



# Regional Portfolio Advisory Committee

## Q4 2025 Meeting Notes

November 3, 2025

9:00am – 11:30am PST

Hybrid

### Meeting Attendees

#### Committee Members:

Spencer Moersfelder, Energy Trust

Bryan Russo, Tacoma Power

Jeffrey Tripp, Puget Sound Energy

Jeff Feinberg, Snohomish Public Utility District

Carolyn Beebe, Snohomish Public Utility District

Quentin Nesbitt, Idaho Power

Whitney Jurenic, Northwestern Energy

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

Committee Members Absent: Billie McWinn (Idaho Power), Lori Moen (Seattle City Light)

NEEA Staff: Alisyn Maggiora, Brandon Lindquist, Britt Cutsforth Dawkins, Mark Rehley, Emily Moore, Stephanie Quinn, Emily Rosenbloom, Alex Merrill

### Resources

- Agenda Packet: [Q4-2025-RPAC-Agenda-Packet.pdf](#)
- Slide Deck: [Q4-2025-RPAC-Meeting-Slides.pdf](#)

### Welcome, Introductions & Agenda Review

#### Housekeeping and Looking Ahead (Slides [9-18](#) | Packet [1-2](#))

- Alisyn Maggiora (NEEA) provided a brief update on the upcoming Northwest Online Marketplace pilot. The pilot aims to raise the overall energy efficiency of consumer product sales by simplifying product comparison and purchase. The Enervee-based platform demonstrated strong potential during its scanning phase over the past year, with thousands of site visits and retailer click-throughs. The next phase is scheduled to launch in Q1 2026, offering utilities branded landing pages, rebate processing, and e-commerce capabilities. This approach significantly reduces administrative costs and may enable incentives for products previously deemed non-cost-effective. Tacoma Power, Energy Trust, Clark PUD, and Idaho Power intend to join the pilot at launch, several other alliance funders are in the consideration phase.
- Britt Cutsforth Dawkins (NEEA) reported that the HPWH marketing campaign launched October 1 and generated strong engagement, with ads running across Facebook, Instagram, Nextdoor, and Spotify.

- Mark Rehley introduced Navien’s dual-fuel water heater, highlighting its unique design combining electric HPWH and tankless gas burner, and discussed market barriers such as outlet requirements and installation challenges. A special meeting with Navien will take place Nov 12, utilities will be invited.

## Discussion

**Spencer Moersfelder (Energy Trust):** Can you explain how incentives would work with the online marketplace and how products could become more cost-effective via this tool?

**Alisyn Maggiora (NEEA):** The platform streamlines rebate processing, reducing admin costs. This could make incentives feasible for products that were previously too costly to process.

**Quentin Nesbitt (Idaho Power):** Lower admin costs mean we can offer incentives on items that weren’t cost-effective before.

## Heat Pump Water Heater 2026 Workgroup Proposal (Slides [20-26](#) | Packet [3-5](#))

Emily Rosenbloom presented the HPWH work group proposal, explaining the timeliness with the 2029 federal standard requiring most electric storage water heaters to transition to heat pump technology. Emily Rosenbloom emphasized that while the Northwest had achieved a 20% market share compared to 3% nationally, significant work remains. The work group will aim to ensure regional alignment, identify gaps, share lessons learned, and commit to actionable strategies. Possible areas to collaborate further on include installer training, incentive alignment, and reducing market workarounds. Emily Rosenbloom also discussed leveraging Hot Water Solutions installer finder, synthesizing gap analyses, and prioritizing barriers such as emergency replacement challenges and cost-effectiveness hurdles.

## Discussion

**Kevin Smit (Northwest Power and Conservation Council):** Will the work group address workarounds to the federal standard?

**Emily Rosenbloom (NEEA):** Yes. Avoiding workarounds and reducing support for them will be part of the discussion.

**Spencer Moersfelder (Energy Trust of Oregon):** Could NEEA lead contractor training for best practices?

**Answer: Emily Rosenbloom (NEEA):** Yes, we already provide training, but we could formalize and standardize it regionally.

**Whitney Jurenic (NorthWestern Energy):** Do you have a summary of gaps already identified?

**Emily Rosenbloom (NEEA):** We’ll bring research and known gaps to the work group for review and prioritization.

**Whitney Jurenic (NorthWestern Energy):** Will this work group influence NEEA’s future activities?

**Emily Moore (NEEA):** Yes. The goal is to identify actions for NEEA and utilities to incorporate into plans by mid-year.

**Quentin Nesbitt (Idaho Power):** What does “commit to program goals” mean?

**Emily Rosenbloom (NEEA):** Examples include continuing incentives for certain products or aligning installer lists regionally.

## Round Robin ([Slide 29](#))

**Spencer Moersfelder (Energy Trust):** Energy Trust is finalizing its 2026–2030 multi-year plan, shifting from annual planning to a strategic five-year horizon. The plan includes aggressive electrification targets, expanded heat pump programs, and new equity metrics. Energy Trust is piloting bundled incentives for combined HVAC and water heating upgrades, expanding heat pump adoption, and partnering with trade schools for workforce development. Energy Trust is also exploring grid-interactive efficient buildings and demand flexibility pilots.

**Jeffrey Tripp (Puget Sound Energy):** Puget Sound Energy is implementing its biennial conservation plan targeting nearly 500 MW hours and 10 million therms. Struggling with two percent of retail goal as legislated. Sunsetting residential gas appliance rebates in August due to HB1589; the only residential gas incentives going forward will be hybrid units through 2030. The utility is launching an in-home energy consultation service in 2026, integrating virtual audits with on-site visits and smart meter data. PSE is redesigning its demand response program to include automated enrollment and real-time notifications, and transitioning its lighting program to an online calculator for improved usability and security.

