



Q1 Residential Coordinating Committee (RCC)

DAY 1 – March 17, 2026

12:30 – 4:00 p.m.

Hybrid Meeting at NEEA Offices

Meeting Attendees

Committee Members:

In Person: **Brandon Gee** – Emerald PUD

Virtual: **Mikayla Bateman** (Avista), **Jordan Hattig** [BPA (Bonneville Power Administration)], **Kyla Kelsay** [BPA (Bonneville Power Administration)], **ShaToya Parker** [BPA (Bonneville Power Administration)], **Griselda Gonzalez** – (Chelan PUD), **Trevor Frick** – (Clark PUD), **Marshall Johnson** – (Energy Trust of Oregon) **Todd Greenwell** – (Idaho Power), **Dustin Levesque** – [PSE(Puget Sound Energy)], **Carolyn Beebe** – [SNOPUD (Snohomish PUD)], **Lonnie Junderson** (Tacoma Power), ,

NEEA Staff: Suzi Asmus, Anne Brink, Britt Cutsforth Dawkins, Jack Davidson, Anouksha Gardner, Alexa Hujik, Alisyn Maggiora, Alex Merrill, Stephen O’Guin, Stephanie Quinn, Emily Rosenbloom, Anu Teja

Resources

- Agenda Packet: <https://neea.org/resource/q1-2026-rcc-agenda-packet/>
- Slide Deck: <https://neea.org/resource/q1-2026-rcc-meeting-slides/>
- Recording: Q1 Meeting was not recorded

Welcome and Packet Review

- Meeting Packet Highlights
- Collective Role – Working Together – Please come prepared to participate!
- Agenda Overview – Welcome, Housekeeping, Regional Roundtable, Regional Priority Topic: HPWH - MPER #8 Highlights
- Packet Review Reminder – Tier 1: Agenda Items, Tier 2: Memos and Program Activity Reports, Tier 3: Additional Resources and Reference Material

Housekeeping

Upcoming Meetings and Events:

- RCC Meetings: Q2 – June 16 / Q4 - December 1 & 2
- EFX – Efficiency Exchange 2026 in Boise, ID May 5-6

- NEEA/MT101 webinar – Tues, March 31, 9-10:30
 - o Please reach out to [Alisyn](#) or [Anouksha](#) know if you or anyone on your staff would like to be included on the invitation.
 - o **ACTION:** Anouksha/Alisyn to send invitation to Carolyn Beebe, Marshall Johnson, Todd Greenwell and Trevor Frick

Introductions and Regional Roundtable

Name | Organization | Program Updates Since Q4 Meeting | Icebreaker

Notes by Alexa Hujik

Icebreaker: The most adventurous thing you have ever done/would like to do?

Brandon Gee – Emerald PUD

- We were able to increase a lot of our vinyl window upgrades, weatherization, and HPWH incentives thanks to BPA's increases.
- Income qualified stuff has been very popular. We are almost out of 2026 budget for that particular project.
 - o Q: Trevor: Can you tell me more about your income qualified program? Are you running in house?
 - o A: It used to be run by "Homes for Good" in Lane County, but we have streamlined the efficiency of the program since bringing it in house. We put out an RFQ annually for it and the board has allowed us to spend whatever we needed for the program up until this year where we put a cap on it. We also added windows this year and two heads instead of just the one.
 - o Q: So the entire cost of the upgrade is covered?
 - o A: We let the contractor decide whether they need a single or two head and the cost is 100% covered.

Trevor Frick – Clark PUD

- Working with Lighthouse Consulting on an analysis of our power program. We have around 50k customers that receive the quarterly reports and 3 different cohorts. So we are doing cost effectiveness testing on each cohort to see trends and wants/needs. Additionally, looking at the other 150k people not in a cohort to see if there are additional groups that can be built for savings, etc.
- Launched HPWH Online Marketplace with Reem and AO Smith brands listed online two weeks ago! Currently on our second batch of inserts and we have sold about 30 units on there, so its moving a little slower than I thought, but its going well.
- We have a list of 8-9 HPWH installers who are collecting information from customers on whether or not they are going to be using a contractor. So far, around half have marked the DIY option.
- Working with NEEA on a demand response type program.
- Launching Income Qualified Weatherization program with \$500,000 in funding next Tuesday. Customer can pick any contractor from our network participating in this program

and they will qualify for most if not all of the cost of weatherization. Focus is on customers under 80% AMI or 200% under federal poverty level.

