

Cost-effectiveness and Evaluation Advisory Committee Meeting



DATE: October 29, 2025
TIME: 9:00am-11:40am
LOCATION: Microsoft Teams [Need help?](#)
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 Meeting ID: 279 791 446 703 9
 Passcode: Jy7rq7A9

AGENDA

TIME	TOPIC	PRESENTER(S)	Electric/ Gas/Both	Link or Page
9:00AM (20 min)	Welcome/Agenda Review 1. Agenda check 2. Introductions 3. Announcements	Jonathan Belais, NEEA Staff		
9:20 (15 min)	MRE Operations Plan Overview NEEA staff will provide a brief overview of activities from the 2026 Operations Plan. Objective: Committee awareness of market research and evaluation activities	Meghan Bean, NEEA Staff	Both	
9:35 (10 min)	Code Baseline and Key Assumption Review Update NEEA staff will provide an update on the status			
9:45 (20 min)	Market Progress Evaluation Report (MPER) 3 for LLLC Overview of key findings Objective: Inform	Zdanna King, NEEA Staff	Both	Link
10:05 (30 min)	MPER 6 for Building Energy Codes Overview of key findings Objective: Inform	Chris Cardiel, NEEA Staff	Electric	Coming soon...
10:35 (5 min)	BREAK			
10:50 (15 min)	Q4 2025 Key Assumptions Update and Operations Plan Review Staff will answer committee questions on key assumption updates included in meeting materials and review 2026 operations plan for data and planning. Objective: Inform and answer committee questions	Ryan Brown and Tim Runyan, NEEA Staff	Both	2
11:05 (25 min)	Annual Reporting Kickoff Staff will provide an overview of NEEA's annual reporting process including the committee's role and key touchpoints during the process. Objective: Committee awareness of what to expect in 2026 for annual reporting	Ryan Brown, NEEA Staff	Both	
11:30 (10 min)	WRAP UP			

Memorandum

October 29, 2025

TO: Cost Effectiveness Advisory Committee

FROM: Ryan Brown, Manager, Planning and Analysis, NEEA

SUBJECT: Key Inputs and Assumptions Quarterly Update



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This is a standing agenda item that is brought to the Cost Effectiveness and Evaluation Advisory Committee (CEAC) quarterly. During this time, we bring forward new and updated assumptions and data source updates that inform the organization's market transformation savings and cost effectiveness calculations.

Background on this standing agenda item:

The CEAC primary functions¹ include:

1. Review and advise regarding NEEA cost-effectiveness and savings information to inform annual reporting, and
2. Review and advise regarding market transformation cost and savings measurement and estimation methods.

NEEA staff provide various touchpoints for committee members throughout the year to support the committee in their execution of these charter objectives.

NEEA maintains a system of documentation and communication that includes three primary means for committee members to access documentation: methodology documents posted to a funder portal², data provided in funder reports, and meeting materials and presentation content at each quarterly CEAC meeting (Figure 1).

¹ In addition to the two responsibilities listed above there are 3 more in the charter:

3. Review evaluation findings that affect cost and savings information to inform annual reporting.
4. Work with your organization to provide NEEA staff with relevant incentive data for regional tracking and reporting purposes.
5. Review and advise regarding new market research and evaluation methodologies.

² Funder Portal has moved to NEEA's SharePoint system, and all committee members will be receiving instructions to log in.

Figure 1: System of Documentation for Key Inputs and Assumptions

Funder Portal NEEA SharePoint <i>Updated in April</i>	Funder Reports Emailed Directly ³ <i>Updated Q1/Q2, upon request</i>	CEAC Meeting Materials Emailed in Packet <i>Updated Quarterly</i>
Operational Guidelines	Annual Report	Annual Summary
Overview on energy savings & cost effectiveness calculations	Memo summarizing annual savings results and market updates	Memo summarizing portfolio savings & cost effectiveness results as well as program updates
Estimation Approaches & Data Sources	Customized Workbook	Key Assumptions Update
List of approaches and data sources NEEA uses to estimate savings & cost effectiveness	Workbook with annual savings values, variance summaries, methodology descriptions, measure-level units and other key assumptions specific to the individual funder requests	Updates to key assumptions (baselines, savings rates, units estimates, etc.), along with contact information for follow-up questions
Methodology Documentation		Presentations
Report on energy consumption calculations, data sources and technical assumptions		Slides describing results & updates to inputs used in NEEA's savings and cost effectiveness analyses

Updates for committee review this quarter:

For the Q4 CEAC meeting, NEEA has an update for the committee’s consideration for the following program:

- Heat Pump Water Heaters – Access to additional retail sales data

Please continue reading below for more details on this update and come to the meeting prepared to ask clarifying questions and advise NEEA on any recommended improvements or other considerations.

³ NEEA is now providing access to the funder reports through NEEA’s SharePoint system

Heat Pump Water Heaters

The Heat Pump Water Heater program works upstream with water heater manufacturers to influence product development and build capability in the supply chain on heat pump technology and quality installation. NEEA's ongoing engagement is crucial for addressing market barriers and preparing the region to adopt and benefit from the recently adopted federal standard. NEEA is supporting the Northwest market by working to strengthen the workforce and engage both regionally and nationally to identify solutions to increase adoption of these water heaters across the region, with particular focus on areas with slower adoption rates.

