



# Regional Portfolio Advisory Committee

## Q3 2025 Meeting Notes

August 21, 2025

10:00am – 2:00pm PST

Hybrid

### Meeting Attendees

#### Committee Members:

Spencer Moersfelder, Energy Trust

Bryan Russo, Tacoma Power

Lori Moen, Seattle City Light

Jeffrey Tripp, Puget Sound Energy

Jonathon Belmont, Bonneville Power Administration

Jeff Feinberg, Snohomish Public Utility District

Billie McWinn, Idaho Power

Lauren Kerr, Portland General Electric

Kevin Smit, Northwest Power and Conservation Council

James White, Chelan County Public Utility District

Reuben Arts, Avista

Emily Gilroy, Washington Utility and Transportation Commission

Phillip Kelsven, Bonneville Power Administration

Bill Hibbs, Clark Public Utilities

NEEA Staff: Alisyn Maggiora, Brandon Lindquist, Steve Seminario, Stephanie Quinn, Emily Moore, Dave Hammond, Britt Cutsforth Dawkins

### Resources

- Agenda Packet: <https://neea.org/resource/q3-2025-rpac-agenda-packet/>
- Slide Deck: <https://neea.org/resource/q3-2025-rpac-meeting-slides/>

### Welcome, Introductions & Agenda Review

#### 2026 Operations Planning and Preview

Emily Moore ([emoore@neea.org](mailto:emoore@neea.org)), Director of Market Strategy and Execution NEEA, went over what NEEA is looking at for 2026 Operations Planning. The draft 2026 Operations Plan will be shared October 14 with an overview webinar scheduled for October 16. Feedback will be due on October 30. The final vote will be at the December Board meeting. The Electric Portfolio strategy will be focused on leveraging existing programs and exploring expansion opportunities within those programs. There is currently one milestone vote planned for RPAC in 2026: Efficient Fans is slated for a vote to Market Development.

#### Discussion

**Emily Gilroy (WUTC):** How would a sunset of the ENERGY STAR program affect NEEA's portfolio?

**Emily Moore (NEEA):** We have been thinking about the implications of that, especially our Retail Products Portfolio program. Based on recent developments, NEEA is less concerned about ENERGY STAR being sunsetted. It is looking more promising at this moment.

**Spencer Moersfelder (Energy Trust):** Is it looking like it will still stay at the Environmental Protection Agency?

**Emily Moore (NEEA):** Yes, signs are pointing to it staying at the Environmental Protection Agency. Funding and staffing levels are up in the air, but the existence of ENERGY STAR is looking more stable.

## Market Transformation Highlight: Commercial HVAC

Dave Hammond ([dhammond@neea.org](mailto:dhammond@neea.org)), Senior Program Manager for the High-Performance HVAC program, gave an overview of the program market transformation theory, general findings from the first MPER for the program, recent engagement with a manufacturer's representative, and possible program expansion including gas heating systems. The MPER showed traction but still some adoption challenges.

### Discussion

**Spencer Moersfelder (Energy Trust):** Where else is information being dispensed from NEEA to committees?

**Emily Moore (NEEA):** This information is also being given to the Commercial Coordinating Committee. Energy Trust representatives there and in the Natural Gas Advisory Committee should be well-briefed on this program.

**Spencer Moersfelder (Energy Trust):** I'm interested in system efficiency and how difficult it is to make sure that the system is operating as intended in the design.

**Dave Hammond (NEEA):** We are currently working on market research that pulls out from existing installations how the systems went in and how they are maintained, as well as the commissioning at the time of installation. We want to see how the program specification may complicate, or not complicate things. We want to address that even if it is a speculative barrier. We are trying to highlight to the market that without the fully decoupled ventilation strategy, there is complexity in the way the controls of the heating system is trying to toggle between ventilation demands and temperature-based demands.