- Q: Brandon – In the newsletters your sending out to customers, if they have questions about HPWH are you referring to Clark or GE?
- A: There were a lot of external resources (Hot Water Solutions, etc.) so on our Bill Insert we included the phone number for our field agents, but on the actual marketplace we put GenPacs information. We haven't gotten any feedback from them on how many calls they are getting, but we are getting a lot on our end. We do give them 90 days after installation and then we do a site visit or take action then.
- Q: Todd – When you're talking about the HEAR Grants that is State funded, not the federal government (50121) right?
- A: Yes, we are talking about the WA State funding, the federal funding has come to a bit of a standstill, so we are not focused on those \$\$.

Todd Greenwell – Idaho Power

- Bring your own thermostat expansion happening for this summer season.
- Part of the NW Marketplace, so we are gearing up to start participating on there
- I am involved with the RTF subcommittees on trying to bolster the savings of air source heat pump conversions from electric forced furnaces as well as smart thermostats, trying to save/bolster the savings.
- Idaho has been vetting the 2024 International Code Council code suite; it was passed by the Idaho Building Code Board 100% last year, but in February of this year the house business committee rejected it, so at the moment Idaho is not moving forward with updates to state building codes.

Griselda Gonzalas – Chelan County PUD

- Program updates to our rebate on April 1st is going from \$1k to \$1300 on HPWH, adding vinyl window replacement as well.
- Working on expanding our income qualified program in house. Adding additional measures to it (HP, Ductless HP, Ceiling, HPWH, and some appliances). Hoping to add windows and air purifiers as well. And it should be finalized and running by end of June this year.
- Developing a moderate income program with a focus on big items like heat pumps and windows. If anyone has any pointers on moderate income programs, please reach out!
 - Q: Todd – On the air purifiers you mentioned, are you talking about ones integrated in HVAC systems or portables?
 - A: Focused on portables and all dependent on the Department of Health for guidelines. On ducted systems, we ask HVAC contractors to keep that in mind.
 - Q: Trevor – When you say moderate income, are you using the CEDA definition? (150% AMI)
 - A: We are still questioning exactly how we are going to define Moderate Income since we have to make our own criteria. We are going to start with 80-125 AMI, but we are still figuring it out.

Ryan Crews – Energy Trust of Oregon

- Putting energy into our low- income programs. In 2018 we launched Partner Income Funding program where we have 30 partners throughout the state who are leveraging resources and incentives through us to cover administrative work through implementation all over Oregon. Currently at \$14million and hoping to continue scaling that up.
- Whole home retrofit program for low income and did around 307 homes in 2025 (first full year this program was available). A lot of heat pump, water heater, and insulation improvements.
- Implementor for the IRA funds; so crossing our fingers that this is going to be available soon. Trying to make a plan for how to use that funding when it becomes available.

Lonnie Junderson – Tacoma Power (filling in for Lis Saunders this week)

- Wrapping up our Home Energy Program as we didn't need the savings for our next period.
- Rolling out updates for April 1st. Rebates will be staying mostly the same, but we are updating the caps for loan funds.
- Tacoma got grant funding for electrification assessments; so we hired someone last September to end of March this year to do those assessments. When it was free we didn't have a lot of traction, so we started offering a \$50 rebate and will end with over 100 homes participating.
- Kicked off a limited time offer for single pane window replacement; offering \$45 a sqft to try and get the few complexes that are left with the single pane windows.

Dustin Levesque – Puget Sound Energy

- Increased water heating rebate from \$750 to \$1k which helped our savings come in strong in both Jan and Feb this year.
- We did sunset the water heating partnership coupon with SnoPUD and SCL and we now have our own coupon, which has gone well.
- The water heat program is really digging into how we market to customers and how we target customers within our service area. One thing we're specifically looking at is propensity models to target customers that have the highest likelihood of upgrading to a heat pump water heater and make sure we're targeting customers appropriately and equitably when we do reach out for them for our appliances program.
- The big success story that I'll say we've seen in 2025 and is continuing in 2026 is considerably higher adoption of heat pump dryers. We have seen a really, really big increase in the adoption of this technology, mostly all driven by our rebate increase in late 2025 to \$350 as standard and \$400 for income qualified.

