

Commercial/Industrial Coordinating Committee (CICC) Q4 2025 Meeting Agenda



DATE: Day 1 - Tuesday November 4th

TIME: 12:30 – 4:10 pm Pacific Standard Time

TEAMS LINK Day 1: [Click here to join the meeting](#) (Meeting ID:295 644 575 113 |
Passcode: Lw2zA7t3) (if needed) Call-in audio only: 971-323-
0535 Phone Conference ID: 974 701 126#

CICC 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.

Day 1 – Tuesday, November 4th

(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 – 3:15 (60 mins)	Regional Priority Topic NEEA Research Findings on Fan Purchasing & decision-making process <i>Desired Outcome: Committee members gain insight on the progress of the program and how Fan Energy Index (FEI) influences fan purchasing and specification decisions.</i>	Alexis Muench	5-6
3:15 – 3:25	BREAK		
3:25 – 3:55 (30 mins)	NEEA Shareout Luminaire Level Lighting Controls (LLLC) Market Research Findings <i>Desired Outcome: Committee members to hear highlights from the recent LLLC study and engage in discussion on sharing observations of the commercial lighting market and LLLC trends.</i>	Zdanna King	7
3:55 – 4:05 (10 mins)	Housekeeping Announcements & Upcoming Meetings/Events	Anouksha Gardner	--
4:05 – 4:10 (5 mins)	Recap, Next Steps, Adjourn	Anouksha Gardner	

Commercial/Industrial Coordinating Committee (CICC) Q4 2025 Meeting Agenda



DATE: Day 2 - Wednesday, November 5th

TIME: 9:15 – 12:00 pm Pacific Standard Time

TEAMS LINK day 2: [Click here to join the meeting](#) (Meeting ID: 229 739 752 333 | Passcode: XH23Pg2R) (if needed) Call-in audio only: 971-323-0535 Phone Conference ID: 981 860 189#

Day 2 – Wednesday, November 5th Annual Planning for 2026

(All Times Pacific)

9:15 – 9:25 am (10 mins)	Welcome & Agenda	Anouksha Gardner	--
9:25 – 11:45	Annual Planning • Luminaire Level Lighting Control (9:25 to 9:55 am) • HP HVAC (9:55 to 10:35 am) • Break (10:35 to 10:45 am) • Extended Motor Products, Pumps & Circulators (10:45 to 11:15 am) • Efficient Fans (11:15 to 11:45 am) <i>Please note: each program has been given a tentative time of 30 mins which is subject to change based on the annual planning survey results</i> <i>Desired Outcome: Committee members to engage in the annual planning session to develop 2026 regional priority topics.</i>	NEEA Program Managers	8
11:45 – 11:55	Recap, Next Steps, Adjourn	Anouksha Gardner	

Commercial/Industrial Coordinating Committee (CICC) Q4 2025 Meeting Agenda



Memorandum- *Agenda Items*

October 22nd, 2025

TO: Commercial & Industrial Coordinating Committee (CICC)

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 1-2: Meeting Agenda
- Page 3: Meeting Packet Informational Updates
- Page 4: Meeting Topic Preparation Highlights
- Page 5-6: Memo: Regional Priority Topic – Efficient Fans
- Page 7: Memo: NEEA Shareout on Luminaire Level Lighting Controls Market Research Findings
- Page 8: Memo: Coordinating Committee 2026 Annual Planning Session

INFORMATIONAL UPDATES (Tier 2)

- Page 9: Electric Portfolio, 2025 Flowchart
- Page 10: 2025 Commercial & Industrial Coordinating Committee Annual Workplan

ACTIVITY REPORTS

- Pages 12-14: Luminaire Level Lighting Controls (LLLC)
- Pages 15-16: High Performance HVAC (HP HVAC)
- Pages 17-18: Extended Motor Products (XMP) Pumps
- Pages 19-20: Efficient Fans
- Pages 21-22: BetterBricks

ADDITIONAL LINKS (Tier 3)

- Committee Materials (*meeting notes include links to packet and slides*)
 - Q2 2025 CICC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
 - Q2 2025 RCC [Meeting Notes](#), [Agenda Packet](#), and [Slides](#)
 - 2025 Workplan: [Commercial & Industrial \(CICC\)](#) | [Residential \(RCC\)](#)
 - Charters: [RPAC](#), [Coordinating Committees](#)
- [Quarterly Newsletters](#) (all the updated newsletters and quarterly reports can be found here)

CICC Q4 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.

