

Natural Gas Advisory Committee

Q4 2025 Meeting (Virtual)



DATE: Tuesday, October 28, 2025

TIME: 9:30am-12:00pm Pacific

LOCATION: Virtual only

WEBINAR: [Click here to join the meeting](#) (Meeting ID: 216 622 348 374 2 | Passcode: 9Lx9iC2R)
(if needed) Call-in audio only: 971-323-0535 | Phone Conference ID: 718 720 727#

AGENDA (All Times Pacific)

9:30-9:50 (20 min)	Welcome, Introductions, Agenda Packet Review	Alisyn Maggiora	p. 1-2
9:50-10:10 (20 min)	Housekeeping, Looking Ahead - Staffing Update - Product Council Updates - Previous Meeting Notes & Action Items: Sept 10 webinar 2026 Draft Operations Plan Feedback - Online Marketplace Pilot - Looking Ahead 2026 Efficiency Exchange topics (due Oct 31) - Upcoming meetings, 2026 NGAC Dates - Leadership in EE Awards (Dec 8) - Stakeholder Engagement Survey (2026) <i>Desired Outcome: Committee refreshed on previous meeting notes/action items and aware of significant upcoming items.</i>	Emily Moore Mark Rehley Noe Contreras Alisyn Maggiora	
10:10-10:35 (25 min)	Committee Round Robin - Share-out on recent key activities/developments - Highlight latest progress on dual-fuel efforts <i>Desired Outcome: Committee is aware of relevant activities/developments across our organizations.</i>	All	
10 min	BREAK		
10:45-11:50 (65 min)	Quarterly Highlights - Gas Portfolio Financial Update - Review Q2/Q3 Quarterly Progress Report <i>Desired Outcome: Committee apprised of gas portfolio developments.</i>	Emily Moore Noe Contreras Mark Rehley Melissa Mejia Jason Jones Neil Grigsby	p. 3-14
11:50-12:00 (10 min)	Public comment, wrap up and adjourn	Alisyn Maggiora	

Informational Updates:

- **Page 15:** Enervee Online Marketplace Pilot

Additional Resources:

- [Newsletters on neea.org](#) (Emerging Tech | Market Research & Evaluation | Codes, Standards & New Construction)
- Recent NGAC Meeting Materials
 - Sept 10 [Packet](#), [Slides](#), Notes (to be posted soon)
- [NGAC Charter](#)

REMAINING 2025 NGAC MEETING DATES:

Quarter	Day(s)	Date(s)	TIME (PST)	LOCATION
Interim Webinar (to be confirmed)	Wed	Dec 10	1-2	Virtual

2026 NGAC MEETING DATES:

Quarter	Day(s)	Date(s)	TIME (pst)	LOCATION
Interim Webinar	Wednesday	Jan 28	1-2pm	Virtual
Q1	Tuesday	Mar 3	9am-4pm	Hybrid (NEEA or host utility)
Interim Webinar	Thursday	Apr 16	1-2pm	Virtual
Q2	Tuesday	June 2	9am-4pm	Virtual
Q3	–	No Q3 Mtg	–	–
Interim Webinar	Wednesday	Sept 9	1-2pm	Virtual
Q4	Thursday	Oct 22	9am-4pm	Hybrid (tentative based on topics)
Interim Webinar	Wednesday	Dec 9	1-2pm	Virtual

Memorandum – Agenda Item



October 21, 2025

TO: Natural Gas Advisory Committee (NGAC)

FROM: Emily Moore, Director of Market Strategy & Execution

SUBJECT: Natural Gas Portfolio Update and Budget Information

Our Ask of You:

Please review the memo and bring any questions or feedback to the Q4 NGAC meeting or contact me at the email below.

Overview:

In the Q4 NGAC meeting, NEEA staff will provide an update on progress from Q2 and Q3 2025. Additionally, we will touch briefly on the gas portfolio budget and ensure NGAC members know how to access gas portfolio financial information going forward, if needed.