Micheala Bateman – Avista

- Launched the Home Boost Pilot which is a DIY Home Energy Audit Option. We partnered with Home Boost and they send thermal cameras that you can plug into your iPhone so customers can do their own energy audit.
- Currently in the process of reducing our rebate incentives for gas customers. Hoping to be done by end of March.

- Recently our contractor network home installation program reopened after closing applications for a few months. This is a very popular program and if anyone has tips on programs they have run like this, I would love to hear about it.

ShaToya Parker – BPA

- Several incentive increases since the beginning of the year.
- BPA issued our IM which you can find on the BPA website.
- Currently in initial stages of looking into some ideas to increase the weatherization update. Looking at bundling options, so if anyone is currently running programs or tried anything in the past, I would appreciate hearing about how it went/is going.

Jordan Hattig – BPA

- New to BPA as of two months ago! Very excited to be a part of the committee and is still getting adjusted/settling in.

Kyla Kelsay – BPA

- New to BPA as of about 6 months ago and currently onboarding to be the Program Manager for the behavioral program at BPA; so I have been sitting in on and participating in a lot of the evaluations that we're running.
- Assisting with Comfort Ready Home BPA and some income qualified work, so I may reach out to some people to ask about the programs they are running at their utilities in the future.

Suzi Asmus – NEEA

- NEEA is participating in a ACEEE research project/committee on residential heat pump costs, led by Alex Aquino (aaquino@aceee.org). "Through this project, we will research strategies to reduce the high upfront costs of residential heat pump installations. This includes reviewing project cost data, analyzing equipment and installation costs, and gathering insights from manufacturers, contractors, technical experts, and program administrators." **ASK OF YOU:** If your organization has any applicable data you can share with this effort, please contact Suzi or Alex.

Emily Rosenbloom – NEEA

- Currently asking for information to update the specifications. Our intention in this update is to ensure that we aren't putting a specification out that is limiting demand growth within the region and extra regionally. And so any feedback you have on unnecessary elements in the spec or elements that are very important to you in your programs.
 - o Provide feedback here: [Advanced Water Heating Specification - Northwest Energy Efficiency Alliance \(NEEA\)](#)
- [Hot Water Innovation Prize - Hot Water Solutions](#) – The prototypes are being tested in the lab and the panel of judges will be handed the results in the next several weeks. After this, they will be making a decision on the winner over the next several months and we will announce before end of year.
- Starting a HPWH Workgroup which has its first meeting tomorrow.

Anne Brink

- Currently working with Home Depot, Lowes, Best Buy and Nationwide to stock and sell more efficient refrigerators. TV's are hopefully going to be part of this program very soon too.
- Energy Star, it was recently announced, will be moving to the Department of Energy (DOE). There's a memorandum of agreement between the EPA and the DOE to transition the program over to DOE, and they're going to have a plan in place in the next 90 days. So you know, we are supportive of keeping Energy Star on the federal government.
- We do have some standards coming up for washers and dryers as well as air conditioners in 2028 and we don't have new specifications for those yet.
- Still working to get TVs into our ESRPP program (Energy Star Retail Products Platform), which includes both NEEA and other utility sponsors throughout the United States.

Regional Priority Topic – Heat Pump Water Heater – NEEA Share-out: Highlights from Market Progress Evaluation Report (MPER) #8

Presented by Emily Rosenbloom, Alex Merrill, and Anu Teja

Notes: Jack Davidson

Desired Outcome: Committee members to hear about the findings from the 8th Market Progress Evaluation Report (MPER) of the Heat Pump Water Heater Program.

Emily Rosenbloom, Manager of Program Management, and Anu Teja, MRE Scientist, both on the Heat Pump Water Heater Program, introduced the findings from the most recent MPER. The Summary outlined the rationale behind doing regular MPERs, as well as the research objectives and methods. The following Key Takeaways were reviewed:

1. NEEA has helped lay the groundwork for broad HPWH adoption and increasing consumer awareness should drive further adoption.
2. Installers are aware of HPWHs, though recommendation rates remain low, despite generally high customer satisfaction.
3. Challenging installations are an ongoing barrier to HPWHs, but there are indications that installers can better navigate these installations as their confidence increases.
4. Installers still use workarounds to avoid installing HPWHs.
5. Fewer installers reported customer complaints for HPWHs. Issues that do arise may require significant time to resolve.