DAY 1

➤ **ROUNDTABLE**

Committee Members & NEEA Program Managers will share highlights from their work, programs and/or organization since the Q2 May 13 meeting.

Specific topics for Committee Members to consider highlighting include:

- Questions/thoughts on NEEA program activity reports
- Program and organizational updates
- Any questions for your peers?

➤ **REGIONAL PRIORITY TOPIC – Efficient Fans**

Topic format is expected to be a shareout by Program Manager Alexis Muench on NEEA research findings on Fan purchasing & decision-making process

Review Tier 1 memo on p.5-6 and come prepared to hear about updates and provide guidance on:

- (1) How Fan Energy Index (FEI) influences fan purchasing and specification decisions, and
- (2) Discuss lessons learned from efficient fan efforts in your organizations

➤ **NEEA SHAREOUT - Luminaire Level Lighting Controls (LLLC) Market Research Findings**

Topic format is expected to be a shareout by NEEA Market Research & Evaluation Scientist Zdanna King, on LLLC Market Research Findings

Review Tier 1 memo on p. 7 and come prepared to:

- (1) Hear highlights from the recent LLLC study
- (2) Share your own observations of the commercial lighting market, touchpoints with lighting professionals, and trends in LLLC that you have noticed recently

DAY 2

➤ **ANNUAL PLANNING SESSION**

The annual planning session will take place on the 2nd day (November 5) of the Coordinating Committee Q4 meeting. Topic format is expected to be a utility share-out on custom pump projects and pump measures

Review the survey results emailed with the packet, and the Tier 1 memo on p.8, and come prepared on day 2 to:

- (1) Engage in brainstorming discussion using Mural platform. No pre-engagement needed on Mural platform, just follow along during the meeting.
- (2) Discuss annual planning survey answers
 - ✓ Assist with deciding which topics rank high in 2026
 - ✓ Discuss any additional topics mentioned in the survey

Memorandum – *Agenda Item (Tier 1)*



October 22nd, 2025

TO: Commercial & Industrial Coordinating Committee

FROM: Alexis Muench, Program Manager Efficient Fans

SUBJECT: Q4 Efficient Fans Regional Priority Topic – NEEA Research Findings on Fan Purchasing & Decision-making process

Our Ask of You:

Please review the below topic suggestions for our Q4 Fans update and come prepared to discuss and share.

Brief Overview:

Please come prepared to discuss the Efficient Fans topic for Q4. We'll share progress to date and preview 2026 priorities, with a focus on driving broader adoption of the Fan Energy Index (FEI) and understanding how it influences fan purchasing and specification decisions. This includes engaging key market actors (reps and specifiers), supporting adoption of FEI-rated products, and enhancing fan selection tools. We welcome sharing your experience, and any lessons learned from your own efficient fan efforts.

Q2-3 Highlights include:

Program Development:

- Formulating learnings and takeaways from two years of sales data, training efforts, and software engagement to inform strategy for moving this program into Market Development.

Research:

- Launched market research study expected in December 2025 to further understand specifier behavior and how purchasing decisions are made in relation to efficient fan systems.
- Completed development of a detailed methodology and [report](#) outlining the process for calculating in situ Fan Energy Index (FEI) to assess real-world fan system efficiency and compare field performance against design expectations.
- Fully completed market research examining specifier behavior and the decision-making process behind efficient fan system selection.

Market Channel Development:

- Engaged a new manufacturer and acquired both current and historical sales data to inform baseline development and early market indicators.
- Established partnership with a new manufacturer representative to advance regional engagement and drive adoption of FEI-rated products.
- Expanded [BetterBricks](#) content to include new resources on selecting the right

fan for energy performance and design intent, including a messaging map and targeted messaging for specifiers, contractors, and engineers.

- Continued partnership with the Air Movement and Controls, Association, Inc. (AMCA), who rates fan products via its certified ratings program, including fans rated with Fan Energy Index (FEI).
- Advanced optimization of manufacturer fan selection software developing materials to integrate FEI into the input filters.

2025 activities (planned and in progress) include:

In Progress:

- Preparing program documentation for a 2026 Initiative Lifecycle milestone decision.
- Finalized program baseline draft. This is integrating manufacturer data and early market indicators to inform next-phase strategy. Currently awaiting third party review.

Research:

- Continuing collection and refinement of manufacturer data, improving visibility into fan model performance and efficiency trends.

Market Channel Development:

- Continued exploration of an Efficient Fans Coalition in collaboration with AMCA and additional manufacturers to align around program goals and drive deeper market participation.
- Delivering regional trainings around the Pacific Northwest on FEI application and fan system optimization through partnered manufacturers.