For 2026, the draft Operations Plan details the planned focus areas and activities as well as budget. Detailed budget tables can be found in the Operations Plan on pages 22-26. In 2026, the natural gas portfolio draft budget is \$7.18M. This is a 27% YOY increase to accommodate planned portfolio growth, including the advancement of the Dual-fuel Residential HVAC program to Program Development and plans for one additional dual-fuel or fuel-neutral opportunity next year.

In 2025, the natural gas portfolio has been trending fairly closely to budget; as of September 2025, the budget forecast is approximately 5% below budget, largely due to delays in hiring and reduced expenses in salary and benefits.

As part of the portfolio updates at NGAC meetings, NEEA staff can continue to note for NGAC members any significant shifts in activities and resulting budget variances, for NGAC member context. For detailed financial reporting, this occurs via quarterly reporting to NEEA Board members for both electric and natural gas, and we recommend NGAC members obtain any additional information they need via their Board member or by asking NEEA staff.

We are noting this as historically there was a separate financial update prepared for NGAC, though this was during the previous business cycles when the portfolio was much more developmental and dynamic, and pivots in strategy and budget were more frequent. In Cycle 7 (2025-29), electric and gas portfolio management is more integrated and we're matching processes between electric and gas where possible.

Please contact **Emily Moore** at emoore@neea.org if you have questions about the **Natural Gas portfolio and budget**.

Natural Gas Variance Report by Product Group

	Year to date as of June 2025				Impact of Variance	Full Fiscal Year 2025			
	Actuals (\$K)	Budget (\$K)	Variance (\$K)	% Var		Annual Budget (\$K)	Annual Forecast (\$K)	Variance (\$K)	% Var
Compensation and Benefits	724	995	(270)	(27%)	Y	1,978	1,719	(259)	(13%)
General and Administrative	583	579	4	1%	G	1,158	1,155	(3)	(0%)
Emerging Technology (Direct Expense)	521	375	146	39%	G	750	818	68	9%
AC (Direct Expense)									
Dual Fuel Res HVAC	0	0	0		G	0	0	0	
Gas : Efficient Rooftop Units	209	305	(95)	(31%)	G	715	672	(43)	(6%)
Market Strategy	43	50	(7)	(14%)	G	51	147	96	189%
Total HVAC	252	379	(127)	(33%)		816	820	4	1%
Water Heating (Direct Expense)									
Advanced Commercial Water Heating	88	286	(198)	(69%)	G	490	701	211	43%
Efficient Gas Water Heating	5	0	5		G	0	5	5	
Total Water Heating	93	286	(193)	(68%)		490	706	216	44%
Codes and Standards (Direct Expense)	131	65	66	101%	G	175	181	5	3%
Market Intelligence (Direct Expense)	375	270	106	39%	G	539	448	(92)	(17%)
Total Expense	2,690	2,958	(268)	(9%)		5,916	5,857	(60)	(1%)

Impact of Variance: Disposition based on qualitative and quantitative assessment by NEEA Staff at time of reporting.

Natural Gas Progress Report

Northwest Energy Efficiency Alliance (NEEA)

Q2-Q3 2025 Highlights

Northwest Energy Efficiency Alliance
700 NE Multnomah, suite 1300
Portland, Oregon 97232
p 503.688.5400
neea.org
info@neea.org



