacity, perhaps through the Advanced Heat Pump Coalition.

Anne Brink – NEEA

- Program year for RPP starts April 1st and we added TVs and Water Heaters to the portfolio. Sales are starting to run through for both new categories.
- We did a project with Best Buy that wrapped up in May with Energy Star TV's. We used website and social media ads for the campaign; the most recent results have been that the individuals purchasing an Energy Star rated TV who saw the ads were about 3x more.
 - o Costco is waiting to hear what is happening with Energy Star at the national level and incredibly pre-occupied with tariffs before moving forward with the project. Hoping to go back to them in 6 months to see if they are ready to join the program.
- Working on savings in refrigerators and hoping for a new test procedure to help identify the savings potential. Based on the results, we are hoping to see if there are savings to be had.

Peter Christeleit – NEEA

- The Energy Star program remains in place pending review by congress with seemingly overwhelming support from people across the country. There was a letter that was sent in support with over 12,000 signatures a few months back. Manufacturers are continuing to submit and certify new products, and the brand seems to be continuing to be used publicly nationwide. So, we are business as usual until we hear otherwise.

Regional Priority Topic – Heat Pump Water Heater – Product Review and Roadmap for 2029

Presented by Emily Rosenbloom, NEEA and Guest Presenters

Guests: **Gregg Holladay**, Business Development Manager Specialty Markets, Bradford White; **Lacy Estes-Hill**, Senior Category Manager, Rheem; **Roch Naleway**, Market Development Manager, Utilities, A.O. Smith

Notes by Jack Davidson

Desired Outcome: Committee members hear from manufacturer representatives regarding products and their plan for the upcoming 2029 standard.

Emily Rosenbloom, Senior Program Manager of NEEA's Heat Pump Water Heater (HPWH) Program, introduced the committee to representatives of three major water heater manufacturers to discuss their newest products and plans for the standard in 2029.

Gregg Holladay – Bradford White Corporation

Gregg introduced himself as the Business Development Manager for Specialty Markets, Bradford White Corporation, but explained how he had previously spent 32 years working with GE Appliances and was part of the introduction of the very first HPWH. He explained that the BWC HPWH are the only American manufactured HPWH on the market and are only sold through plumbing distributors for professional installation by professional contractors. Gregg said that BWC is in the process of releasing the new G2 HPWH, which will continue to have top connections for ease of installation, as well as a modified fan that makes this model quieter. This new model will also interface with a Bradford White Wave app that will allow easy connectivity to Wi-Fi. Gregg highlighted that this model is the only 100% serviceable in-home product on the market, and BWC is open for support 24 hours a day. Gregg described that this model will not have leak protection because the most effective leak protection is a whole home system. This model does have MicorBan. Gregg also emphasized the multilingual display capability, enabling English, Spanish, and French. Discussing venting, Gregg talked about the ability for this product to work with that, but that many in the industry do not vent if it can be avoided.

Speaking beyond the new product, to meet the challenge of the coming federal standard change, Gregg explained how he is teaching contractors differently, and preparing them for the changes now so they are leaders when the change to HPWH is required. Gregg described a tool he developed that helps installers to analyze a homeowner's property to see if it would be suitable for a HPWH.

Lacy Estes-Hill – Rheem

Lacy introduced herself as the Senior Category Manager for HPWH with Rheem, having been with the company for six years. She previously supported Rheem's e-commerce business, as well as their independent hardware channel. Rheem is a company that has been around for 100 years, with over 14,000 employees globally and does business in 88 countries. Lacy mentioned that sustainability is a big focus for Rheem, not only in North America but also in many of the other countries they operate in. Rheem accomplished zero landfill waste at their main plant for water heating in Nueva Laredo, Mexico, with the Mexicali plant following in the next few years. Lacy then described Rheem's signature ProTerra HPWH, which has universal top and/or side connections. Her experience has been top connections are

more popular for replacement, while side connections are an appealing option for new construction. Lacy explained how this model works down to 450 cubic feet if there are louvered doors present, and if that is not an option then flex ducting is the preferred solution. With recent changes to the compressor, the sound level is now testing at a little under 45 decibels, which is similar to a whisper. If customers are still unhappy with that, there are now five different modes for the water heater, although they recommend keeping it in energy-saver mode.

Lacy addressed concerns about affordability and install price, and that Rheem is focused on innovation as a way to provide a more affordable model. Raising awareness is another part of the strategy, that just because the technology is more advanced does not mean that the installation is more difficult. Rheem has ILCS 5 integrated learning centers across the US with rooms where installers can learn how to quickly and easily install these appliances. Explaining impacts on product price, Lacy outlined how Rheem's manufacturing sites are located within the free trade areas even if outside of the United States, but inputs like steel are increasing in price and this is being passed to the customer. Overall, Rheem sees the coming standard as an opportunity to further push the bounds of technology and affordability while producing top-tier products.

Roch Naleway – A.O. Smith

Roch introduced himself as the Market Development Manager, Utilities, for A.O. Smith. New in this role, Roch previously spent 10 years at PGE, as well as at NEEA during its early days. Roch began by responding to questions that had been submitted beforehand. Discussing HPWH coil cleaning, Roch explained this is primarily done on commercial products. The 120V HPWH has some need for this as the coils get more usage, but all residential HPWH from A.O. Smith are meant to be maintenance-free aside from the occasional anode replacement. Responding to questions about product quality, Roch mentioned that in 2023 A.O. Smith had some issues with HPWHs, which was a result of welding issues and testing being done with a different gas. New testing is being done with helium. Product issues have dropped back down to where they should be as a percentage of total product.