Please contact Alexis Muench (amuench@neea.org) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS



Memorandum – *Agenda Item (Tier 1)*



October 22nd, 2025

TO: Commercial & Industrial Coordinating Committee

FROM: Zdanna King, Senior Market Research and Evaluation Scientist for LLLC Program

SUBJECT: Luminaire Level Lighting Controls (LLLC) Market Research Findings

Our Ask of You:

Please review the highlights below and come prepared to share your own observations of the commercial lighting market, touchpoints with lighting professionals, conversations with commercial building decision- makers purchasing lighting upgrades, and/or trends in Luminaire Level Lighting Controls (LLLC) that you have noticed recently.

Brief Overview:

NEEA is excited to share research highlights from a recent [LLLC study](#) with the Commercial & Industrial Coordinating Committee.

Findings show that the market for LLLC continues to experience year-over-year growth across the Northwest region. Product awareness is now nearly universal among installers, and increasing percentages of installers and designer/specifiers reported an ability to bid on projects that include LLLC. To support continued market adoption and address remaining barriers that may prevent the inclusion of LLLC in project bids, report findings recommend ongoing training to strengthen sales staff's ability to articulate the value of LLLC across different building types and applications.

Please contact Zdanna King (zking@neea.org) if you have questions about this memo.

PROGRAM LIFECYCLE STATUS



Memorandum – Agenda Item (Tier 1)

October 22nd, 2025



TO: Commercial & Industrial and Residential Coordinating Committee Members
FROM: Anouksha Gardner, Stakeholder Relations Manager
SUBJECT: Nov 5 (CICC) & Dec 2 (RCC) Annual Planning Sessions

Our Ask of You:

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

What to Expect:

The annual planning sessions to develop 2026 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.

Process:

1. **Survey completion by Oct 14**
2. **Mural Board Prep:**
 - NEEA staff will pre-populate the mural board with the topic rankings and any additional topic ideas from the survey results. We may follow up with committee members about additional suggested topics before the sessions for clarification as needed.
3. **Session Approach:**
 - Each program will have allotted time for discussion; tentative schedule provided below – this may flex slightly during the session. We will start with proposed topics based on the survey rankings and create space to discuss any additional suggested topics offered in the survey.

Schedule:

CICC – Wednesday, Nov 5 (9:15am – 12pm Pacific)

TIME	TOPIC/PROGRAM
9:15 – 9:25	Welcome
9:25 – 9:55	Luminaire Level Lighting Controls
9:55 – 10:35	High-Performance HVAC
10:35 – 10:45	Break
10:45 – 11:15	Extended Motor Products - Pumps & Circulators
11:15 – 11:45	Efficient Fans