Scanning / Emerging Technology

- Commercial Water Heating
 - GTI Energy shared initial modeling results with NEEA, evaluating multiple fuel types for commercial water heating. The results highlight energy use and savings potential across key building types. Expect final report Q4 2025.
 - Lab testing aimed at maximizing efficiency of gas absorption heat pumps coupled with commercial boilers continues at GTI Energy through the Utilization Technology Development collaboration. Expect final report Q4 2025.
 - Engineering teams, contractors, and manufacturers are collaborating and designing systems for two field sites: a multi-family building using a gas heat pump paired with traditional gas equipment, and a transitional housing/hotel using an electric air-to-water heat pump paired with gas equipment to provide domestic hot water.
- Dual-Fuel Res HVAC
 - Published [Dual-Fuel HVAC White Paper](#). Summary: Describes existing technology landscape, control strategies and technologies on the horizon.
 - Published [Dual-Fuel Heat Pump Systems Analysis](#). Summary: Identifies dual-fuel system combinations (gas + electric) that lower operating costs, reduce energy use, and cut emissions for residential heating/cooling.
 - Major findings include heat pump sizing, switchover temperatures, utility rates matter, heat pump type & smart controls.
 - Residential Dual-Fuel Technology Demonstration: metering in place for 13 sites.
 - Lab testing of simultaneous heating dual-fuel combi delayed to Q1 2026.
 - NEEA developed Dual Fuel Res HVAC 2026 Operations Plan.
- Luminaire Level Lighting Controls (LLLC) with HVAC Control
 - NEEA has been exploring the opportunity to pair LLLC with HVAC, presenting potential electric and gas savings opportunities. There is a lot of interest in the region and nationally to get more demonstration projects installed to better understand the potential.
- Gas High Efficiency Dedicated Outside Air Systems (GHE DOAS)
 - Team is still exploring opportunity to expand Commercial High-Performance HVAC electric program to include gas products. The team is assessing the projected market potential, savings estimates, cost effectiveness, and barriers/opportunities and will provide an update to NGAC in Q1.

Codes, Standards, and New Construction

Codes & Standards

Standards

- After a flurry of U.S. Department of Energy (U.S. DOE) deregulatory activity related to federal appliance standards during late Q2 and early Q3, NEEA responded with 14 comment letters in the first weeks of Q3. Activity has subsided since then.
- NEEA staff are tracking other challenges to Federal standards, but so far, no major changes have been approved.

Washington Codes:

- Commercial Code: The 2024 Washington State Energy Code — Commercial (WSEC-C) update process is currently underway. Code change proposals were submitted in Q1 2025 and have since been under review. The 2024 WSEC-C is now scheduled to be finalized in May 2026 and to go into effect November 1, 2026.

The State Building Code Council (SBCC) voted at its July meeting to affirm the recommendations of its Commercial Energy Technical Advisory Group (TAG), as slightly modified by its Mechanical, Ventilation, Plumbing, and Energy Codes (MVPE) Committee, regarding code change proposals submitted for 2024 WSEC-C. This vote directed SBCC staff to develop a 2024 WSEC-C final draft, after which a public comment period will be opened to solicit any further input. This draft was previously planned to be completed before the end of Q3 2025, but SBCC staff encountered difficulties in maintaining its aggressive schedule for the energy code and other building codes it is currently updating. Consequently, the SBCC voted at its September meeting to delay its vote to finalize the 2024 WSEC-C (and other 2024 codes) from November 2025 to May 2026 (see the “May Final Adoption” option). While the SBCC considered taking a corresponding action for the anticipated effective date for these codes, no such action has yet been taken.

- Residential Code: The 2024 Washington State Energy Code — Residential (WSEC-R) update process is currently underway. Code change proposals were due on May 19, 2025, and have since been under review. The 2024 WSEC-R is now scheduled to be finalized in May 2026 and to go into effect November 1, 2026.

The State Building Code Council (SBCC) voted at its July meeting to affirm the recommendations of its Residential Energy Technical Advisory Group (TAG), as slightly modified by its Mechanical, Ventilation, Plumbing, and Energy Codes (MVPE) Committee, regarding code change proposals submitted for 2024 WSEC-C. This vote directed SBCC staff to develop a 2024 WSEC-R final draft, after which a public comment period will be opened to solicit any further input. This draft was previously planned to be completed before the end of Q3 2025, but SBCC staff encountered difficulties in maintaining its aggressive schedule for the energy code and other building codes it is currently updating. Consequently, the SBCC voted at its September meeting to delay its vote to finalize the 2024 WSEC-R (and other 2024 codes) from November 2025 to May 2026

(see the “May Final Adoption” option). While the SBCC considered taking a corresponding action for the anticipated effective date for these codes, no such action has yet been taken.

