Regional Portfolio Advisory Committee

DATE: Tuesday, May 19, 2026

TIME: 9:30am – 3:00pm Pacific

LOCATION: Virtual via Microsoft Teams

WEBINAR: Click here to join the meeting (Meeting ID: 239 024 927 814 319 | Passcode: sP95y8FC)
(if needed) Call-in audio only: 971-323-0535 | Phone Conference ID: 819 930 283#

AGENDA (All Times Pacific)			**Page #**
9:30-9:55 *(25 min)*	**Welcome, Introductions & Agenda / Packet Review**	All	**1-2**
9:55-10:05 *(10 min)*	**Housekeeping and Looking Ahead** • Updates • Announcements & Reminders ○ Upcoming Meetings, Events, 2026 RPAC dates *Desired Outcome: Committee members aware of recent developments and upcoming topics for engagement.*	Alisyn Maggiora	--
10:05-10:35 *(30 min)*	**Annual Electric Portfolio Review: Savings & Risks** • Portfolio status & energy savings outlook • Overview of Opportunity Assessments (Emerging Tech) *Desired Outcome: Committee members aware of risks and opporutnities in the electric portfolio.*	Stephanie Rider Mike Smith	**3-9**
10 min	*BREAK*	All	
10:45-11:30 *(45 min)*	**Program Expansions Overview and Update** • Initiative Lifecyle for program expansion opportunities • Expansion Opportunity Update: Advanced Performance DOAS program to include gas HE DOAS *Desired Outcome: Committee members are aware of how NEEA staff are approaching program expansions and what to expect in the upcoming quarters for current opportunities.*	Emily Moore Dave Hammond	**10**
60 min	*LUNCH*	All	
12:30-1:30 *(60 min)*	**Committee Round Robin** ***Special Request:*** Any new initiatives or adjustments to programs / plans related to affordability? What's the biggest overlap between your EE efforts and affordability needs? **General highlights:** Big changes (programs/personnel); current challenges, lessons learned; how utility activities relate to NEEA's; sharable tools/materials; policy directives w/ customers; findings, filings, IRPs. *Desired Outcome: Committee members and NEEA staff are aware of latest activities, plans, and organizational updates from alliance members.*	RPAC Members	
10 min	*BREAK*	All	
1:40-2:00 *(20 min)*	**Market Transformation Highlight: Heat Pump Water Heater Market Progress** • Highlights from the 8th Market Progress Evaluation Report *Desired Outcome: Committee members understand the findings and trends and how these insights will be applied to the program going forward.*	Emily Rosenbloom	**11**

2:00-2:20 *(20 min)*	**[RPAC+ ELECTIONS]** **Proposed 2026 Heat Pump Water Heater (HPWH) Marketing Campaign** • Review: 2026 HPWH Consumer *Level Up* Campaign • Utility Campaign Elections *Desired Outcome: Committee members are comfortable with 2026 proposed marketing campaign and support region-wide implementation.*	Britt Cutsforth Dawkins	**12**
2:20-2:50 *(30 min)*	**Efficient Fans Program: Refresher & Milestone *Q3 Vote Prep*** • Program Overview • Key Learnings from Program Development • What to expect for "Program Advancement" milestone (Q3) *Desired Outcome: Committee members are primed on program and milestone timing and expectations. Committee questions / concerns are identified.*	Nick Michel Alexis Muench	**13**
2:50-3:00	**Wrap-Up & Adjourn**		

Informational Updates:

- **Page 14:** *New Update* Residential New Construction – New Homes Protocol Measure Status
- **Page 15:** Heat Pump Water Heater Work Group Update
- **Page 16-17**: Q1/Q2 Electric Committee Updates
- **Page 18-19**: Specially-Funded Projects Updates (End Use Load Flex & Whole Building)
- **Page 20-34**: Q1 2025 Market Progress Report (Gas + Electric Programs – Progress toward annual goals)

Additional Reference Materials:

- **Committee Meeting Materials & Charters:**

  Please review the committee updates on pg.16 for a recap on recent and upcoming committee activities/topics. Links to recent meeting materials are provided there.

  - Q1 2026 RPAC meeting packet, slides and notes
  - Charters: RPAC, CEAC, RETAC, Coordinating Committees

- **Latest Functional Newsletters** (Emerging Tech | Market Research & Eval | Codes, Standards, New Construction): https://neea.org/resource-type/quarterly-updates/

2026 RPAC Meeting Dates:

Quarter	Day(s)	Date(s)	TIME (Pacific)	LOCATION	KEY TOPICS / NOTES
Q1	Tuesday	Feb 10	9am-4pm	**Hybrid**	• Fans program refresher • Portfolio updates (2026 plans) • HPWH marketing campaigns: 2025 results & 2026 proposal
Q2	Tuesday	May 19	9am-4pm	Virtual	• Annual portfolio review (savings + risk) • Program expansions • Efficient Fans program deep dive (vote prep) • HPWH 2026 marketing campaign *elections*
Q3	Tuesday	Sept 1	9am-4pm	Virtual	• Efficient Fans *vote* • LLLC Market Transformation Highlights • Results: HPWH 2026 marketing campaign
Q4	Tuesday	Nov 3	9am-4pm	Virtual	• Need to check on Monday Nov 2

Memorandum – *Agenda item (Tier 1)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Stephanie Rider, Director, Portfolio Management, Data Strategy and External Reporting

SUBJECT: Q2 2026 Annual Electric Portfolio Update

Our Ask of You:

Please review the detailed update on NEEA's electric portfolio below and come with questions and comments to the May 19 RPAC meeting.