The next steps were outlined how the program team will finalize and publish the report, respond to the recommendations, and incorporate the findings into program activities and strategy.

Questions during the presentation:

Todd Greenwell (Idaho): When referring to installers interviewed, is this HVAC and plumbing or just plumbing?

Emily (NEEA): We are referring only to plumbing installers.

Brandon Gee (EPUD): Was there any feedback on which manufacturer was better with lead times for hardware?

Emily (NEEA): We may need to dig into the data to potentially correlate findings with manufacturers. They are not likely to provide information about the reason for a callback.

Brandon (EPUD): One frustration for home owners can be error codes, leaving them with no hot water while a part needs to be order. Plumbers now know how to bypass HPWH function to keep it working while the parts are getting stocked.

Emily (NEEA): There are concerns that those workarounds won't automatically revert back, but rather stay by default.

Questions during the wrap up section:

Todd (Idaho): In the interviews and data, were the customers spot-purchasers or someone buying with a plan? Are these responses separated out?

Emily (NEEA): Some purchasers were aware of the product prior to purchase. We did have some way to separate out the different types of customers.

Todd (Idaho): Is the effective data of the standard going to be the date of manufacture?

Emily (NEEA): It will be the date of manufacturer, so people might save hardware in the run up to the policy changes.

Dustin Levesque (PSE): Hearing that installers make more money from Electric Resistance models, did this come up in the conversation?

Emily (NEEA): We don't have that level of information, but will be a key conversation piece in the HPWH Work Group.

Anu (NEEA): Quantitative research does not allow us to do that level of research, but down the line installer conversation will allow us to get more information about the business mindset.

Griselda Gonzalez (Chelan): Are installers aware of the 2029 changes to the standard?

Emily (NEEA): Her experience is that the plumbers are not aware of this upcoming change. We are trying to sell them on the business case so that they can be a leader in the field.



Q4 Residential Coordinating Committee (RCC)

DAY 2 – March 18, 2026

9:15 a.m. – 11:45 a.m.

Hybrid Meeting at NEEA Offices

Meeting Attendees

Committee Members:

In Person: **Jordan Hattig** [BPA (Bonneville Power Administration)], **Jonathan Belmont** [BPA (Bonneville Power Administration)], **Brandon Gee** (Emerald PUD), **Christian Douglass** (NW Power and Conservation Council)

Virtual: **Mikayala Bateman** (Avista), **Griselda Gonzalez** (Chelan PUD), **Trevor Frick** (Clark PUD), **Marshall Johnson** (Energy Trust of Oregon), **Todd Greenwell** (Idaho Power), **Laura Thomas** (RTF, NW Power and Conservation Council), **Dustin Levesque** [PSE (Puget Sound Energy)], **David Bopp** (RTF), **Tom Gillman** [PSE (Puget Sound Energy)], **Carolyn Beebe** [SNOPUD (Snohomish PUD)], **Lonnie Junderson** (Tacoma Power)

NEEA Staff: Suzi Asmus, Drea Bell, Britt Cutsforth Dawkins, Anouksha Gardner, Alexa Hujik, Emily Rosenbloom, Alisyn Maggiora, Alex Merrill, Jesse Nienow-Macke, Stephen O’Guin, Stephanie Quinn, Steve Seminario

Resources

- Agenda Packet: <https://neea.org/resource/q1-2026-rcc-agenda-packet/>
- Slide Deck: <https://neea.org/resource/q1-2026-rcc-meeting-slides/>
- Recording: Q1 Meeting was not recorded

Regional Priority Topic – Advanced Heat Pumps - Minimizing Supplemental Heat: Coordination on the RTF measure development, Efficiency exchange and a 2026 Heat Pump Symposium

Presented by Suzi Asmus, NEEA and Laura Thomas, NW Power and Conservation Council

Notes: Stephen O’Guin

Suzi Asmus, NEEA’s Program Manager for Advanced Heat Pump (AHP) Program, presented on regional efforts addressing minimizing supplemental heat by setting context on the issue, introducing Laura Thomas from the Regional Technical Forum (RTF) to share their most recent work on the topic, and gather input from committee members about what their organizations are doing.