Montana Codes:

- The Montana Building Code Council (BCC) has started to review the 2024 IECC for potential adoption.

At its August meeting, the BCC launched its code update process for the 2024 I-codes, including the IECC. Additional meetings to further discuss this process are expected, but none have been announced at the time of writing.

In September, the Montana Department of Labor & Industry (DLI) began hosting a “traveling roadshow” to engage stakeholders across the state on various topics including an update to the state’s building codes. In Q3 2025, NEEA convened several meetings of its Montana Homes Collaborative (MHC) to inform and encourage participation and comment letters from MHC members. NEEA also started drafting its own comment letter referencing data collected in the 2019 and 2025 NEEA Montana field studies that provide evidence that Montana builders are ready for a more advanced code – one more in-line with IECC 2024 levels. NEEA plans to complete its comment letter and submit to DLI early Q3.

Oregon Codes:

- Commercial Code: Oregon bases its commercial energy code on ASHRAE Standard 90.1 and begins its code update process within six months of publication of a new version of 90.1. The next version of 90.1 is scheduled to be finalized later in 2025. Learn more on the Oregon Secretary of State website.
- Residential Code: The 2026 Oregon Residential Specialty Code (ORSC) update process is currently underway. The 2026 ORSC is scheduled to be finalized in late 2026 and to go into effect April 1, 2027.

In Q3 2025, the Building Codes Division (BCD) posted an updated 2026 ORSC draft, posted supporting inputs and assumptions resources for the energy chapter, and administered a code change proposal period. BCD received 14 energy code change proposals by the September 7 deadline, four of which were submitted by NEEA staff. Also, the Residential and Manufactured Structures Board voted at its August meeting to form a 2026 ORSC energy review committee to review said proposals. NEEA staff was selected to be a member of this committee. BCD plans to convene the 2026 ORSC energy review committee in a series of meetings from October 22 to November 3.

Idaho Codes:

- The Idaho Building Code Board (BCB) is reviewing the 2024 International Residential Code, International Building Code, and the IECC for potential adoption.

In Q3 2025, the BCB continued to meet to review the 2024 building codes provisions in anticipation of adoption. Following the presentation of proposed changes to the Idaho Energy Code to the Board last quarter by a member of the Idaho Energy Code

Collaborative, the BCB posted a draft redline of Idaho energy code amendments in August reflecting these changes. The BCB is scheduled to host a Negotiated Rulemaking and a regular Board meeting in October where the 2024 codes rules are likely to be advanced to a finalized state for the legislature to consider for adoption next year.

The Idaho Division of Occupational and Professional Licenses held five Building Code Board public meetings across the state in July to present the codes and accept public comment.

International Energy Conservation Code (IECC):

- The 2027 IECC development process is currently underway. The first round of code change proposals was submitted in late 2024 and has since been under review. A second round of proposal submittal and review is scheduled to begin in late 2025, and the 2027 IECC is expected to be finalized and published by the end of 2026. The schedule is available on the International Code Council website.

In Q3 2025, the IECC Commercial and Residential Consensus Committees conducted balloting to finalize approval/disapproval decisions for the first round of proposals. In Q4 2025, proposals voted for approval will be incorporated into 2027 IECC Public Draft #1. A second round of code change proposals will then be solicited for any further modifications to elements modified in this first draft.

NEEA staff currently serve on the Commercial Consensus Committee, the Commercial HVAC subgroup, and the Residential Modeling & Whole Building subgroup. As such, NEEA has a vote on all the proposals considered by these bodies and helps to ensure that Northwest insights and perspective are included in these discussions.

NEEA submitted four code change proposals (three as lead proponent, one as a co-proponent) in the first round of 2027 IECC development. Of these, one proposal was voted for approval (with amendments) for inclusion in the 2027 IECC first draft.