Brief Context & Purpose:

The purpose of this agenda item is to discuss three components of the electric portfolio:

- Status of energy savings outlook
- Portfolio strategy
- Emerging Opportunities

NEEA's market transformation portfolio continues to be a solid and high-confidence portfolio for the region. We will discuss the headwinds affecting the energy savings expectations during this cycle of business (2025-2029) as well as the growth opportunities that we are resourcing to advance for both short term energy efficiency opportunities and long-term technology pipeline development.

Provided below is supplemental information that will not be covered in the meeting. It covers the spectrum of highlights across our work in 2025. These activities and achievements are all components to the larger transformation roadmap that NEEA engages in on behalf of the region and the product groups it serves to create sustainable efficiency conditions for long-lasting efficiency choices for purchasers and consumers.

Summary:

NEEA collaborates with stakeholders across the Northwest and nationally to advance the adoption of energy efficient technologies. Work includes:

- Data collection, research, evaluation, and analysis
- Product development and testing
- Market implementation

These efforts help bring higher efficiency products and services to market, ultimately benefiting consumers and businesses, and generating energy savings. Below are key highlights for 2025.

Data Collection, Research, Evaluation, and Analysis:

Building Stock Assessments

NEEA has five regional studies that hit milestones in 2025. The data collection phase of the 2025 Commercial Building Stock Assessment finished, and the study began developing data and reporting deliverables that will be posted on neea.org in 2026. The Home Energy Metering Study and Commercial Energy Metering Study both finished metering and deinstalled most meters. The study will now focus on

analyzing the data and sharing key insights. The Motor-System Stock Assessment selected and onboarded two firms and began study-design and planning work. Lastly, NEEA formed the 2027 Residential Building Stock Assessment working group and with their input developed a request for proposals document that was released at the beginning of 2026.

Market Data, Research and Evaluation

NEEA's Market Research and Evaluation team managed nearly 40 third-party research and evaluation studies to support alliance Market Transformation programs, building codes, and new product standards work, as well as NEEA's special project work in end use load flexibility and whole building/building performance standards. The team led work on eight program market progress evaluations in 2025, including for two Commercial HVAC programs, the Extended Motor Products – Pumps, Luminaire Level Lighting Controls, Heat Pump Water Heaters, Retail Product Portfolio, and Advanced Heat Pump programs, as well as for NEEA's building energy codes work. These mixed-method, longitudinal evaluations are instrumental to understanding the market opportunity for these measures and for tracking NEEA's progress toward achieving market transformation. In addition, the team managed work on four projects that measured compliance with updated building energy codes in Montana, Idaho, and Oregon. These projects, along with the codes' market progress evaluation and a review of NEEA's approach for developing counterfactual baselines for state energy codes, provide the market with valuable information on the market's response to code changes, informs strategy, and supports evaluation of NEEA and its partners' influence on building energy codes.

Data Processing

NEEA brought retail data processing in-house, providing greater visibility, flexibility, and more detail in the resulting market insights. The dataset includes retail sales from four large retailers and covers both qualifying and non-qualifying ENERGY STAR products, including clothes washers, clothes dryers, heat pump water heaters, and refrigerators.

To support the reporting efforts for our emerging work in televisions, NEEA completed development of a data pipeline to estimate market share of ENERGY STAR v9 televisions and manage the expanding list of qualified products (QPL). NEEA also commissioned a third-party review of the savings calculation method and other key assumptions for televisions. This review helped refine the work in some key areas and provided third-party validation of the methods NEEA developed.

Product Development and Testing:

Emerging Technology

NEEA's emerging technology team routinely scans for, assesses, and reports on the potential for newly identified efficient products, services, and practices. Once opportunities are identified, NEEA works with manufacturers to encourage creating products that meet regional needs and are confirmed to save energy. As a regional organization, NEEA focuses on opportunities that have broad benefits across the four Northwest states, including places that have unique barriers and opportunities for efficiency, such as rural markets and colder climates. By working together and aggregating investment, NEEA's funders and stakeholders share both the cost and the risks associated with bringing new energy efficient technology to markets.

In 2025, the emerging technology program conducted research across a wide range of product groups including:

- **Consumer Products**
    - ENERGY STAR drew heavily from NEEA's Advanced Water Heating Specification to create the final test method for Central Heat Pump Water Heater Systems.