## Update: Northwest Online Marketplace

Steve Seminario ([sseminario@neea.org](mailto:sseminario@neea.org)), Market Transformation Manager, presented an update on the Northwest Online Marketplace Scanning Project. The scanning project has been utilizing the Enervee platform. The Northwest Online Marketplace has had about 32,000 sessions from 27,000 users with about 400 visitors clicking through to the retailer sites. An additional, a next phase pilot including expanded functionality and more direct funder involvement is slated to begin in the first quarter of 2026. The proposal is being reviewed as part of NEEA Operations Planning during September 2025.

**Bille McWinn (Idaho Power):** Do you plan on presenting to utilities in September what their options are for the further pilot?

**Steve Seminario (NEEA):** We've gotten a sense of which funders are interested and at what level of functionality. To those funders we plan to demonstrate how it would work and outline associated costs following internal decision-making in September related to Operations Planning.

**Billie McWinn (Idaho Power):** Do you plan on having agreements finalized before Q1 of 2026?

**Steve Seminario (NEEA):** That is the plan, currently. There would need to be contracting and building of the functionality ahead of Q1 of 2026 go-live.

## RPAC+ 2025 HPWH Marketing Campaign Proposal

Britt Cutsforth Dawkins ([bdawkins@neea.org](mailto:bdawkins@neea.org)), Senior Manager of Marketing Strategy, did a review of the proposed 2025 Heat Pump Water Heater marketing campaign. The timing of the campaign would be from October 2025 to December 2025. The campaign would be conducted through social media, web banners, and digital audio advertising. The cost would be \$160,000 in media spend. The goals of the campaign are to increase awareness, build consumer consideration, and ensure alignment on Heat Pump Water Heater strategies across the region with both funders and market actors. Numerous campaign optimizations will be utilized for the 2025 campaign. All present stakeholders voted to Participate. Those utilities with orange checkmarks in the screenshot below were not available during roll call and reaffirmed their participation post-meeting.

**RPAC+ Elections – 2025 HPWH Consumer Campaign**

Electric HPWH Consumer Awareness Campaign			
	Participate	Self-Deliver	Exempt
	✓	✓	✓
Avista	✓		
BPA	✓		
Chelan PUD	✓		
Clark PUD	✓		
Energy Trust	✓		
Idaho Power	✓		
NorthWestern Energy	✓		
Pacific Power	✓		
Portland General Electric	✓		
Puget Sound Energy	✓		
Seattle City Light	✓		
Snohomish PUD	✓		
Tacoma Power	✓		

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## 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.

- **Jeffrey Tripp (Puget Sound Energy):** Going to overachieve for the biennium. Working on integrated system plan. Going through an energy orchestration effort for distributed energy resources and for customer experience. Engaged the Brattle Group to help build tools for demand response. Working on biennial conservation planning which gets filed this fall. Going through interviews from Customer Energy Management RFP.
- **Jeff Feinberg (Snohomish PUD):** Completed home electrification appliance rebate program funded by the Climate Commitment Act. Received \$5.3M and served 14,129 households—about half of the

statewide total. Offered rebates for induction cooking and heat pump water heaters. Trained 4 contractors for fixed-cost installations; 452 installations completed. Contractors now integrated into downstream programs. Residential new construction program launched in late 2024 is outperforming 2025 forecasts. Commercial and multifamily new construction remains strong. Launched a data center/telecom retrofit program—already seeing early success. On track for biennium targets. Preparing for next biennium and budget challenges. Emphasizing feedback loops and continuous improvement in program design.