New Construction

Residential New Construction market activities focus on removing barriers to the adoption of above-code efficiency measures and construction techniques in new homes through delivery of trainings and educational resources. These market activities build awareness and deepen the knowledge of builders and key trades to accelerate market adoption of above-code technologies and best practices. Much of the work centers on the BetterBuiltNW website that was created by NEEA to promote energy-efficient building practices in residential new construction throughout the Northwest. BetterBuiltNW and the rest of NEEA's interventions focus on both gas and electric technologies and residential building measures.

The BetterBuiltNW team worked with local partners to present the BuildRight Roadshow in Tacoma, WA in September. This class offered builders and trades information on the Washington residential energy code and high-performance building techniques.

The BetterBuiltNW team collaborated with local partners on a set of high-performance builder trainings in Eastern Oregon which included trainer and builder-led walk-throughs of homes under construction. These site visits give attendees behind-the-wall and hands-on experience with various efficient products and systems.

Monthly newsletters were published and distributed; topics included a case study featuring Montana Habitat for Humanity chapters, strategies for getting ducts inside, and a spotlight on building resilient homes. Current and past newsletters can be found on BetterBuiltNW's website.

Other Updates

- Highlights from the North American Gas Heat Pump (GHP) Collaborative include:
 - Commercial GHP Committee:
 - The Commercial Water Heating Market Characterization continued progress by finalizing work plans, collecting utility data, designing supply chain survey instruments, and coordinating with utility funders to identify local trade ally contacts. Up next will be conducting manufacturer interviews and trade ally surveys and reviewing preliminary findings.
 - Recent manufacturer engagement includes meetings with Thermax, BROAD USA, Robur, and Yanmar to hear about product updates, go-to-market plans, and explore coordination opportunities with the Collaborative.
 - 2026 committee draft scope of works are currently in development and will be finalized in Q4.

Advanced Commercial Water Heating

2025 Goal	Key Success Metric	Status	Progress and Next Steps
Engage with manufacturers to understand their go-to-market strategies and support midstream training initiatives.	Engage three GHP manufacturers and three EHP manufacturers to support the development of midstream training initiatives (Threshold: Engage one GHP manufacturer and one EHP manufacturer to support the development of midstream training initiatives)	Heads Up	- Continued engagement of three prioritized GHP manufacturers. - Robur launched their GAHP-A+ product, capable of heating water to 149 degrees. Continuing to encourage Northwest presence. - Vicot product factory certification in partnership with the North American GHP Collaborative - NAGHPC Commercial Committee received final Commercial GHP Manufacturer Report - SMTI has an increased presence in the Northwest, with a dedicated sales manager for the region and products stocked with their Northwest manufacturing rep, Proctor Sales Inc., who helps facilitate contractor training - Expanding engagement to manufacturers of commercial electric heat pump water heaters that could be integrated into dual fuel systems - Engaged Colmac, Mitsubishi, and Rheem for field test - Engaging channel partners to further stimulate midstream awareness. - WSEC interpretation work extending into 2026 - Recurring meetings with extra-regional partners to gather and compare learnings.
Execute and monitor field demonstrations to validate performance and savings, target market, challenges, and inform training opportunities.	Initiate one GHP field demonstration and one dual fuel demonstration (Threshold: Initiate one dual fuel demonstration)	On Target	- Currently have two multifamily field demonstration sites in Portland, OR, where baseline metering has been completed. - Demonstrations will be monitored for a one-year period, with final reports expected in Q1 2027 - Both system installations are expected in Q4. - Dual Fuel – River Haven - Gas Heat Pump – Isaka Shamsud-Din - Performing an “installation observation” at this site to interview installers and capture real-time process and perceptions.