- NEEA identified improvements to refrigerator test methods that will better account for energy saving features included in the newest generation refrigerators. NEEA will use this information to influence future test procedures.
- Field research into current laundry usage patterns began in 2025 with a planned publication date in Q2 of 2026. This research also includes an analysis of test methods that may simplify and reduce the cost of maintaining a qualified products list for efficient dryers. Findings from field research will allow the Regional Technical Forum to update dryer measures with more current assumptions, expected in Q3 of 2026.
- NEEA explored the energy efficiency potential of heat pump commercial tumble dryers via lab investigations to assess performance, cost-effectiveness evaluations for hotel expenditures, and estimates of regional and national energy savings.[1] Study findings revealed key insights into commercial tumble dryer efficiency and identified opportunities for further research tailored to the hotel industry's needs as well as the broader market. Additionally, findings will support manufacturers in refining commercial dryer product designs to better serve the U.S. market. Finally, NEEA plans to continue its collaboration with the commercial tumble dryer manufacturers to support design adjustments that can enhance the performance of current models.
- NEEA is piloting a Northwest online marketplace. The site provides a one-stop shop for efficient products that could be customized for NEEA funders. The platform includes EcoFinancing along with an Energy Score to help shoppers quickly identify efficient options when they need to replace their appliances quickly.

- **HVAC**
  - NEEA started a field study of 13 homes to investigate the flexibility and affordability benefits of dual-fuel residential HVAC systems in various climate and energy market conditions.
  - NEEA is nearing completion of a field and energy modeling study to test the benefits of integrating lighting and HVAC controls which will expand the product and benefits of NEEA's current Luminaire Level Lighting Controls program. The crosscutting control system technology could provide a new avenue for energy savings in small-to-medium commercial buildings where control systems are not typical.
- **Motor Systems**
  - NEEA investigated opportunities for increased pump efficiencies with American National Standards Institute (ANSI) pumps. NEEA is working to develop a Pump Efficiency Index for ANSI pumps which, while not exclusively used for clean water, generally pump fluids with very similar properties to clean water. NEEA should have findings from its research in 2026.

Test Procedures and Energy Conservation Standards

In 2025, NEEA staff served as an important voice in representing utility, industry, and market-wide impacts from Department of Energy (DOE) proposed rollbacks to certain Federal efficiency standards. The DOE has not yet issued final rules on these proposed rollbacks, which may be due, in part, to the breadth and depth of comments submitted by NEEA and other stakeholders representing a diverse group of manufacturers, industry trade associations, energy-efficiency advocacy groups, consumer advocates, and state and local government representatives. Because the DOE's standards program is not as active at the Federal level, NEEA has also been active in supporting state agencies in the Pacific Northwest to ensure that effective and

[1] Kannah Consulting. 2025. Commercial Heat Pump Tumble Dryers - Efficiency Testing, Operations Considerations, and Energy Savings.

efficient products continue to be available for consumers, as well as focusing on the development and improvement of test procedures for several products, including clothes dryers, televisions, and refrigerators. These new test procedures will ensure that the latest technology is adequately represented and yield metrics that can effectively differentiate better-performing equipment in the market. NEEA updated four codes and standards strategies for several NEEA Market Transformation programs and is in the process of completing and implementing strategies for five additional programs or special projects.

Market Implementation:

HVAC Programs

NEEA continued work to identify and drive adoption of product features, capabilities, and ratings that will elevate the efficient performance of all residential two-stage and variable-speed heat pumps installed in the Northwest. The new Advanced Heat Pumps, which has a Total Regional Savings potential of 35 aMW for the Northwest, focuses on residential heat pumps with the following improvements: low-load efficiency, cold-climate capability, minimized supplemental heat, connected commissioning, and automatic load flexibility. Along with national partners, NEEA leads the Advanced Heat Pump Coalition to pursue technical advancements in residential heat pumps and support utility heat pump programs. This coalition consists of more than 140 participating utilities and other efficiency organizations including 13 northwest utilities. In addition, NEEA and partners co-facilitated a symposium of manufacturers, distributors and utility representatives, collaborating to promote ways for the region to address reducing the use of supplemental electric resistance heat with heat pump systems, developing installer training and consumer messaging.

In 2025, the program focused on:

- Introducing four new heat pump product improvement recommendations to more than a dozen manufacturers to boost product adoption in the region.
- Completing a multi-year research effort with results suggesting low-load efficient variable speed heat pumps could deliver 2-7% energy savings with little-to-no increase in system cost, supporting improved cost effectiveness of heat pumps in the region.[2]
- Submitting a heat pump measure proposal to the Regional Technical Forum, focused on minimizing the use of supplemental electric resistance heat with residential heat pump installs.
- Developing a connected commissioning certification with a future aim of establishing a national registry that hosts a qualified product list (QPL) of connected commissioning capable products to help HVAC technicians and utilities identify these products.

Water Heating

NEEA worked with the Advanced Water Heater Initiative[3] to identify barriers and opportunities to help consumers adopt and benefit from the new federal standard mandating a shift for most electric storage water heaters to heat pump technology by 2029. NEEA also expanded the number of qualified regional installers and supported technological advancements through collaboration with manufacturers. The program now has nine key installers in Washington. NEEA provides these installers with in-depth training, support to offset financial risk from callbacks, and funds to stock HPWHs for emergencies. NEEA is forecasting that heat pump water heaters can bring the Northwest more than 400 aMW of Total Regional Savings.