- **Phillip Kelsven (BPA):** Wrapping up current rate period ending September 30. Preparing for a new three-year rate period (unusual, typically two years). Contracts with customer utilities renew in 2028. No major program removals; increasing incentives across the UES deemed portfolio. Heat pump water heater incentives increased from \$780 to \$1,400. Transitioning from Excel-based to online lighting calculator for nonresidential lighting—driven by security and usability. Full transition effective October 1.
  - **Billie McWinn (Idaho Power):** We are looking at our lighting calculator. How are you handling contractors in the field being able to need their computers to do calculations without internet?
  - **Phillip Kelsven (BPA):** There is an application you can fill out without internet but you do need the internet to submit. We've had quite a few resources for our contractors moving away from the Excel version of doing it towards this new way.
- **Billie McWinn (Idaho Power):** Reevaluating workload structure and planning for 2026. Facing potential elimination of a 20-year manufactured homes program due to updated RTF savings. Seeking input from others facing similar challenges. "Bring Your Own Thermostat" approved for demand response, launching next year. Expanding home energy reports to Oregon customers. Exploring midstream opportunities for non-lighting commercial/industrial measures. Considering a whole-building approach for large commercial projects. Facing regulatory pushback on modeling and savings validation. Engaged in fuel-switching discussions due to customer electrification trends. Avoided costs continue to decline despite growth and rising rates—creating planning challenges.
  - **Spencer Moersfelder (Energy Trust):** Is there anything specific causing avoided cost going down?
  - **Billie McWinn (Idaho Power):** When our needs are increasing, those resources are more available in the region than previously. It's the timing of when we need those resources.
- **Bill Hibbs (Clark):** Faced pushback on I-937 targets; successfully reversed a state auditor decision after defending engineering calculations. Budget is tight due to new projects; working on additional EEI allocations from BPA. Accelerating project timelines to meet financial year-end. Launched a prescriptive retrocommissioning program with Bonneville—first project is a large community center in Clark County. Also working on energy design assistance with several projects in the pipeline. Addressing customer outreach issues with implementers. Midstream program has been underwhelming; shifting focus to online sales to improve performance.
- **Bryan Russo (Tacoma):** New personnel: Anthony Fontanini is joining R&D team. Beginning preliminary hiring steps to backfill our C&I Conservation Manager before retirement at the end of the year. The Conservation Potential Assessment (CPA) has been completed and our target has been approved by our governing body, our Public Utility Board. The approved target for 26/27 is ~25,000 MWh, a reduction of 30,000 MWh, a new target that's a bit less than half our current target. Results are producing internal

discussions. CPA administration duties have been shifted from our IRP group to our customer energy solutions group, which is responsible for conservation. Meanwhile, planning efforts for 26/27 are well underway now that the target is known and approved. We are exploring replacement of our Excel-based C/I conservation lighting calculator. Launched our performance-based Energy Design Assistance for New Construction with Willdan. Progressing on our CSEM replacement analysis. Partnered with City of Tacoma to support residential electrification assessments. Advancing a solar plus storage and several DR concepts centered on mobility for deeper research. Worked through our HEAR funds; exploring partnering with the County for additional funding under their HEAR allocation.