CONTEXT

Minimizing supplemental electric resistance heat with residential heat pump applications has emerged as a major regional priority due to mounting evidence that it is significantly undermining heat pump savings. Drawing on utility data and preliminary findings from NEEA's 2023 Residential Building Stock Assessment, Suzi noted that installed heat pumps are often serving only about half of the home's heating load, with the remainder met by supplemental heat driven by factors such as nighttime setback recovery, high crossover temperatures, and defrost cycles.

NEEA and regional partners have been responding through various efforts, including [CEE quality installation education materials](#), repeated focus at Efficiency Exchange, and the Northwest Heat Pump Symposium, all aimed at producing practical installer guidance, consistent consumer messaging, and manufacturer engagement.

REGIONAL TECHNICAL FORUM

Laura Thomas, from the Regional Technical Forum (RTF), provided an update on the RTF's work, focusing on both heat pump measure development and a new RTF role in research coordination. Laura highlighted a new centrally ducted heat pump measure under development that targets no or limited electric resistance backup, with the goal of ensuring heat pumps operate as intended while maintaining comfort through appropriate screening criteria. Laura also described planned work on a retro-commissioning measure to improve performance of existing installations and ongoing development of ductless heat pump measures, including a multi-head or whole-home option. In addition, Laura outlined upcoming RTF efforts to support the region through a Heat Pump 101 workshop for program managers and decision-makers and a coordinated effort to identify and address regional heat pump research gaps, both intended to strengthen program design and long-term market outcomes.

Question during RTF presentation

- **Marshall Johnson (Energy Trust):** Asked about how the new centrally ducted heat pump measures would apply to homes with existing conditions that don't fit neatly into a simple "conversion" scenario—specifically homes that may have an older, poorly functioning heat pump paired with electric resistance heat, where the heat pump is no longer effectively used.
 - o **Laura Thomas (RTF):** Explained that RTF measures generally assume either a conversion from an electric forced-air furnace or an upgrade from an existing heat pump, using a market baseline approach. In cases where an old heat pump is being replaced, the RTF would typically treat it as a heat pump-to-heat pump upgrade rather than a conversion, since the assumption is that the customer would continue to have a heat pump.

MINIMIZING SUPPLEMENTAL HEAT ROUND TABLE

How is your organization/program working to better understand or address the impacts of supplemental electric resistance (ER) heating load?

- **Brandon Gee (Emerald PUD)**
 - Program has been mainly focused on heat pump water heaters for last 5 yrs
 - Working to integrate incentive structure that does not allow minimizing supplemental heat starting in 2027. They have received pushback from sharing this concept with some contractors though others are already installing HP systems without ER.
 - Some contractors are starting to change lock out to 25 instead of 35. Getting more confident with letting the HP do more of the work

- **Griselda Gonzalez (Chelan County PUD)**
 - Jim White is continuously working on a true cold climate HP specification that works for their region
 - Educating contractors about the purpose of rebates and how the system is installed matters.
 - Providing customer communication and education guide in the form of kits for a customer with a new HP installation

- **Marshall Johnson - Energy Trust**
 - Completed customer research for ~120 ducted/ductless systems studying the consumer decision making process and research methods for choosing the systems
 - Energy Trust may go back out to those with ducted systems to learn more - people felt they had good access to info and was able to make good choices and would be good to understand this better.
 - Energy Trust may also want to go to homes that had gas furnace and installed a heat pump
 - Rescreening measures for HP conversion and HP upgrade - calling it extended capacity HP (this measure uses VCHP as baseline) and will want to align with RTF measures
 - Energy trust is interested in regional alignment of a cold climate heat pump definition
 - Energy trust is interested in the connected commissioning concept

- **Todd Greenwell (Idaho Power)**
 - Fully supportive of the RTF and BPA work around the concept of limited to zero backup resistance heat
 - The overall cost effectiveness of Idaho Power's program is about 1
 - Idaho Power is looking for any way to get additional savings
 - Utilities need to require knowing how a heat pump system was commissioned or we need to empower the homeowner to understand how it was sized, set up, load calculated in order to change contractor behavior