[2] Harley Energy Consulting, LLC; Cadeo Group, LLC; Cener for Energy and Environment; DNV; OTS Energy, LLC; TRC Companies; UL Plano Texas; University of Nebraska Lab. 2025. Low-Load Efficient Heat Pump Investigation: 2020-2025 Summary Report.

[3] AWHI is a member-funded collaborative of building owners, utilities, federal agencies, state and local governments, manufacturers, engineers, installers, advocates, researchers, and building industry professionals from across the U.S.

Consumer Products

Through its Retail Products Portfolio program (RPP), NEEA works with retailers and extra-regional program administrators to utilize midstream incentives that signal energy-efficient options in the supply chain and in turn provide full-category sales data. NEEA's involvement influences practices across the supply chain, encouraging commitment from manufacturers and retailers to build, purchase, stock, and promote high-efficiency products. Products include white goods, air cleaners, televisions, and other home electronics. The data retailers provide allows NEEA to identify the most promising affordable energy conservation opportunities and gain insights that improve energy test procedures, helping consumers distinguish between products. NEEA is forecasting that the ENERGY STAR products NEEA is working on could bring the Northwest more than 150 aMW of Total Regional Savings.

NEEA worked actively in three product categories in 2025, focusing on ensuring accurate test procedures and developing new strategic pathways to bring more consumer choice to the market.

- **Refrigerators:**
  - NEEA scoped a multi-phase lab testing effort to first assess various available test methods that value the performance of advanced adaptive compressors and then perform testing on a sample of refrigerators. The goal is a proof-of-concept where additional EE advocates or manufacturers can fund the lab testing to fully populate a new QPL for advanced refrigerators. NEEA is leading the development of the new QPL to help manufacturers and consumers recognize the energy savings from adaptive compressor technology and to influence updates to the DOE test procedures.
- **Laundry**:
  - In February 2025, the new leadership at the US Department of Energy announced indefinite postponements of the effective dates for federal standards on laundry appliances. Standards for both washers and dryers were adopted in 2024 through a process that was influenced by NEEA and other EE advocates and included a negotiated agreement with the Association of Home Appliance Manufacturers. NEEA is remaining in coalition with other advocates to be prepared to take advantage of the next opportunity to establish a firm effective date for these energy and money saving minimum efficiency levels.
  - NEEA gathered cost data to conduct analysis on the affordability of ENERGY STAR laundry appliances with the intent of identifying products and features that are common amongst ENERGY STAR products in the low-cost range. NEEA is currently exploring our organization's approach to incorporate affordability strategies in our market transformation work.
- **Televisions:**
  - NEEA partnered with Best Buy and Costco to support in-store promotions of ENERGY STAR televisions in late 2025. The promotions encourage consumers to choose the most efficient options while prompting retailers to market and manufacturers to certify televisions through ENERGY STAR.

Lighting

NEEA engages commercial lighting manufacturers and their supply chain to increase adoption of Luminaire Level Lighting Controls (LLLC) in the Northwest. NEEA is forecasting that these controls could bring the Northwest more than 40 aMW of Total Regional Savings. Findings from a 2025 evaluation show that the demand for LLLC continues to experience year-over-year growth.4 Product awareness is now nearly universal among installers and increasing percentages of installers and designer/specifiers reported an ability to bid on projects that include these controls.

[6] Cadmus, 2025, Luminaire Level Lighting Controls: Market Progress Evaluation Report #3

To maintain momentum, NEEA will continue training and strengthening sales staff's ability to articulate the value of LLLC across different building types and applications. NEEA repackaged existing content and supplemented new content to create a comprehensive resource, LLLC installer toolkit on BetterBricks. The program created three marketing video success stories and one industry expert profile to feature the value of LLLC in Washington.

Motor-Driven Systems

NEEA is now reporting agricultural savings from smart pump installations in Washington. NEEA's Extended Motor Products - Pumps program has been collaborating with manufacturer representatives to increase awareness of smart pump technologies and provide tools that demonstrate their value across sectors. The program has also partnered with the Hydraulic Institute to enhance awareness and usage of the Energy Rating label. NEEA is forecasting that these efficient pumps could bring the Northwest more than 25 aMW of Total Regional Savings.

New Construction

NEEA continues to advance innovation within the supply chain while helping shape voluntary specifications and codes to ensure consumers and building owners have access to products that perform reliably and save energy.

Washington

- NEEA developed dozens of code change proposals for the 2024 WSEC cycle. Of the proposals directly supported by NEEA, the WSEC-C Energy Technical Advisory Group recommended many of them for approval. The intent of the few they did not recommend was generally covered through other approved proposals. The commercial approved proposals include efficiency improvements across various end uses, clearer code language incorporating the State Building Code Council's interpretations, and new metering and commissioning requirements to help buildings comply with the state's Building Performance Standard. The residential proposals approved also include efficiency improvements across a range of end uses plus measures to improve compliance and savings realization, and the adoption of a new compliance path based on home energy ratings.