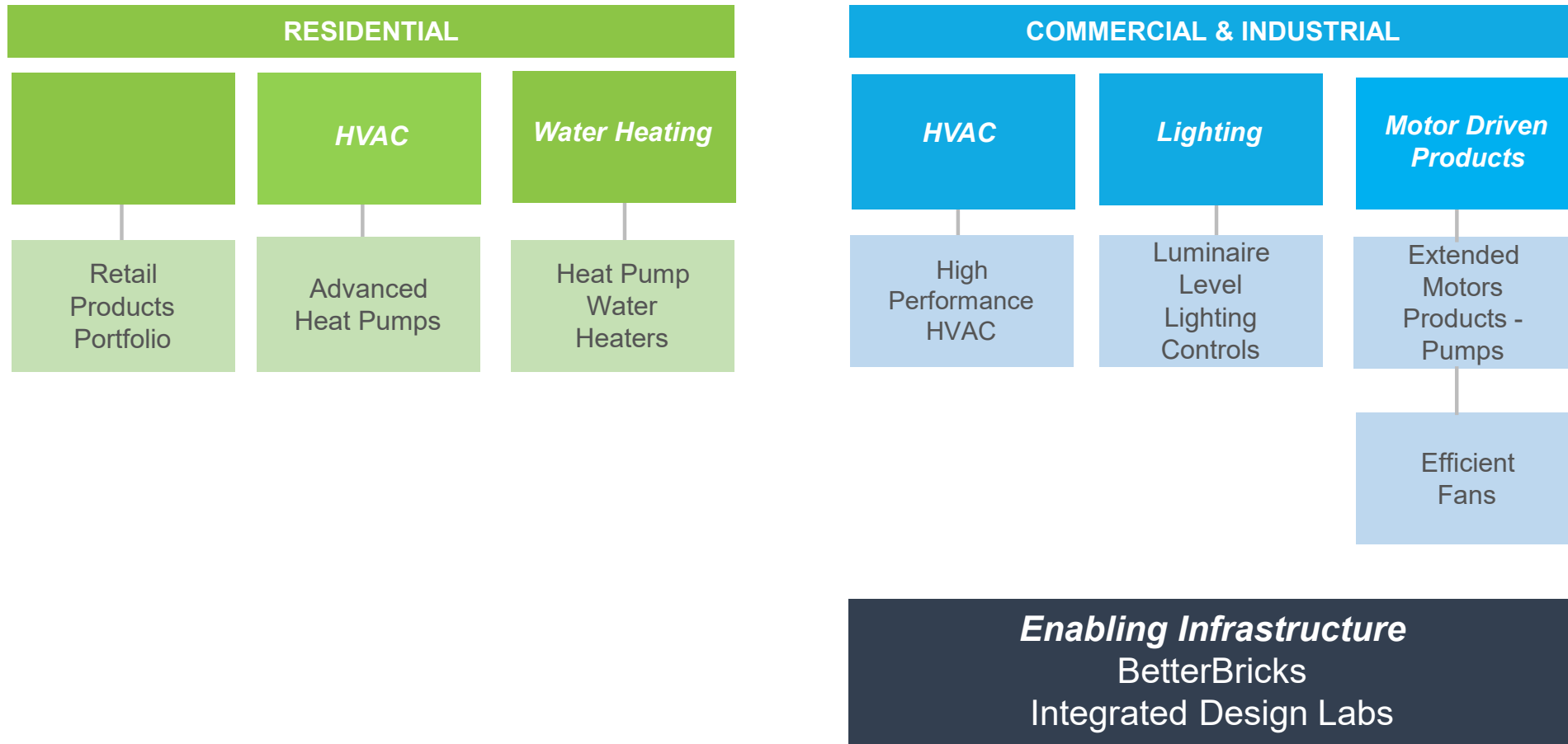
RCC – Tuesday, Dec 2 (9:15am – 12pm Pacific)

TIME	TOPIC/PROGRAM
9:15 – 9:25	Welcome
9:25 – 10:25	Advanced Heat Pumps
10:25 – 10:55	Consumer Products: Retail Products Portfolio
10:55 – 11:00	Break
11:00 – 12:00	Heat Pump Water Heaters

Please contact Anouksha Gardner (agardner@neea.org) if you have questions about the annual planning sessions.



Electric Portfolio for Coordinating Committees, 2025



Snapshot of Regional Priority Topics for Commercial & Industrial Coordinating Committee

[Click here to access the workplan](#)

Commercial & Industrial Coordinating Committee (CICC) 2025 Annual Workplan				
Q1 Meeting Day 1 – 26 th February, Wednesday (HYBRID)	Q1 Meeting Day 2 – 27 th February, Thursday (HYBRID)	Q2 Meeting – 13 th May, Tuesday (VIRTUAL)	Q4 Meeting Day 1 – 4 th November, Tuesday (VIRTUAL)	Q4 Meeting Day 2 – 5 th November, Wednesday (VIRTUAL)
COMMERCIAL HVAC: High Performance HVAC, Very High Efficiency DOAS (VHE DOAS) <u>Topic:</u> NEEA Shareout: Inform on key activities identified in NEEA's market engagement plan (critical awareness & education opportunities in the region, and to which audiences) (60 minutes) <u>Desired Outcome:</u> TBD during topic buildout	MOTOR-DRIVEN PRODUCTS: Pumps & Circulators (XMP) <u>Topic:</u> Coordination Opportunity: Hear from the committee on Utility Custom Projects for pump energy efficiency (review recent results and success stories; talk about best practices and new opportunities) 60-90 minutes <u>Desired Outcome:</u> TBD during topic buildout	COMMERCIAL LIGHTING: Luminaire Level Lighting Controls (LLLC) <u>Topic:</u> NEEA Shareout: Inform on new ways of tracking champions for LLLC. (How NEEA identifies the new champions and ideas) – from a Marketing perspective 60 minutes <u>Desired Outcome:</u> TBD during topic buildout	MOTOR-DRIVEN PRODUCTS: Efficient Fans <u>Topic:</u> NEEA Shareout: NEEA research on Fan purchasing and decision-making process (Market actors role and Industrial research) 60 minutes <u>Desired Outcome:</u> TBD during topic buildout	2026 ANNUAL TOPIC PLANNING

Commercial & Industrial Coordinating Committee (CICC) Q4 2025 // Program Activity Report

Introduction

Twice annually, NEEA Program Managers submit Activity Reports for their respective programs. These reports highlight key program activities, as well as coordination and stakeholder engagement opportunities.