2025 Goal	Key Success Metric	Status	Progress and Next Steps
Model and lab test gas heat pump technology and dual-fuel configurations to further inform value proposition and savings potential.	Complete modeling effort and initiate performance validation lab tests (Threshold: Complete modeling effort)	On Target	- Received final modeling results for each target building type: multifamily, lodging, and full-service restaurants. - Energy modeling focused on simulating the performance of various commercial water heating technologies in select building types across climate zones. - In each iteration the configurations, including a GHP, yielded the highest savings in annual operating costs with the highest savings scenario reaching 48.9%. - Results will inform optimal peak load distributions and system configurations in field tests and wider adoption.
Complete Market Characterization of Commercial Water Heating Systems in Select North American Regions in partnership with Canadian and U.S. Utilities	Complete study and receive final reports by EOY (Threshold: Complete study by EOY)	Action Required	- Completed first milestone of the characterization: - Work plan, sampling plan, survey instrument, interview guide, and began manufacturer interviews - Effort to be completed in Q2 2026

*Note: Goal 1 language adjusted from 2025 Operations Plan to reflect change in focus. Original language was: “Engage with manufacturers to influence product design, understand their go-to-market strategies, marketing, and promotion plans, certify and support products, and support midstream training initiatives.”

Activities, achievements, or events

- Industry Trends
 - CEE Industry Partners Meeting
 - Members and partners alike are eager to advance GHPs, citing it as the only efficient gas technology capable of exceeding 100% efficiency
 - Members expressed a heightened interest and focus on commercial central water heating applications for GHPs, as cooling requirements make GHP adoption a challenge
 - CEE published a GHP specification and QPL is in development
 - Growing interest in dual-fuel commercial water heating configurations due to their feasibility

Efficient Rooftop Units (Efficient RTUs)

2025 Goal	Key Success Metric	Status	Progress and Next Steps
Encourage manufacturers to develop and promote Efficient RTUs for the light commercial market.	Work with a minimum of four manufacturers to develop new eligible equipment, two new price points, or two expanded product lines that serve the light commercial market. (Threshold: Work with a minimum of two manufacturers to develop new eligible equipment, or one new price point, or one expanded product line that serves the light commercial market.).	On Target	- Continuing to work with Greenheck/Valient on their new RTU line which incorporates better enclosure insulation and improved efficiency. Product was specifically developed to be better than code-level RTUs, but more economically than a DOAS-type product. Working with the team to get the product line on the ERTU compliant product list. - The program team has vetted the Paragon product line by CaptiveAire and will add to the compliant product list in Q4. - Continuing to work with manufacturers that are exploring additional products that would progress to this goal. - Program is on track to meet the target of four new manufacturers to have products that meet the success metrics.
Create partnerships and support for efficient RTUs among market actors (manufacturers, manufacturer representatives, distributors, contractors) and utilities across the US and Canada.	By Q2 , six manufacturers/distributors/manufacture reps recruited to partner and submit data showing Efficient RTU sales (Threshold: By Q4 four manufacturers/distributors/manufacture reps recruited)	Heads Up	- Regular meetings with distributors and manufacturer reps are ongoing. - We have received 2025 project data from two manufacturer reps. Team is working on formalizing the partnerships to get regular, reoccurring updates. - Outreach and Incentive Implementation vendor is providing increased supply chain engagement and is seeing increased local interest. - Working to engage with more partners outside of Portland and Seattle to increase adoption in the eastern parts of the region. - Program is expecting to meet the threshold goal of four partners in Q4.

2025 Goal	Key Success Metric	Status	Progress and Next Steps
Ensure a clear, cohesive set of value propositions for efficient RTUs throughout the supply chain.	Develop eight new marketing assets (trainings, flyers, case studies, etc.) by Q3 2025 . (Threshold: Develop six new marketing assets by Q4 2025)	Heads Up	- Marketing team created a case study for the KBOO radio station project. Case study is posted on BetterBricks here. - New BetterBricks landing page has been implemented. - Marketing team has developed an ERTU brochure that is being reviewed by outreach team to solicit input from manufacturer reps - On pace to develop six new marketing assets, expected to be completed in Q4 which meets the program's threshold goal.

