



Regional Portfolio Advisory Committee

Q2 2025 Meeting Notes

May 22, 2025

9:00am – 12:00pm PST

Hybrid

Meeting Attendees

Committee Members:

Spencer Moersfelder, Energy Trust

Bryan Russo, Tacoma Power

Lori Moen, Seattle City Light

Jeffrey Tripp, Puget Sound Energy

Philip Kelsven, Bonneville Power Administration

Jeff Feinberg, Snohomish Public Utility District

Billie McWinn, Idaho Power

Bill Hibbs, Clark Public Utility District

Reuben Arts, Avista

Emily Gilroy, Washington Utility and Transportation Commission

NEEA Staff: Alisyn Maggiora, Brandon Lindquist, Britt Cutsforth Dawkins, Emily Moore, Becky Walker, Mark Rehley, Stephanie Rider

Absent: Jake Wise (PGE), Jim White (Chelan PUD), Whitney Jurenic (NorthWestern Energy), Kevin Smit (NW Power & Conservation Council), Clay Monroe (Pacific Power)

Resources

- Agenda Packet: <https://neea.org/resource/q2-2025-rpac-meeting-packet/>
- Slide Deck: <https://neea.org/resource/q2-2025-rpac-meeting-slides/>

Welcome, Introductions & Agenda Review

Housekeeping and Looking Ahead

- New neea.org is now live
- NEEA Corporate Communications team will continue efforts to streamline reporting
- ENERGY STAR Update
 - ENERGY STAR is slated to be eliminated in the proposed federal budget. There is news that it may move to the Department of Energy. NEEA is thinking through contingencies. The acronym ESPM was explained = Energy Star Portfolio Manager.
- Upcoming RPAC Meetings
 - August 20
 - November 3

Codes and Standards Update

Mark Rehley (mrehley@neea.org), Director of Codes and Standards at NEEA, went over the state of Codes and Standards in the region as well as a brief description of the relationship between Department of Energy and NEEA when it comes to Federal Standards Rulemaking. There will be no new rules this year for products. New rules coming through are delaying effective dates for products. The rules for the public process are also being changed. Showerheads, manufactured homes, gas cooktops, and short cycling (eg a “Quick Wash” feature). Standards are supported by manufacturers while simultaneously now at risk from process, legislative, and legal challenges. For Codes, Oregon and Washington have active Codes processes right now. Idaho and Montana are both considering updating to the latest 2024 IECC.

Discussion

Spencer Moersfelder (Energy Trust): What is the rationale behind some of the changes for Federal Rulemaking?

Mark Rehley (NEEA): The rationale behind those making these decisions is to keep consumer costs down. The evidence says that these regulations are actually beneficial to consumers and help keep costs down.

Phillip Kelsven (BPA): Short cycling saves energy or not?

Mark Rehley (NEEA): No, it turns out.

Bryan Russo (Tacoma Power): Why is it good that short cycling wasn't carved out?

Mark Rehley (NEEA): It is a feature that could potentially lock in an inefficient product forever.

Spencer Moersfelder (Energy Trust): Where is the development at with a demand-response universal standard? Is CTA-2045 where the manufacturers are heading?

Mark Rehley (NEEA): Federal Standards are only efficiency related, so anything that makes them communicable is excluded. It can be regulated at the State level, though. Oregon and Washington have state standards for connectable water heaters that comply with the CTA-2045 standard. CTA-2045 and OpenADR are complimentary standards, but they both require additional infrastructure to connect with the devices and control them. This is an area of active development with utilities.

Reuben Arts (Avista): What is CTA?

Mark Rehley (NEEA): Consumer Technology Association. They develop and publish standards.

ACTION: NEEA to investigate hosting an event on CTA-2045 and OpenADR. Maybe a Product Council update.

Electric Portfolio Update

Stephanie Rider (srider@neea.org), Director of Portfolio Management, Reporting & Data Analytics at NEEA, gave a brief overview of the current Electric Portfolio. NEEA will publish a report soon on NEEA's Cycle 6 savings. The current Electric Portfolio is mostly in the Market Transformation phase of the NEEA Initiative Lifecycle process. Market share of smart pumps more than doubled to 25% during Cycle 6. Inclusion in industry design standards drove 40-80 percent increase in sales in 2024 for LLLC. Heat Pump Dryers was a program NEEA worked on during

Cycle 5 and is a product that has seen lots of recent growth via the all-in-one ductless heat pump dryer. There is still a lot of opportunity with NEEA has in their portfolio and that is driving portfolio strategy currently. Putting a hiatus on advancing anything new. Want to look at things that can happen fast or are expansions of current programs. NEEA's portfolio is very strong, but there are external factors that are making work more complicated that were not present when the Business Plan savings estimates were set. This means that the range for Cycle 7 savings is wider than previously anticipated. There are too many unknowns to reset the forecast at this point in time.

Discussion

Spencer Moersfelder (Energy Trust): What is an all-in-one dryer?

Mark Rehley (NEEA): It washes as well as dries without taking much longer. People are enjoying ability to wash and dry in the same machine.