Oregon

- The 2025 Oregon Energy Efficiency Specialty Code (OEESC) went into effect on July 1, 2025. The code is based on the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE) Standard 90.1-2022 but contains amendments that reduce energy efficiency credit requirements and removes the onsite renewables requirement. The Pacific Northwest National Laboratory (PNNL) performed analysis in Q3 and found the 2025 OEESC to be 4.8% less efficient than 90.1 2022. Nonetheless, Oregon remains the first state to adopt 90.1 2022, and the new code delivers a 10.3% efficiency improvement over Oregon's prior commercial energy code.
- For residential codes, in Q3, the Building Code Division released an updated 2026 Oregon Residential Specialty Code (ORSC) draft, published supporting inputs for the energy chapter, and completed the code change proposal period, receiving 14 proposals—four from NEEA staff. The Residential and Manufactured Structures Board approved forming a 2026 ORSC energy review committee, which convened a series of meetings in 2025. NEEA staff provided extensive technical support during the development process, including participating in the working group reviewing the preliminary draft, convening an Oregon Code Collaborative to engage stakeholders.

Idaho and Montana

- In 2025, NEEA actively participated in the development process for the 2027 International Energy Conservation Code (IECC). Staff served on the Commercial Consensus Committee, the Commercial HVAC subgroup, and the Residential Modeling & Whole Building subgroup. During the first round of

development, NEEA submitted four code change proposals, three as lead proponent and one as co-proponent. One proposal was approved for inclusion in the first draft of the 2027 IECC.

- NEEA also completed code-compliance evaluations for Idaho's 2018 IECC (commercial), Montana's 2018 IECC (commercial and residential), and Montana's 2021 IECC (residential). These studies examined compliance pathways and assessed the level of compliance achieved. Findings from this analysis will guide NEEA's market intervention strategies for new construction, including future training and education programs.

Memorandum – *Agenda item (Tier 1)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Emily Moore, Director, Market Strategy & Execution
Dave Hammond, Senior Program Manager, Commercial HVAC

SUBJECT: Program Expansions Overview and Update on Gas High-Efficiency DOAS

Our Ask of You:
In the Q2 RPAC meeting, NEEA staff will provide an overview of program expansions and the proposed stakeholder engagement approach to advance these opportunities when they cross the electric and natural gas portfolios. Additionally, NEEA staff will share an update on the current opportunity to add gas high-efficiency dedicated outdoor air systems (DOAS) to the existing, electric Advanced Performance DOAS program (program name change underway from High-Performance HVAC). **Please review the context provided below and bring any questions, feedback, or concerns to the Q2 RPAC meeting.**

Brief Overview of Program Expansions:
In both the electric and natural gas portfolios, new opportunities are emerging that expand the scope of an existing program. Many of these opportunities cross fuels and may ultimately lead to dual-fuel funded programs. By definition, program expansions are the advancement of a technology or solution that is closely aligned with an existing NEEA program and can be effectively delivered by adapting that program's scope, intervention strategies, and market approach. Program expansions leverage established market knowledge, relationships, and infrastructure to reduce duplication, lower incremental risk, and accelerate entry into Market Development. Because the opportunity is lower risk and benefits from strong programmatic synergy, development can move more quickly while maintaining standards and expectations of NEEA's Initiative Lifecyle (ILC) process. In the Q2 meeting, NEEA staff will share the proposed approach for stakeholder engagement and review of program expansion opportunities, using the expansion of the Advanced Performance DOAS program as a real-time example.

Expansion of the Advanced Performance DOAS Program:
The Advanced Performance DOAS program aims to transform the commercial HVAC market in the Northwest by accelerating adoption of very high efficiency DOAS, or systems that separate heating and cooling from ventilation and enable optimal operation of each component. The existing electric program advanced to the Market Development phase in 2022 and focuses on: educating and motivating manufacturer's representatives and distributors to promote the system approach; raising end-user and supply chain awareness of the approach and its benefits; and providing market data and evidence to influence the advancement of local, state and federal codes to require elements of, and/or the system approach, in its entirety.

Currently, the program focuses on all electric components, but when using the same design principles with systems that use condensing gas boilers, there is a significant gas savings potential. In addition to delivering gas savings, expanding the program to include gas systems could help engage important market segments in this design approach, such as larger buildings and across schools, and help accelerate the overall market transformation effort by being able to engage building owners and designers regardless of their fuel choice. In the Q2 meeting, NEEA staff will share more information about the program, the development of the gas opportunity, and next steps for stakeholder engagement, leading up to a planned Program Advancement milestone vote for the Natural Gas Advisory Committee (NGAC) in Q4.

Please contact Emily Moore (emoore@neea.org) if you have questions about the approach for program expansions, and Dave Hammond (dhammond@neea.org) about the Advanced Performance DOAS Program.

Memorandum – *Agenda item (Tier 1)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Emily Rosenbloom, Manager, Program Management & HPWH Program Lead
Alex Merrill, Program Manager, HPWH

SUBJECT: Market Transformation Highlight: Heat Pump Water Heater Market Progress

Our Ask of You:

Please review this memo and come prepared to glean insights from the 8th Market Progress Evaluation Report (MPER) of the Heat Pump Water Heater program.