Please take a moment to review the reports. If you have any questions or would like to discuss specific items further, feel free to reach out directly to the corresponding Program Managers.

- Luminaire Level Lighting Controls (LLLC) Pages 12 - 14
- High Performance HVAC Pages 15 - 16
- Extended Motor Products Pumps Pages 17 - 18
- Efficient Fans Pages 19 - 20
- BetterBricks Pages 21 - 22

ADDITIONAL RESOURCES:

> [Quarterly Newsletters](#)

> [2025 Operations Plan](#)

LUMINAIRE LEVEL LIGHTING CONTROLS (LLLC) | Lighting Product Group

Anne Curran | Sr. Program Manager | acurran@neea.org

Market Transformation Goal: Adoption of LLLC becomes standard practice for commercial buildings, as most lighting products come with embedded sensors and controls as the default option.

Product Description: A type of wireless networked lighting control (NLC) that integrates controls and sensors into the luminaire, enabling communication with each other and transmission of data.

Program Status:

- Market Development (March 2019)
- [Market Progress Evaluation Report #3 Q4 2025](#)

Sectors: Commercial, Industrial

Target Markets: Office, Schools, Healthcare, Warehouse

Key Market Actors: Lighting manufacturers, sales agencies (manufacturer representatives), distributors, installation contractors, lighting designers and engineers, building owners and managers

Implementation Contractors: Evergreen Energy Partners with Resource Innovations and Kate Bushman Advising, C+C (Marketing)

Program Partners: Lighting Design Lab, Integrated Design Labs, Design Lights Consortium, DOE's Pacific Northwest National Labs

Program Activities	Q2 - Q3 Updates
2025 Operations Plan p. 47	
Key Program Progress	• Sales Channel: ○ Collaboration with key manufacturers and sales representatives at events and trainings, including with manufacturer representatives relatively new to LLLC and who have not collaborated with the program previously ○ In Q2-Q3, support for 9 events that manufacturer representatives hosted for their clients ○ Demonstration boards continued to be leveraged by Manufacturer sales representatives as a valuable sales tool and two more were produced • Delivery Channel: ○ Collaboration with installers, lighting designers and specifiers on educational opportunities, including many who were relatively new to LLLC and had not collaborated with the program previously ○ Delivery of education targeted at this audience through events with AIA (American Institute of Architects) Montana Chapter, AIA Seattle, IES (Illuminating Engineering Society) Oregon Chapter, NAESCO (National Association of Energy Services Companies), LightFair, NXT Level, ,

	Lighting Slam hosted by IES, WILD (Women in Lighting Design) and IALD (International Association of Lighting Designers) ○ Partnership developed with South Seattle Community College to include LLLC curriculum as part of their Sustainable Building Science program. Training was delivered in collaboration with Puget Sound Energy, Seattle City Light and Snohomish PUD ○ Support for lighting training series for trade allies hosted by Idaho Power, Energy Trust of Oregon New Buildings and Existing Buildings programs ● Decision Makers: ○ Two new success stories plus existing ones featured at events, via Better Bricks, in earned media and through social media ▪ Industry Voices featured include Sam Tuminello, Ryan Heron, Chris Gilmore, Neil Schilling, Aprille Balangue, James R. Benya. ▪ Case studies highlighted include Vancouver Innovation Center, Fluke Corporation, Vision Profile Extrusions, Novanta, Associated General Contractors of WA ○ Events included IFMA (International Facility Management Association) Oregon Symposium, NW Facilities Expo, Seattle 2030 and WAMOA (Washington Association of Maintenance and Operations Administrators) ● National Stakeholders: ○ Continued collaboration with national and extra regional stakeholders to ensure alignment and leverage respective efforts ○ IES approved an update of Lighting Practice #6 (Lighting Control Systems – Properties, Selection, and Specification) which now includes LLLC. ● Presentation on PNW market transformation efforts to 15 extra-regional utilities participating in DLC (DesignLights Consortium) Program Planning Committee
NEEA-Identified Coordination Opportunities	● Identify opportunities for additional Success Stories and Industry Voices spotlights ● Distribute educational resources included in LLLC Toolkit and in the LLLC Video Playlist ● Host and promote an educational webinar for your trade allies and customers ● Borrow LLLC demonstration boards for events and training ● Promote NXT Level and host a jump start session for your trade allies ● Collaborate on professional and trade association event participation and speaking opportunities as they arise ● Identify manufacturer reps and distributors that you would like to see prioritized ● Participate in Design Light Consortium (DLC) member meetings and committees, including the new Program Planning Work Group. ● Join an IES committee to help influence recommended practices. ● Share market insights from downstream incentive program experience
Other Updates	● Market Research: MRE Newsletter p. 10-11 ○ Market Progress Evaluation Report #3 was published October 2025. Findings show that the market for LLLC continues to grow and that the ability to bid on projects that include LLLC is increasing among installers, lighting designers and specifiers. ○ LLLC Key Assumptions review expected in Q1 of 2026. ● Emerging Technology: ET Newsletter p. 20 ○ Energy savings data is being collected on LLLC integration with basic HVAC systems (rooftop units with thermostats only),