Jeff Feinberg (Snohomish): 20 percent of customers have been selecting the all-in-one for our home electrification appliance rebates program and they love it.

Spencer Moersfelder (Energy Trust): Is NEEA hearing anything from manufacturers about tariffs?

Stephanie Rider (NEEA): They are looking at passing the costs to consumers and that will hit the market. Manufacturers are also looking at consolidating product lines.

Heat Pump Water Heater (HPWH) Marketing Campaign

Britt Cutsforth Dawkins (bdawkins@neea.org), Manager of Program Marketing Strategy, presented on the proposed 2025 Heat Pump Water Heater (HPWH) Level Up Campaign. Britt started with an overview of the marketing funnel. The key takeaways from the 2024 campaign were that there continues to be good consumer response across the Northwest to Facebook, Instagram and display ads; optimized ad messaging and landing page may drive deeper awareness and consideration; and that NEEA should expand marketing tactics to reach all audiences. The proposed 2025 Level Up campaign will run from September through November 2025 through digital and social media channels with an estimated media spend of \$160,000. The 2025 campaign will continue increasing awareness in the region, continue building consideration, and ensure alignment between all NEEA Electric Portfolio funders. The ads will drive traffic to the hotwatersolutionsnw.org campaign landing page, and that landing page will drive traffic to find an installer, check for utility rebates, or locate a retailer. Many aspects of the campaign are similar to the previous campaign, including targeting, primary "Level Up" messaging, and creative. New campaign elements recommended are testing secondary messaging, expanding the reach of the campaign to new audiences and through new mediums, and optimizing the landing page experiences. After receiving the final proposed campaign materials in June, funders may request an individual review with the alliance's Marketing and Stakeholder Relations teams to discuss the materials in greater detail. Funders will make participation elections on the campaign at the August 20 RPAC meeting.

Bryan Russo (Tacoma Power): Were the ZIP codes RBSA-driven or were there other sources of information used?

Britt Cutsforth Dawkins (NEEA): I do not know. Our Data & Analytics team provides a list of electric territories that have higher levels of electric heating, and then we segment it out based on rural and urban classifications.

Mark Rehley (NEEA): It may be a combination of RBSA with one or more data sources.

David Murphy (BPA): What do the linkups with retail promotions in midstream look like?

Britt Cutsforth Dawkins (NEEA): We did not have retail promotions in 2024 but knowing this campaign was coming, there were some promotions set up with distributors and retailers to support customer interest and demand. If someone does want to do a DIY option, we are giving them the option to go to a retailer from the campaign landing page. The bulk of clicks, though, go to utilities and local installers.

ACTION: Provide BPA and Philip Kelsven with more insight about the research into the electric hot water potential. That may be useful for their campaigns.

RPAC Round Robin

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

- **Spencer Moersfelder (Energy Trust):** Working on a five year multi year plan instead of an annual budget cycle. Five year cycle will cover 2026 to 2030. This is a new endeavor. Want to be able to provide enough details without knowing all the answers to questions. One of the components of the plan is to move towards portfolio level cost effectiveness instead of at the program level. This is combined for electric and gas. If any individual program isn't cost-effective but the portfolio is, that is acceptable. Our current projections for the multiyear plan show that all programs and all utilities are going to be cost-effective. Energy Trust anticipates their hiring rate will decelerate. Currently over 200 staff. Oliver Kesting, Commercial Sector Lead, will retire this summer.
 - **Billie McWinn (Idaho Power):** Is there any sector level cost effective?
 - **Spencer:** Will still be reporting cost effectiveness of sector and programs.
 - **Billie:** Are there any minimum levels of effectiveness or sideboards for programs that are doing poorly with indicators?
 - **Spencer:** Will still be beholden to measure level cost-effectiveness at the program level unless we get an exemption.
 - **Billie:** At the measure level, do you also include items like complementary funding sources?
 - **Spencer:** Yes.
- **Bryan Russo (Tacoma Power):** Completing CPA for 2026/27 biennium; substantive drop in identified cost-effective conservation driven by a low avoided cost, the Federal HPWH standard, and reduced lighting potential from mercury containing lamp prohibition. Planning for subsequent bienniums starting. Wrapping up demand response potential assessment. Have started increasing scope of our loan offer with recently added funding. Analyzing replacement for our commercial SEM program. Mulling use of clean fuels credit funds to sustain mobility efforts. Partnering w/ COT on a grant the City secured for electrification audits. Personnel: John Storvick promoted to program manager role within residential. Rich Arneson, who has been responsible for the CPA, is retiring at end of May.
 - **Spencer Moersfelder (Energy Trust):** What was the primary driver of the drop in avoided costs?
 - **Bryan:** Although costs have gone up, the volumetric rate has gone down. Also the rollbacks in federal policies around EVs.