Brief Overview:
NEEA has completed the 8th Market Progress Evaluation Report (MPER) of the Heat Pump Water Heater program. The previous MPER was published in 2023. The final report is available on neea.org here and an overview of the report and key findings will be shared at this meeting. MPER 8 had four research objectives:

1. Document evidence of program outputs to confirm market progress is rooted in program efforts.
2. Measure key market progress indicators related to contractor recommendations and installation rates, consumer awareness, purchaser satisfaction, and federal standard adoption.
3. Primary research on customer callbacks and HPWH reliability.
4. Report on the size of the market for HPWHs.

NEEA staff will share an overview of MPER 8 methodology, purpose, and key findings in the context of program activities. While there will be limited time for discussion in the meeting, you are encouraged to come with questions; staff can follow up as needed.

Please contact **Emily Rosenbloom (erosenbloom@neea.org)** if you have questions about this memo or the MPER.

PROGRAM LIFECYCLE STATUS

Memorandum – *Agenda item (Tier 1)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Britt Cutsforth Dawkins, Senior Manager, Marketing Strategy

SUBJECT: Proposed 2026 Heat Pump Water Heater (HPWH) Level Up Marketing Campaign

Our Ask of You:

Per the RPAC+ process, NEEA staff will seek utility (including Energy Trust and BPA) elections at the Q2 RPAC/RPAC+ meeting on May 19, 2026. Election options include "participate," "self-deliver," or "exempt" for the 2026 HPWH *Level Up* campaign.

Please review the summary information below, along with campaign proposal materials emailed April 10, and come prepared to cast an "election" on how your utility will engage with the 2026 HPWH Level Up marketing campaign.

Background/Context:

The proposed 2026 Level Up HPWH marketing campaign was presented at the Q1 2026 RPAC/RPAC+ meeting in February 2026 (reference: slides and memo).

The *Level Up* campaign was initially developed and vetted closely with the RPAC+ group in 2024. It ran in 2024 and 2025 to 1) continue to raise consumer awareness and 2) increase consideration of HPWHs across the region. The 2025 campaign drove more than 182,000 site sessions on the Hot Water Solutions website, representing a 30% increase over the 2024 campaign. The 2024 and 2025 campaigns had the same media budget, and optimizations applied to the 2025 campaign resulted in higher traffic at a 50% lower cost per click.

2026 Campaign Overview:

Given the positive response in 2024 and 2025, NEEA staff recommends a minor messaging test and re-running as regional campaign in 2026. The overall campaign awareness and consideration strategies remain the same as in 2024 and 2025, but slight tweaks to targeting media channels are recommended to sharpen focus.

The popular 8-bit gaming creative, broad Northwest targeting would also remain the same as in the previous *Level Up* campaign, while the media spend and the campaign duration will be slightly decreased. The proposed timing for this year's campaign is Q2 2026.

Please contact Britt Cutsforth Dawkins (bdawkins@neea.org) if you have questions about the proposed campaign or this memo.

Memorandum – *Agenda item (Tier 1)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alexis Muench, Program Manager, Efficient Fans

SUBJECT: Efficient Fans Launch for planned Q3 Milestone Vote

Our Ask of You:

At the upcoming RPAC meeting, the Efficient Fans Program team will provide a deeper dive into Program Development activities completed to-date, key market learnings, and how those learnings are informing the program's proposed Market Development strategy ahead of the anticipated Q3 milestone vote.

Please bring questions and feedback related to the program's direction, market intervention strategy, or remaining Program Development activities.

Brief Overview:

Since the Q1 RPAC update, the Efficient Fans Program team has continued advancing critical Program Development activities and refining the program's intervention strategy in preparation for a planned Q3 Program Advancement milestone review.

The Q2 overview will begin with a brief refresher on the program scope, target market, and Market Transformation (MT) theory. As a reminder, the program focuses on standalone commercial and industrial fan systems and seeks to influence upstream market actors to increase adoption of efficient fan systems through Fan Energy Index (FEI) awareness, education, and market engagement.

The program team will share outcomes from program development and key learnings gathered through manufacturer engagement, manufacturer representative outreach, market characterization research, and ongoing data collection efforts. Recent work has helped validate and refine the program's understanding of how fan purchasing decisions are made and where the greatest opportunities exist to influence efficient fan adoption.

The team will also discuss broader market insights identified through Program Development activities, including current levels of FEI awareness and purchasing priorities across key market actor groups, and how those learnings are shaping the program's understanding of what will be required to drive long-term market change. While awareness of FEI is increasing across the market, fan purchasing decisions continue to be driven primarily by factors such as first cost, performance requirements, and project constraints, limiting the role FEI currently plays in final selection decisions.

The team will also share an overview of the timeline and next steps leading into the anticipated Q3 milestone review and vote.

Please contact **Alexis Muench** (amuench@neea.org) if you have further questions.