- **Lonnie Junderson (Tacoma Power)**

- Lonnie and Liz Saunders have been participating with work group from the Heat Pump Symposium last year
- Tacoma Power investigated if it would be good to reduce auxiliary heat lock outs from 35 down to 30 and are thinking about this based on contractor input and interl discussions
 - Longstanding participant contractors thought contractors may just oversize the system without ensuring the ducts can handle it. An oversized system would also be higher equipment costs for the homeowner
 - Will stay involved with the symposium groups to help guide their direction

- **Trevor Frick (Clark PUD)**

- Clark PUD follows BPA UES measures, focusing on contractor onboarding, annual engagement, and heat pump best-practices training.
- PTCS commissioning was dropped after incentive reductions; Clark is considering performance-based bonuses for controls, sizing, airflow, and strip-heat lockout.
- They are interested in aligning with RTF retro-commissioning measures and leveraging in-house staff conducting home performance assessments.
- Clark PUD is expanding customer education through short videos and coordinating rebate programs to address winter and growing summer peak demand.
 - Marshall Johnson Question: Trevor, do your energy counselors support dual fuel customer applications?
 - Trevor: Yes, we do energy assessments on any home in Clark County. Many of these homes are gas heat. We point customers towards Energy Trust rebates for WA customers when applicable. We also do this on phone calls to our department when they are gas heat.
- Tom Gillman (PSE)
 - Agree with other share outs that the region needs more contractor awareness.
 - This year, they introduced some light-touch requirements around ER lockout (recommended to set 5°F above the system balance point), and what they're seeing from contractors reinforces the concern that load calculations are not being performed as standard practice. Looking forward to seeing this work progress!

2. **MiKayla Bateman (Avista)**

- Avista launched at 2 year Hybrid Heat Pump study to investigate HP performance with a gas back up.
- Final report is expected in March 2027

3. **Jonathon Belmont – Bonneville Power Association**

- Working closely with many people in this room on minimizing supplemental heat including NEEA and the RTF
- Minimizing supplemental heat is a huge topic of interest
 - Taking longer than any of us want - getting there as a region is the best way to get there
 - Important to change the messaging from contractors that HPs don't work or that you will freeze in truly cold climates
 - We have a great opportunity in the northwest do to things like other regions have for example in New York, where over 160,000 heat pumps have been installed, they made it through winter without any issues this year
- Glad to hear so many programs and organizations working towards alignment on this topic

4. Suzi Asmus (NEEA)

- The NW Heat Pump Symposium ahead of Efficiency Exchange 2026 is a way to be plugged in and it came about because this problem is not a single groups issue like the utility, the contractor, or the manufacturer. We are all coming to the table to discuss practical solutions and begin implementing them.
- **Question from Todd Greenwell:** What is the format of the NW Heat Pump Symposium? A work session or presentation?
 - **Suzi Asmus-** We will present results of the past year of work from each work group then break out into work sessions by work group to develop a blueprint and commitments for implementation. 4/6/2026 update: Break-out work sessions are no longer planned.

Q2 Topic Check In – NEEA Shareout & Coordination: NW Heat Pump Symposium results roll out for addressing minimizing supplemental heat with consumers, installers, and manufacturers

Suzi Asmus, NEEA for June 16, 2026 Meeting

Notes: Stephen O'Guin

Suzi Asmus, NEEA's Program Manager for Advanced Heat Pump (AHP) Program, gathered input from the committee to determine what topic would most interest the committee to discuss in Q2. The next check in is scheduled for June 12th and the RTF will not meet again until June 26th.

- Proposed Topic 1: The ideal controller
 - Votes: Carloyn Beebe, Lonnie Junderson, Emily Rosenbloom, Todd Greenwell
- Proposed Topic 2: Connected commissioning of heat pumps
 - Votes: Griselda Gonzalez, Marshall Johnson, third choice for Todd Greenwell
- Proposed Topic 3: Minimizing supplemental heat follow up from Q1/Q2 events
 - Votes: Brandon Gee, Christina Douglass, second choice for Todd Greenwell.

Additional Discussion on Q2 Topic: Suzi asked, “Do we want to revisit the Q1 Topic in Q2 when RTF has made more progress, post Hot Air Forum, post Symposium, post Efficiency Exchange, so there would be updates and next steps for the region?”