	• A market survey is underway examining existing demand response systems and currently available exterior parking lot luminaire technologies
Resources for Funders	• LLLC Toolkit • LLLC technical handout series with 10 topics • Customizable marketing collateral • Success Stories: Vancouver Innovation Center, Fluke Corporation, Vision Profile Extrusions, Novanta, Enumclaw High School, South Lander Business Park, Associated General Contractors of WA, Puget Sound Energy, Two Roads Brewing • BetterBricks Industry Voices: Sam Tuminello (New), Ryan Heron, Chris Gilmore, Neil Schilling, Aprille Balangue, James R. Benya, • LLLC Video Playlist including Ask the Expert series

Initiative Lifecycle



HIGH-PERFORMANCE HVAC | HVAC Product Group

Dave Hammond | Sr. Program Manager | dhammond@neea.org

Market Transformation Goal: By 2035, the commercial energy code in each NW state will require the very high efficiency DOAS approach or equivalent efficiency. This exceeds the 2014 minimum commercial energy code in each of those states by at least 45% of average HVAC energy savings.

Product Description: Very High Efficiency Dedicated Outdoor Air Systems (DOAS) is a commercial HVAC system approach that pairs a very high efficiency heat/energy recovery ventilator (HRV/ERV) with a high efficiency heating and cooling system, while following design principles that optimize efficiency.

Program Status:

- Market Development (June 2022)
- [Market Progress Evaluation Report #1 Q3 2025](#)

Sectors: Commercial

Target Markets: Office, Schools, Government, Retail

Key Market Actors: HVAC manufacturers, manufacturer representatives, specifiers (engineers, architects, HVAC consultants), building owners & owner representatives, facility managers, energy service companies (ESCOs)

Implementation Contractors: Resource Innovations (through Q4 2025), CLEAResult (beginning Q4 2025), Energy350, Cyclops LLC (marketing)

Program Partners: Integrated Design Labs (University of Washington, Washington State University, Montana State University), New Buildings Institute, NYSERDA, HRV/ERV manufacturers and manufacturer representatives

Program Activities	Q2 – Q3 Updates
2025 Operations Plan (High-Performance HVAC on pages 43-46)	
NEEA-Identified Coordination Opportunities	• Building awareness between NEEA & utility program team members of potential overlap between VHE DOAS qualifying projects and utility program incentive pathways • Co-presented trainings focused on the benefits of improving the efficiency and effectiveness of ventilation in commercial buildings • Showcasing successful examples of BetterBricks & utility program-supported projects through building tours • Sharing best practices re: reaching targeted audiences (designers, building owners, facility managers, etc.)

Key Updates	• Market Research: ○ Recently completed MPER #1, ○ ERV/HRV Ownership and Maintenance Market Research currently underway and is anticipated to be published in late 2025/early 2026 • Emerging Technology: Explored potential for increased focus on commercial buildings heated via hydronic systems (e.g. air-to-water heat pumps) • Codes + Standards: Finalizing review of NEEA-developed CSA Group SPE18 ERV testing procedure in Q4 2025. Learnings from this review will facilitate an update to the current SPE18 testing procedure, which will then be used as a basis for pursuing a similar testing procedure within either ASHRAE and/or IECC.
Resources for Funders	• BetterBricks High-Performance HVAC • Galleria Case Study • BetterBricks Webinar: The Metropole Project • VHE DOAS System Fact Sheet

Initiative Lifecycle



EXTENDED MOTOR PRODUCTS PUMPS | Motors Product Group

Warren Fish | Sr. Program Manager | wfish@neea.org

Market Transformation Goal: The marketplace specifies, stocks and sells efficient motor driven products, focusing on pumps and circulators 50hp and below, which will influence future federal standards