- **Emily Moore (NEEA):** NEEA understands that the Excel-based lighting tool has been around for a while and has had challenges and one of those challenges impacted the NEEA Luminaire Level Lighting Controls (LLC) program. NEEA would be interested in how these new tools are progressing and if/how they might work with our LLC program.
- **Lauren Kerr (PGE):** Focused on innovation and technology validation, especially in transportation electrification and load flexibility. Recently completed a demonstration of a ductless heat pump with demand response capabilities. Partnered with University of Oregon's Energy Studies in Buildings Lab. Simulated heating and cooling scenarios in a climate chamber. Found ~15% load shift—less than expected. Raised questions about optimal program design for energy-efficient appliances. Working with EPRI and Incubate Energy Labs. Seeking partnerships to advance demand response design for efficient technologies.
- **James White (Chelan):** Student energy programs are performing exceptionally well—69% reduction in average kilowatts in July. Highlighted success at North Central Educational Service District. Advocated for a dark sky initiative and luminaire-level lighting controls. Interested in cold climate heat pumps—highlighted a new rooftop unit with vapor injection technology that maintains 100% capacity at 5°F and operates down to -20°F. Emphasized potential of dual-fuel options and unique compressor design.
- **Kevin Smit (NWPPCC):** Deep into the 9th Power Plan. Completed measure development and supply curve (~5,000 average MW). Moving into modeling and optimization. Received 500 comments on 100 workbooks—many changes made. Added emerging tech measures beyond traditional definitions of reliable and available. Includes passive homes, deep commercial retrofits, EVs, and distribution efficiency. Emerging tech adds ~2,000 average MW to supply curve. Using hourly modeling and 17 zones for better locational value and capacity insights. Anticipating greater need for efficiency due to higher load forecasts.
- **Reuben Arts (Avista):** Welcomed Alysa Wyrick to the team—22 years of experience. She'll support residential building stock assessment and large commercial project profiling. Trying to proactively identify large custom projects with account executives. ADM study showed higher therm savings in Idaho for AFUE upgrades—critical for cost-effectiveness. Midstream gas program is a major focus. Exploring a gas heat pump pilot with Fortis and Scott Reed—targeting 2026. Interested in dual-fuel outcomes and cold climate set points. Seeking more data to refine pilot design.
  - **Spencer Moersfelder (Energy Trust):** Will send contacts at NW Natural to Reuben.
- **Spencer Moersfelder (Energy Trust):** Energy Trust's 2026–2030 multi-year plan draft is open for public comment (due September 15). Hosting office hours for stakeholder engagement. Encouraging feedback from NEEA, the Power Council, RTF, and others.

- **Lori Moen (Seattle City Light):** Hired six new program managers—five are women. Shared updated portfolio visual / org chart. Sunsetting legacy programs and launching Early Design Assistance (EDA). Streamlining whole-building approaches, including energy efficiency as a service, pay-for-performance, and commissioning. Exploring climate-neutral framing despite authority barriers. Consolidating SEM-like programs under a unified umbrella. Relaunching Home Energy Reports (HER) 2.0 using Time of Use (TOU) infrastructure. Launching a new whole-home energy program tied to Inflation Reduction Act (IRA) rebates. Standing up third-party systems for measure delivery. Interested in NEEA digital platform. Launching industrial curtailment DR program this fall. Revising residential DR into a virtual power plant model. Completed ChargePoint transition for network providers. Renewable Plus project under construction in Eastern/Central Oregon. Exploring city-owned community solar (4 MW). DSM Potential Assessment completed; conservation target lowered. Uncertain if current biennium target will be met—last-minute efforts underway.
- **Emily Gilroy (WUTC):** Planning team will discuss IOU Conservation Potential Assessments (CPAs) at the September 11 open meeting. Preparing to review the 2026–2027 Biennial Conservation Plans (BCPs). Anticipating general rate cases at the end of this year and early next year.

## Housekeeping and Looking Ahead

- The One Big Beautiful Bill has a rapid phase-out of energy efficiency tax credits and a rescission of unobligated IRA/IIJA funds.
- ENERGY STAR was included in the EPA budget proposals and has strong support from both the House and Senate. Federal Standards has no rollbacks included in the bill. DOE rulemaking is under scrutiny with legal challenges expected if federal standards are rolled back.
- Leadership Award nominations are open until September 19; submit your nomination today: <https://neea.org/leadership-in-energy-efficiency-awards/>
- EFX 2026 is May 5-6 in Boise. Topic submissions will open September 15. [www.neea.org/efx](http://www.neea.org/efx)
- The Cycle 6 report is available on neea.org: [Cycle 6](#)
- NEEA is offering a twice yearly 90-minute webinar for alliance members on Market Transformation. Contact Alisyn Maggiora ([amaggiora@neea.org](mailto:amaggiora@neea.org)) for more information.
- Draft 2026 RPAC dates for review – **feedback due Oct 1 please:**
  - Tues Feb 10
  - Tues May 19
  - Tues Sept 1
  - Tues Nov 3

## Meeting Wrap Up

- Public comment - None
- Meeting feedback – None
- Action Items
  - **ACTION: None.**
- Next meetings
  - November 3, 2025