Activities, achievements, or events

- CEE and Industry Partners Meeting
 - Commercial ACHP Committee and RTU Project met with members and manufacturers to discuss Unitized HVAC QPL Tiers for new IVEC/IVHE metric and program administrator needs for RTU features
 - The team continues to meet regularly with utilities and efficiency organizations across North America in partnership with CEE's Commercial AC and HP Committee for alignment of RTU efficiency measures across fuel types and climate zones. The project team is developing a roadmap for manufacturers to plan design improvements and will provide alignment on RTU efficiency measures.
- NEEA's work on RTU modeling efforts by creating more nationally representative models, such as including more climate zones throughout the United States wrapped up in June. This modeling looked at an extensive range of packaged rooftop equipment, both electric and natural gas equipment, and a larger set of efficient measures. The goal of broadening the modeling efforts to cover a greater portion of the United States is to enhance our understanding of how measure and tier impacts vary by climate region, which could eventually inform the development of a national program applicable to the RTU market and representative federal efficiency metrics for this product. The modeling report has been posted here: [National Efficient Rooftop Unit Energy Modeling - Northwest Energy Efficiency Alliance \(NEEA\)](#).

Memorandum – *Informational item (Tier 2)*

October 21, 2025



TO: Natural Gas Advisory Committee (NGAC)
FROM: Alisyn Maggiora, Sr. Stakeholder Relations Manager
Steve Seminario, Market Transformation Manager, Consumer Products
SUBJECT: Northwest Online Marketplace (Enervee): Scanning Results & Pilot Next Steps

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Our Ask of You:

This is an inform. Please review the context below and reach out if you'd like to discuss the opportunity further, or how/whether others in your organization have been involved.

Brief Overview:

Over the past year, NEEA implemented and conducted an evaluation of an on-line consumer product marketplace based on the Enervee platform. The market transformation opportunity with the Northwest Marketplace is to raise the overall energy efficiency of northwest consumer product sales by making it easy to find, evaluate, compare and source energy efficient products. The Enervee platform provides information for both gas and electric consumer products. NEEA is moving forward with a three-year pilot (2026-29) and is actively exploring how it might align/support alliance utility goals and initiatives.

Context:

The NW Marketplace site is nw.enervee.com. In the initial scanning/evaluation phase (Oct 2024-Oct 2025), NEEA demonstrated and discussed the platform's potential with an initial subset of alliance utilities (in collaboration with Regional Portfolio Advisory Committee members) to gauge use, functionality, and desired participation in a pilot. NEEA also conducted search engine marketing in Energy Trust and Clark PUD zip codes to drive traffic to the site; this provided enough site visitors to assess consumer behavior and site potential. As envisioned, visitors used the site to find, evaluate, compare and source efficient products across 19 product categories and then navigated to a range of supported retailers to consider purchasing those products.

Based on the results of the initial phase, NEEA will allocate funding for a three-year pilot that will add functionality and include branded home/landing pages for interested alliance funders, including the ability highlight rebated products, process rebates, and e-commerce (buy-now) capabilities. Many alliance utilities would like an online marketplace to feature and even rebate and/or sell products they incentivize, but a marketplace is expensive standalone. By NEEA offering this platform for the region and enabling utilities to have their own customized landing pages/subsites, this significantly reduces their cost and may enable a utility to offer incentives on products that were previously not cost-effective (by reducing the administrative burden). In its basic form, the site also serves as an educational tool (service) for customers, for which most utilities can't get rate recovery.

NEEA will cover the initial setup fee for any alliance funder that wants to join the pilot in this initial launch (Q1 2026). NEEA staff have additional documentation that summarizes the pilot offering and details, and we are happy to provide a demo if you'd like one. At this juncture, all alliance funders have either been notified of this opportunity via email, or have been more deeply involved in the evaluation of the platform over the past year. We recognize the NGAC audience may be less aware and this memo is meant to provide additional context so you are aware that others in your organization may already be involved, or have been apprised in some fashion.

Please contact Alisyn Maggiora amaggiora@neea.org if you have questions about the Northwest Marketplace or the Enervee-based Pilot to be launched in Q1.