Key Assumptions Update

In 2025, Heat Pump Water Heaters were added to the Retail Products Portfolio (RPP), which in addition to providing a new lever for the program to influence the market, gives NEEA access to significantly more robust sales data in the retail channel.

In recent years, NEEA has employed a conservative estimation methodology for retail sales using a combination of partial sources including manufacturer, distributor and utility midstream program data. This method included extrapolations for ~30% of retail HPWH sales, or less than 5% of the total regional HPWH unit sales.

With the data from RPP participating retailers, NEEA now has confident visibility into the channel and is no longer extrapolating any HPWH sales when estimating retail channel activity. The historical data provided by retailers for 2024 led to an additional 1,700 observable and reportable units (6% of the total regional sales) in 2024.

For more information contact Tim Runyan, Senior Market Analyst, at trunyan@neea.org.

Memorandum

October 29, 2025

TO: Cost Effectiveness and Evaluation Advisory Committee

FROM: Ryan Brown, Manager, Planning and Analysis, NEEA
Kathryn Bae, Principal Market Analyst, NEEA

SUBJECT: Kick-off for 2025 Annual Reporting Process and Local Programs Survey

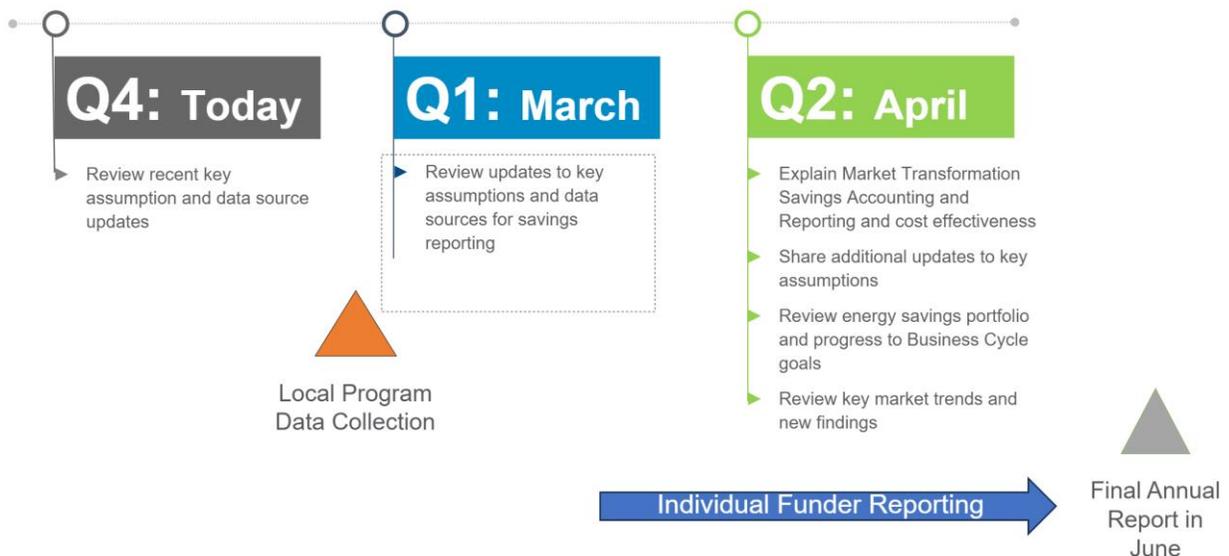


This agenda item and the associated memo below are intended to provide a preview of what Committee members should expect during the Annual Reporting period.

Annual Reporting Process and Committee Role

Each year NEEA staff and the Cost Effectiveness and Evaluation Advisory Committee (CEAC) go through a process that kicks off in the fourth quarter and runs through the second quarter meeting where NEEA staff share out portfolio results. This process is visualized in figure 1.

Figure 1: Annual Reporting Process and Engagement with CEAC



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During this process NEEA staff ask committee members to perform the following roles:

- Review and advise on key inputs and assumptions that feed the analysis
- Shepherd the Local Program Survey through your organization
- Review your funder reports and follow up with NEEA staff as needed
- Understand NEEA Market Transformation savings and cost effectiveness methods well enough to be a resource to your colleagues with questions

Local Programs Survey

One essential aspect mentioned above is the Local Program Survey. This is a vital part of NEEA's reporting framework where we request data and information on the efficient units that are being claimed by your company's efficiency programs. NEEA uses this data to ensure that we are not double-counting any savings in the markets we are working in together. This can be provided either through filling out the Excel-based template NEEA will distribute or by providing raw data of anonymized incentive records. The deadlines and deliverables for the 2025 Local Programs Survey are as follows:

- Week of January 5, 2026 – Survey will be formally distributed
- Friday, February 13, 2026 – Survey response due back to NEEA

Please don't hesitate to contact Kathryn Bae (kbae@neea.org) with any questions.