Product Description: Motor-driven systems with an active-end that converts electric power into mechanical power; initial focus on high efficiency Energy Rating (ER) labeled pumps and circulators, including Smart Pumps with integrated drives and controls

Program Status: Market Development Phase

- Supporting industry product labeling and smart pump promotion through upstream engagement with Hydraulic Institute and pump manufacturers
- Promoting efficient clean water pump solutions through direct engagement with the Northwest supply chain

Sectors: Cross-sector

Target Markets: Office, municipal, healthcare, schools, hospitality, multifamily, municipal water conveyance, industrial, irrigated agriculture

Key Market Actors:

- Manufacturers' representatives and manufacturers
- Distributors
- Installation contractors
- Mechanical engineers and equipment specifiers
- Building owners and property/facility managers

Implementation Contractors:

Resource Innovations; Evergreen; Summit Conservation Strategies

Program Partners:

Hydraulic Institute, WSU Integrated Design Lab, participating manufacturers' representatives

Program Activities	Q2 – Q4 2025 Updates
<u>2025 Operations Plan</u> (XMP on page 52)	
NEEA-Identified Coordination Opportunities	• Identify and co-develop case studies about Smart Pump installations with NEEA • Collaborate with NEEA and manufacturers' representatives on presentations to relevant industry groups in your service territory • Host and promote an educational webinar on pump efficiency for trade allies and key accounts – NEEA can support • Share smart pumps video and leverage marketing tools • Offer local insights from the supply chain and pump users • Promote smart pumps and the Energy Rating label via local program website

Key Program Update	Ten regional pump distributors sharing full category sales data with NEEA and promoting energy efficient products. Extensive pump sales database managed internally by NEEA. Two new participants in 2025. Conducting outreach events under the BetterBricks banner to educate pump specifiers on the energy and non-energy benefits of smart pumps.
Other Updates	MARKET RESEARCH: Market Progress Evaluation Report (MPER #1) published. MPER #2 project initiated in Q3-25; Irrigation pumping research now underway; Industrial market research in scoping phase. EMERGING TECH: Investigating new savings opportunities in electric double-diaphragm pumps, ANSI pumps, vertical line shaft pumps, and submersible turbine pumps. CODES AND STANDARDS: Final Rule for first-ever circulator pump standard issued by US DOE in 2024 (takes effect in 2028). Exploring potential pump efficiency opportunities in building codes and ASHRAE 90.1
Resources for Funders	- Consortium for Energy Efficiency (CEE) Pump Systems Initiative (CEE member portal login required). - Hydraulic Institute resources: Pump Rebate and Incentive Program Resources - Pumps.org - Energy Rating portal: er.pumps.org - BetterBricks page: https://betterbricks.com/technologies/mechanical/pumps-motors/ - NEEA team available to support Northwest utilities on pump program development, smart pump case studies, program implementation strategy, emerging technology opportunities.

Initiative Lifecycle



EFFICIENT FANS | Motors Product Group

Alexis Muench | Program Manager | amuench@neea.org

Market Transformation Goal: Manufacturers will produce, and their reps will promote efficient fan systems, resulting in an overall increase in fan efficiency of 20 – 25% above baseline.

Product Description:

- Fans that are AMCA certified with a Fan Energy Index (FEI) > 1 AND
- Fans with a Horsepower (HP) ≥ 1 AND EITHER
 - Fans sold and installed as a standalone fan that are not included in another piece of equipment,
 - OR Fans sold and installed in another piece of packaged equipment where that packaged equipment is not rated by any efficiency metrics (such as AFUE (Annual Fuel Utilization Efficiency) SEER (Seasonal Energy Efficiency Ratio), etc.)

Program Status: Program Development – Market Development in Q3 2026

Sectors: Commercial: Office, lodging, multifamily, education, healthcare, assembly, food service, grocery, retail, and schools

Target Markets: Industrial: Manufacturing, general, warehouse

Key Market Actors:

Fan manufacturers and manufacturers' representatives

Specifiers/Engineers

Program Partners: Air Movement and Control Association (**AMCA**)

<i>Program Activities</i>	<i>Q2– Q3 Updates</i>
2025 Operations Plan Here page 55-56.	
NEEA-Identified Coordination Opportunities	NEEA continues to offer assets to support utility efforts in promoting efficient fan technologies. Utilities are encouraged to leverage the BetterBricks platform for market-facing educational materials on the Fan Energy Index (FEI) and efficient fan system components. Looking ahead, strategic training partnerships with manufacturers and their representatives remain a key avenue for collaboration. Funders interested in co-hosting events or accessing NEEA-supported training resources—such as manufacturer-led workshops or FEI- focused presentations—are encouraged to reach out. Utilities are encouraged to continue promoting efficient fan options through their current programs. For more information or to explore coordination opportunities, please contact Alexis Muench at amuench@neea.org.