**Phillip Kelsven (Bonneville Power Administration):** Bonneville Power Administration is entering a new three-year rate period after meeting its previous goal of 94 aMW. BPA is increasing incentives across the portfolio, including \$1,600 for HPWHs, and onboarding utilities to its new online lighting calculator. BPA is piloting performance-based incentives for commercial HVAC retrofits and developing a regional HPWH installer training curriculum to address workforce gaps.

**Quentin Nesbitt (Idaho Power):** Idaho Power is winding down its manufactured home program due to updated RTF savings assumptions and launching a midstream program targeting HVAC and refrigeration equipment. The utility is introducing a whole-building new construction option and a Bring Your Own Thermostat DR offering. Idaho Power is addressing challenges with declining avoided costs and the impact of utility-scale batteries on DR valuation.

**Bryan Russo (Tacoma Power):** Tacoma Power is completing conservation planning for 2026–2027 and securing commitments for mixed-use projects under its EDA program. Updated program lifecycle mature enough to start funneling some concepts through, will start with potential DR pilots. Personnel changes include a new evaluator, Leah Kim (formerly EPA), Tony Fontanini in R&D (formerly NREL), and Natasha Houldson (C&I Conservation Manager) retiring in a couple months. With a pending more intense return-to-office mandate, starting to see a moderate wave of retirements that will need to be backfilled; expect to see a 15-20% turnover as a result. The utility is collaborating with design firms to integrate efficiency early in planning and developing a prescriptive pathway for small commercial retrofits. Tacoma Power is piloting bundled incentives for lighting and controls and has shifted to a digital lighting calculator for now.

**Jeff Feinberg (Snohomish PUD):** Snohomish PUD has migrated 90% of residential programs to its unified platform (I Energy), reducing processing time by 40%. The utility achieved 2 MW of verified savings through its data center retrofit program and is expanding to telecom facilities. Upcoming pilots include virtual audits for small businesses and bundled incentives for HVAC and lighting upgrades. Snohomish PUD is also offering limited-time thermostat incentives for income-qualified customers.

**Reuben Arts (Avista):** Avista is piloting AI-enabled thermostats for RTUs, installing units across commercial sites with real-time monitoring and adaptive scheduling algorithms. The utility is designing a gas heat pump pilot with lab testing scheduled for Q2 2026 and managing an active RFP for 25 MW of demand response capacity. Avista is also exploring partnerships for dual-fuel technologies and addressing installation barriers.

**Whitney Jurenic (NorthWestern Energy):** NorthWestern Energy is continuing its HPWH pilot offering \$3,000 incentives to customers and \$500 SPIFs to installers. The utility is developing multilingual outreach materials, partnering with community organizations, and analyzing load flexibility potential for residential heat pumps.

NorthWestern Energy is preparing for a merger with Black Hills Corporation and addressing staffing challenges with its DSM team reduced to two people.

**Kevin Smit (NWPPCC):** Deep in the middle of the ninth power plan. Goal is to have it out by next summer. Have big pieces of input data for load forecasting. Conservation curves, demand response, supply curves, all the resource definitions we've worked through with our advisory committees. We have those set in place and have handed that over to our modelers. We hope to have results in February or March.

**James White (Chelan PUD):** Chelan PUD is advancing pilots for heat tape controls and dark-sky compliant lighting, installing adaptive controls in municipal parking lots and pathway lighting. The utility is collaborating with local governments to update lighting ordinances and integrating dimming protocols to reduce light pollution. Chelan PUD is testing cold-climate heat pump performance in multifamily buildings and evaluating rooftop units with vapor injection technology.

**Bill Hibbs (Clark PUD):** Clark PUD is doubling participation in its lighting incentive promotion and launching a prescriptive retrocommissioning pilot with BPA. The utility is progressing on EDA programs by integrating energy modeling early in design and coordinating with architects. Clark PUD is refining midstream offerings by focusing on high-volume distributors and adding quarterly performance reviews to improve stocking practices and rebate processing efficiency.

## Discussion

**Quentin Nesbitt (Idaho Power):** Phillip, can you clarify your comment about new construction and heat pump water heaters?

**Phillip Kelsven (Bonneville Power Administration):** We're opening incentives for new construction in Montana and Idaho, where it's not a common code compliance method.

**Reuben Arts (Avista):** Quentin, what did you mean about batteries reducing DR value?

**Quentin Nesbitt (Idaho Power):** Utility-scale batteries compete with DR resources, lowering their effective load carrying capacity.

**Alisyn Maggiora (NEEA):** Quentin, are these batteries utility-owned or customer-owned?

**Quentin Nesbitt (Idaho Power):** Mostly utility-scale, added to support large new loads.

**Reuben Arts (Avista):** Jim, what's the 40K/80K heat pump you mentioned?

**James White (Chelan PUD):** Stone Mountain offers an 80K BTU unit now; a 40K BTU model is expected next year.

**Alisyn Maggiora (NEEA):** Whitney, what new programs launched this fall?

**Whitney Jurenic (NorthWestern Energy):** Mostly updated offerings—air purifiers remain top residential saver; lighting still leads commercial.

## Meeting Wrap Up

- Public comment - None
- Meeting feedback – None
- Action Items
  - **ACTION:** Let Alisyn Maggiora know whether / who you would like to assign from your organization to the Heat Pump Water Heater Workgroup.
- Next meeting
  - February 10, 2026 – Hybrid (either at NEEA or a host utility)