PROGRAM LIFECYCLE STATUS

Memorandum – *Informational (Tier 2)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Mark Rehley, Director NEEA's Codes, Standards, New Construction, and ET

SUBJECT: *UPDATE* Residential New Homes Protocol

Our Ask of You:
Please review the memo and bring any questions, recommendations, or feedback to the Q2 2026 RPAC meeting or contact me at the email below.

Brief Overview:

Here are the highlights on the process for updating the RTF's New Homes Protocol

- Subcommittee Action: The New Homes Subcommittee met on April 7, 2026, specifically to review and discuss the proposed path forward for updating the protocol.
- Sunset Date Extension: To allow sufficient time for these updates to be finalized, the RTF voted at their April 21, 2026 meeting to extend the sunset date for the New Homes Standard Protocol. The new sunset date is now July 31, 2026 (extended from the previous April 30 deadline).
- Current Status: The protocol remains in an "Under Review" status as the RTF continues to work on the methodology and update the calculator to ensure savings estimates accurately reflect above-code performance and current practice baselines.

Here are highlights of the potential changes to the protocol

- Current Practice Baseline: Using evaluation from Energy Trust and Idaho Power, the RTF is considering significant changes to the current practices baseline to account for builders already building above code.
- REEDR Modeling Transition: The RTF is considering replacing the SEEM modeling engine with Residential Energy Efficiency Demand Response (REEDR) to better capture granular, hourly load data and peak energy impacts.
- Updated Standards Alignment: The RTF is considering updating the modeling software to align with newer ANSI/RESNET/ICC 301 standards for the Energy Rating Index (ERI) and refining HVAC grading protocols.

The RTF vote will take place on July 21, 2026.

Please contact Mark Rehley if you have questions about NEEA's new residential construction efforts or the Regional Technical Forums (RTF) New Homes Protocol.

Memorandum – *Informational item (Tier 2)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Alex Merrill, Program Manager, Heat Pump Water

SUBJECT: Heaters Heat Pump Water Heater Work roup pdate

Our Ask of You:

Please review the update below and reach out with any questions or feedback you have. Thank you to those who helped assign a representative(s) from your organization.

Brief Update:
NEEA staff launched the Heat Pump Water Heater (HPWH) work group in Q1 to convene the region and identify opportunities to focus and amplify our collective regional resources and efforts to increase adoption of HPWH. This work group will develop a roadmap of actionable steps for the region to consider and adopt as appropriate based on assessed gaps and needs.

Work group members from 12 utilities (including BPA & Energy Trust) are participating. Ahead of the first meeting, work group facilitators conducted one-on-one interviews with participants to inform work group focus areas and develop proposed solution areas. The work group's kickoff meeting focused on establishing work group goals and operating guidelines, discussions of the current landscape and program efforts, and prioritization of solution areas. The second meeting featured an overview of key findings from NEEA's HPWH Market Progress Evaluation Report #8, discussions of real world experiences from participants related to the top four solutions prioritized by the group in the previous meeting, and set the stage for deeper discussions at the May meeting around how strategies in these solution areas can be implemented across the region. The third meeting, held just before Efficiency Exchange, focused on workshopping four of the prioritized solutions in more depth in breakout groups. The work group will meet in June to begin refining the prioritized solutions.

Program Context:
In May 2024, the U.S. DOE finalized a federal standard requiring most electric storage water heaters to transition to heat pump technology by 2029. The standard is key to the region realizing the significant energy savings potential that this technology offers. This period leading up to 2029 is a critical time for deeper regional collaboration to help ready the market for this shift, which motivated NEEA to stand up a work group. Key outcomes of this work group are to develop strategies that increase short-term energy savings and support long-term HPWH adoption in compliance with the new federal standard.

RPAC Context:
As a reminder, work groups are formed by RPAC on an as-needed basis and staffed with as-needed expertise, for a limited term and specific purpose that is distinct from that of RPAC and the Coordinating Committees.

Please contact Alex Merrill (amerill@neea.org) if you have questions about the Heat Pump Water Heater work group.

Memorandum – *Informational Update*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Anouksha Gardner, Stakeholder Relations Manager (Coordinating Committees)
Mark Rehley, Director, Codes, Standards, New Construction, & Emerging Tech (RETAC)
Jonathan Belais, Policy Manager (CEAC)

SUBJECT: Update on recent electric committee meetings (Q1 / Q2 2026)

Our Ask of You:
Please review the memo and bring any questions, recommendations, feedback, or concerns to the upcoming RPAC meeting, or contact NEEA staff listed below.

Commercial & Industrial Coordinating Committee (CICC):

The CICC uses an annual planning process to co-create high-priority regional topics for the following NEEA programs (commercial & industrial focus): Luminaire Level Lighting Controls (LLLC), High-Performance HVAC, Extended Motor Products (XMP) Pumps & Circulators, Efficient Fans, and Better Bricks. This year's co-created regional priority topics are listed in the CICC 2026 Workplan. As a reminder, the coordinating committees skip Q3 and only meet three times a year.