Key Updates	• Market Research: Recently finished a supplemental market research study on manufacturer reps / specifiers for the purpose of understanding opportunities with key influencers for strategic program design. • Emerging Technology: Completed development of a detailed methodology and report outlining the process for calculating in situ Fan Energy Index (FEI) to assess real-world fan system efficiency and compare field performance against design expectations. • Codes + Standards: Collaborated with AMCA and DOE to align regional codes and standards with FEI requirements, maintaining policy consistency and supporting long-term market transformation goals and future coalition activities • Other: • We continue to gather and analyze sales data from two established manufacturer partners, and have recently launched collaboration with our first manufacturer representative. Additional manufacturer and rep partnerships are being explored. Increased data refinement based on fan model is ongoing. • Completed a draft program baseline for Efficient Fans, incorporating manufacturer sales data, DOE inference and market insights to establish early indicators of FEI adoption and program impact.
Resources for Funders	• Everything you need to know about the Fan Energy Index — an overview of the new Fan Energy Index (FEI) metric, how it compares with the older Fan Efficiency Grade (FEG), and its adoption into codes and standards. BetterBricks • Efficient fans — general guidance on improving efficiency in commercial/industrial fan systems, the role of FEI in specifying fans, and related benefits such as quieter operation and system longevity. BetterBricks • The Four Fs of Commercial and Industrial Fans — a framework (Form, Fit, Function, and FEI) for understanding and selecting efficient fans in design or retrofit projects.

Initiative Lifecycle



BetterBricks | Supporting Infrastructure

Josh Pelham | Strategic Accounts Manager | jpelham@neea.org

Market Transformation Goals: Influence commercial building industry perspectives and practices, Increase BetterBricks brand awareness and audience reach.

Program Description: BetterBricks supports the alliance's commercial and industrial programs by fostering market relationships and providing tools and resources to help raise market awareness and capability for energy-efficient products, services and practices.

Product Group: Enabling Infrastructure

Sectors: Commercial, Industrial

Target Markets:

- Building owners, managers and operators
- Architects, engineers and building designers
- Specifiers/system designers
- Facilities Managers

Implementation Contractors: Cyclops (Marketing), Us Creative (Website)

Program Partners:

- U.S. Department of Energy: Better Buildings Initiative
- Integrated Design Labs (UO, UW, WSU, MSU, UI)
- BOMA OR
- BOMA Greater Seattle
- AIA OR
- AIA Seattle
- Building Potential (Formerly NEEC)
- Seattle 2030
- New Buildings Institute
- IFMA OR & SW Washington
- IFMA Greater Seattle
- USGBC

Program Activities	Q3 Updates
2025 Operations Plan: pg 63-66	

NEEA-Identified Coordination Opportunities	• Share and amplify content; provide relevant topic suggestions • Identify opportunities for case study success stories • Provide content and/or participate in case studies • Highlight key events and cross-promote when applicable • Collaborate on event and speaking opportunities
Key Updates	Events/Partnerships: • BetterBricks participated in five events in Q3, including a booth at the AIA Montana Conference, a presentation and sponsorship at the BOMA PNW Conference, and a presentation at the Seattle AIA Codes lunch-and-learn. • An additional seven events are planned for Q4, including a booth at the BOMA Oregon Product and Services Expo and the NAESCO conference. • BetterBricks and the High-Performance HVAC program hosted a webinar in September in partnership with the University of Washington Integrated Design Lab. The webinar, spotlighting Seattle's Metropole building retrofit, featured the building owner and design team sharing the project's vision, challenges, and integrated design strategies. Two in-person Metropole building tours are planned for October and December. New Resources: • BetterBricks published two new case studies in Q3: A high-performance HVAC project in a Portland mixed-use office building, and a central heat pump water heater project in a Portland multifamily building. Two additional case studies are planned for Q4, including for lighting and whole building/integrated design. A new BetterBricks Industry Voices was published in September featuring a lighting consultant discussing luminaire level lighting controls in school projects. Four additional new resources are planned for Q4, including new HVAC designer guides and an efficient gas rooftop unit distributor brochure.
Resources for Funders	• BetterBricks.com • BetterBricks YouTube page • BetterBricks LinkedIn • BetterBricks case studies • LLLC utility toolkit page