- **Lori Moen (Seattle City Light):** All of our public-owned chargers have had to transition to a new network. Have an approved rate for “renewables plus” program which is aimed at large customers. Wrapping up DSM Potential Assessment (PA) and starting audit with state auditor on last biennium. Beginning to get strategies back under belts, first up is energy efficiency and DR. Launching early design assistance, launching SEM, and time of use rates this summer. Have a minimum viable product for a large industrial curtailment. Would be helpful if we had the DSM PA completed and the DR strategy completed to inform that but want to get it up and running. Standing up whole home residential program which will be affected by federal policy. Standing up a Home Energy Report (HER) replacement program. Energy savings target is looking low. Have a new trade allies program doing well. Seattle City Light is hiring. Have hired a new Program Manager and have two Program Managers and two Supervisor positions underway with the positions recently closed. Should be fully staffed for the first time in over four years.
- **Jeffrey Trip (Puget Sound):** With Washington Initiative 2066 passing last fall (to recall parts of HB 1589 which prevented gas rebates), a Superior Court judge has ruled it unconstitutional. This means electrification is back on, and gas incentives are back off. It will be going to the Washington state Supreme Court. Had a CEIP demand response target of 86 megawatts by the end of this year and achieved that. Continuing with biennial conservation planning, RFP went out May 5.
- **Reuben Arts (Avista):** Will shortly be hiring a new engineer to do commercial and industrial custom calculations. All of our programs are cost-effective by definition. Engineering team is looking at doing more white papers. Demand response is big for us right now, shooting for 5 megawatts but that number will be boosted and will be going to RFP. Electrification group had been looking at charging stations, batteries, and solar, that is getting broader with incorporating demand response. Will be doing an RFP. Do not have a demand response tariff yet and working on that.
- **Billie McWinn (Idaho Power):** Avoided costs are going down after having been told they are going up. Still figuring out the drivers of that. Demand response programs at Idaho Power are very robust. Looking at what continuously adding batteries to Idaho Power’s system does to those demand response programs. For residential programs, we are exploring home energy reports. Looking at by the end of this year have a report to show what the potential is. For commercial and industrial we are exploring whole building approach for multifamily and commercial new construction. Looking at a pilot. Would keep prescriptive programs intact. Looking at a midstream program as an option for additional incentives in this sector.
- **Philip Kelsven (BPA):** Dealing with uncertainty at the Federal level. In the middle of finalizing the next implementation manual, end of rate period is in September. Have found some extra money to do direct fund demonstrations for utility projects that need funding. Have received over 100 proposals for that. Focus will be high-value savings. Focused on meeting savings goals. Have a round table meeting coming up in early June for western MT, ID, and eastern OR. Looking to get new measures developed including working with NEEA on a window heat pump measure and a cold climate heat pump. Utilities are also bringing us new measures including a heat pump lockout measure as well as a novel approach for behavioral energy reports. At the portfolio level, we are cost-effective.
- **Jeff Feinberg (SnohomishPUD):** Home electrification appliance rebates program let customers take surveys to about their eligibility and then prioritize what products they would choose through the rebate program. 850 chose laundry appliances, 80 an induction stovetop, and 442 heat pump water heaters. Have \$5 million committed. Will do surveys with contractors, retailers, and customers after the program. A fixed cost decided on ahead of time by four contractors has been a positive. For commercial,

continuing clean buildings accelerator, have commercial SEM program, a residential new construction program launched at the end of last year which incentivizes above code, also launched a data center telecom program and may have the first project coming through at the end of this year with more interesting opportunities in the pipeline. All of those projects would be very large.

- **Bill Hibbs (ClarkPUD):** Got RFPs for AMI. On the program side, have been standing up new programs. Energy design assistance is new for us. Received a multifamily project and figuring out how to get that reported in the most efficient way possible. Midstream lighting is something we have been working on and stood up a few months ago. Not seeing the online sales to the level hoped so digging into that. That will be a point of emphasis for us. Got approval for retrocommissioning tool. Will be the supporting documentation for custom customer projects. We see customers through SEM that may be better candidates for retrocommissioning and will steer them towards that. We are actively recruiting for that. The energy project measure will be based on the capital projects and helping customers with tracking and supporting documentation to capture more savings. Have a school district actively working with an energy project manager with a second school district very interested. SEM continues to grow but reporting a little bit less. Should be about 70 percent of last year. Will be looking at good exit strategies for those customers.
- **Emily Gilroy (WUTC):** Anticipating some annual conservation reports, some conservation cost recovery tariffs and the audits that are associated with those. We're going to be scheduling those coming up here in the next couple of months if we haven't already. Also have some RFPs others have mentioned from utilities. Internally staffing up in energy planning and related teams. Colleagues are doing work on HB 1589 and cost test docket. For the cost test docket, essentially we are revising the rules for a new jurisdictional cost test and what that entails.

Meeting Wrap Up

- Public comment - None
- Meeting feedback – None
- Action Items
 - **ACTION:** NEEA to investigate hosting an event on CTA-2045 and OpenADR. Maybe a Product Council update.
 - **ACTION:** Provide BPA and Philip Kelsven with more insight about the research into the electric hot water potential. That may be useful for their campaigns.
- Next meetings
 - Q3: August 20
 - Q4: November 3