- RTF representatives noted the RTF vote will be happening at the June RTF meeting, which will be too late for the RCC Q2 meeting.
- Christian: could be interesting to have a high level takeaways from each of these pieces.
- Suzi: Could be a high level memo in Q3 once the RTF vote happens.
- **ACTION:** Suzi to build a memo with high level shareouts of each of the topics above for our Q3 Committee Update

Additional Questions for upcoming topics/shareouts:

Marshall Johnson – Will there be a report out of HPWH workgroup efforts later in the year?

- Answer: There will be memo’s and share outs at each of the meetings for RCC, but we do not have a dedicated regional priority topic for HPWH until 2027.

NEEA Shareout – NW Online Marketplace – Pilot Update

Presented by Steve Seminario, NEEA

Notes: Jesse Nienow-Macke

Steve Seminario, NEEA’s Market Transformation Manager for the Retail Products Portfolio, provided an update on the Northwest Online Marketplace, a regional platform intended to support more energy-efficient consumer product purchases. He explained that the marketplace, which is built on the Enervee platform, is designed to simplify product discovery and comparison while improving access to rebates and retailers.

The progression of this program from an initial year-long scanning effort to a three-year pilot now underway, shows how participating utilities can customize branded landing pages, curate product categories, and determine how rebate information is presented or redeemed. There are also key customer-facing features, including product filtering, efficiency comparisons using Enervee scores, and purchasing options through major retailers or local vendors, with the flexibility for point-of-sale or post-purchase rebate integration.

This pilot shows the value of regional coordination and shared infrastructure in reducing cost and implementation barriers for utilities. Steve also noted that there are future areas of exploration, including affordability tools, financing options, and evaluation approaches to assess whether the marketplace contributes to measurable energy savings across consumer product categories.

Questions & Responses:

Jonathon Bellmont (BPA): How would the Northwest Marketplace interact with existing utility marketplaces in the region?

Steve Seminario (NEEA): The Northwest Marketplace platform was intended to complement existing marketplaces, with most customers accessing it through their utility’s

promotion, and that it could serve as a shared regional platform without creating customer confusion.

Marshall Johnson (Energy Trust): Is the marketplace primarily an education initiative or is it intended to support claims of energy savings from product sales?

Steve (NEEA): While education is a core function, the long-term goal of the pilot is to evaluate whether the platform could demonstrate increased average efficiency and measurable savings using sales and program data.

Marshall (Energy Trust): Is the marketplace focused only on electric end uses or does it also include gas products?

Steve (NEEA): The platform includes both electric and gas products, including gas water heating and other categories.

Marshall (Energy Trust): How would coordination work with utilities that already operate marketplaces or represent multiple utilities?

Steve (NEEA): NEEA had been coordinating with Energy Trust and other partners and we realize the importance of mapping customer journeys and aligning communication across utility contacts. This is something we are focused on developing.

Griselda Gonzalez (Chelan PUD): What challenges have utilities faced when launching or participating in these kinds of marketplaces, including internal buy-in?

Steve (NEEA): Many of the challenges revolve around cost-effectiveness, legal review, and internal coordination. One of the major benefits of the shared pilot model is that it reduces overhead and implementation barriers for participating utilities.

Meeting Recap, Next Steps:

Upcoming Meetings and Events:

- RCC Meetings: Q2 – June 16 / Q4 - December 1 & 2
- Efficiency Exchange 2026 on May 5-6 in Boise, ID
- MT101 with a focus on Emerging Tech – on March 31st

One thing you learned/appreciated from our meetings these past two days?

- **Jonathan** - BPA: I appreciated just how many people were aligned when it came to a minimal or no backup heat. I don't know if I wasn't expecting that, but I was surprised by just the uniformity of opinion.
- **Christian** - NWPC: Agreed; its now this regional drumbeat which has been very cool to see.
- **Alisyn** - NEEA: Appreciate folks' questions and sharing on the NW Marketplace!

- **Lonnie** : New RTF heat pump measures are coming!
- **Marshall** : I learned that too - the region is interested in alignment around heat pump measures.
- **Griselda** : There is a lot of work happening around heat pumps and the work that RTF is doing to bring new HP and DHP measures.
- **Brandon** - Emerald PUD: Its nice to be in person!
- **Britt** - NEEA: I learned not everyone loves pie as much as I do + was reminded of the installer mindset challenges that the Advanced Heat Pumps and Heat Pump Water Heater programs both face