When discussing the federal standard, Roch gave an overview of how A.O. Smith is planning a gradual transition from one product to another to ease transition in unit production. Another challenge is the uncertainty in trade and policy areas. The current 90-day reprieves are not enough time for production to adjust. In terms of installation cost, Roch talked about how he sees installation costs running up to \$7,000. His suggestion for limiting these price increases for utilities was to put out an RFP to installation networks that offer value pricing in the service territory, so that utilities can list installers with reasonable prices. He offered to support utilities in getting this framework in place.

Talking about A.O. Smith's offerings, Roch talked about the Voltex AL HPWH, which is the signature series at Lowes as well as through wholesale distribution. However, A.O. Smith is looking at removing several features from this model to make it more price competitive. These new models are slowly being rolled out at retail as older model stock is sold. Roch also described the Voltex Max model, which has a smart thermostat and superheats the water while leveraging a smart mixing valve. This has been more popular in California with load control programs, or in homes that occasionally need additional hot water capacity. The next model Roch walked us through was the Voltex 120 volt plug in HPWH, which Roch thinks could do much better in the Northwest in retrofit. These can function on a shared circuit

and can be used for switching fuel from gas to electric. Next, Roch described a coming split system CO2 HPWH which is planned for a December 2025 release but cannot go into too many details yet.

Roch posed a question to the RCC about regional collaboration with utilities, about how to work towards standard practices without duplicating efforts. He suggested that if utilities can overcome their internal hurdles and pull together to have consistent rebates across a wider region, it can make administration easier. He explained how the Tennessee Valley Authority is just beginning some high-level coordination across the southeast like this.

Q4 Topic Check In: RPP Program Update

Presented by Anne Brink

Notes by Alexa Hujik

The topic we have on the docket for Q4 with the retail products portfolio (RPP) is just a program update. Let me know if any of the following topics resonate with you:

- An update on where we are with TVs, talking a bit about the retailers we have on board, the program results to date, and what the savings are. Additionally, any future activities we're planning.
- An update on refrigerators as we will be in the middle of testing where the savings are coming from during Q4. There are also advanced compressors and controls that give savings on fridges and the testing procedures right now don't account for those savings.
- The third option is affordability. We have been doing more analysis on that and we're getting results on the gaps in washers/dryers and fridges in pricing. Discussion of what they are and what kind of savings we could bring in if we address affordability issues in those categories.

Any thoughts on these three topics and what would be most beneficial to you?

CHAT:

Interested in anything around affordability – Thad Roth

- 7 Upvotes

This is my main concern – Dustin Levesque

- 1 Upvote

Conclusion: For Q4 2025 RCC Meeting our Regional Priority Topic will discuss the RPP Program Update and focus specifically on affordability.

Housekeeping

Key Takeaways from Stakeholder Survey –

- Focus on production and efficiency with regards to our cadence in reporting and meeting. There will be no adjustments for 2026.

2025 HPWH Campaign to Increase Awareness –

- 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 (the smaller print under the images)
 - Expand audience reach (creatives in English and Spanish as well as running audio content)
 - Optimize the campaign landing pages
- Next steps: RPAC & RPAC+ members make their elections at the Q3 RPAC meeting (August 20)
- Please reach out to Emily or Britt directly if you have any questions regarding the information on this campaign.

NEEA/MT 101 Webinar –

- Will be offered twice a year (spring and fall)
- October 1st is Basics of Market Transformation for 60 minutes and a 30-minute Q&A
- If you see value in a course like this for either you or someone in your company who works with NEEA or is new to the industry, please reach out to Alisyn Maggiora to be included in the upcoming webinar.
- **NOTE FROM ALISYN:** If that NEEA/MT 101 orientation interests you for yourself, or others in your orgs, feel free to reach out to me - I'll add you to the meeting invite and you can forward on to your peers. We did this for Avista staff a while back and it was well received. There are no limit on # of folks that are welcome to join, we have SEVERAL Energy Trust staff already signed up for Oct 1
 - Brandon Gee expressed interest in attending/receiving an invitation.

Annual Planning –

- **Survey will be sent September 29th**
 - **MEMO WITH ADDITIONAL INFORMATION WAS ON PAGE 6 OF THE PACKET**
- Annual Planning will take place on Day 2 of the Q4 RCC Meeting (December 2nd)
- 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.

Leadership Awards 2025 –

- Event will be hosted at Avenue near the NEEA Offices on December 8th
- Submissions open on August 4 and close September 19
 - Nominations can be made in the following categories:
 - RISING STAR
 - INNOVATIVE COLLABORATION
 - LIFETIME ACHIEVEMENT
- Please reach out to Stephanie Lane or Alexa Hujik if you have any questions.

NEEA Cycle 6 and 2024 Annual Report Available Now!

- Cycle 6 (2020-2024) and the 2024 Annual Report are available on the neea.org website.
- View the full report here - <https://neea.org/cycle-6-2024-annual-report>