In the Q2 2026 CICC meeting on May 27, the Committee will focus on the Luminaire Level Lighting Controls (LLLC) regional priority topic and engage in a panel discussion on LLLC education. The panelist will be committee members from Energy Trust, Seattle City Light, and Snohomish PUD. Committee members and NEEA Program Managers will also share out organizational and programmatic updates during the Regional Roundtable. To access 2026 meeting notes, slides and agenda packets for past or upcoming meetings, please visit neea.org here.

Please contact Stephanie Quinn or Anouksha Gardner with questions about the CICC.

Residential Coordinating Committee (RCC):

Like the CICC, the RCC uses an annual planning process to co-create high- priority regional topics for the following NEEA programs (residential focus): Heat Pump Water Heaters (HPWH), Consumer Products/Retail Product Portfolio (RPP), and Advanced Heat Pumps (Advanced HP). This year's co-created regional priority topics are listed in the RCC 2026 Workplan. As a reminder, the coordinating committees skip Q3 and only meet three times a year.

In the Q2 2026 RCC meeting on June 16, the Committee will engage in a discussion on NW Heat Pump Symposium results roll out for addressing minimizing supplemental heat with consumers, installers, and manufacturers as part of the regional priority topic for Advanced Heat Pumps facilitated by Sr. Program Manager, Suzi Asmus. Committee members and NEEA Program Managers will also share out organizational and programmatic updates during the Regional Roundtable. To access 2026 meeting notes, slides and agenda packets for past or upcoming meetings, please visit neea.org here.

Please contact Stephanie Quinn or Anouksha Gardner with questions about the RCC.

Regional Emerging Technology Advisory Committee (RETAC):

At the Q1 2026 RETAC meeting (March 11), Keshmira McVey, Engineer with BPA, presented BPA's research on industrial dairies and the efficiency opportunities they offer the region. Then Cheryn Metzger and Hayden Reeve with the Pacific Northwest National Laboratory (PNNL) presented the history of PNNL's efficiency efforts and their current research portfolio. Finally, the meeting included a round robin for members to share their research priorities.

The Q2 meeting is scheduled for June 17, 2026.

Resources / reference:

- Recent & upcoming meeting notes, slides and agenda packets are available on neea.org here.
- To view the Product Council schedule and recordings of previous meetings or to submit requests for product councils, visit neea.org.

Please contact Mark Rehley or Alisyn Maggiora with any questions about the RETAC.

Cost-Effectiveness & Evaluation Advisory Committee (CEAC):

The Q2 2026 CEAC meeting was held on April 23, 2026. During this meeting, staff provided an annual overview of NEEA's Market Transformation framework, including approaches to market transformation value, benefit-cost calculations, and portfolio-level savings reporting. The committee also reviewed a series of market progress "market stories" highlighting 2025 progress in Luminaire Level Lighting Controls (LLLC), the Retail Products Portfolio, Reduced Wattage Lamp Replacement, Extended Motor Products (Pumps), and Heat Pump Water Heaters (HPWH). Staff shared updates on Market Research and Evaluation (MRE) activities included in the quarterly newsletter and reviewed recent updates to key inputs and assumptions affecting savings and cost-effectiveness calculations, including updates related to residential and commercial building energy codes, retail products, High Performance HVAC, HPWH, and indirect gas savings. The meeting also included an overview of NEEA's 2025 portfolio performance, including electric and natural gas savings estimates, benefit-cost assessment results, avoided carbon emissions, and peak capacity savings, along with committee discussion and questions regarding annual reporting assumptions and methodologies.

The next meeting (Q3 2026) is scheduled for August 27, 2026.

Recent & upcoming meeting notes, slides and agenda packets are available on neea.org here (Q1 materials will be posted soon).

Please contact Nathan Martinez or Jonathan Belais if you have questions about the CEAC.

Memorandum – *Informational (Tier 2)*

May 12, 2026

TO: Regional Portfolio Advisory Committee (RPAC)

FROM: Emily Moore, Director, Market Strategy & Execution

SUBJECT: Special Projects Update: End-Use Load Flex & Whole Building

Our Ask of You:

Please review the memo and bring any questions, recommendations, or feedback to the Q2 RPAC meeting on May 19, or contact me at the email below.

Brief Overview

NEEA's special projects fall outside of NEEA's core work and funding, and thus, are overseen by NEEA's board and a dedicated steering committee comprised of representatives from those alliance members funding that effort. As these projects grow and continue to leverage / intersect with NEEA's existing core program efforts, periodic (approximately annual) updates are shared with the RPAC for purposes of cross-sharing and awareness.

End-Use Load Flex

Launched in January 2024, the End Use Load Flex (EULF) Special Project seeks to catalyze innovation and market Transformation towards a more flexible and reliable energy system. Key deliverables included development of a 4-year load flex portfolio, modeling/lab/field studies for connecting and flexing end-uses across HVAC, water heating, and LLLC+HVAC and residential, multifamily and commercial sectors. Lastly, the project inventoried load flex rates and programs across the nation and conducted additional research on the most successful programs to unearth best practices to be applied in the Northwest. At the end of 2025, the EULF Steering Committee and NEEA's Board unanimously voted to approve the 2026-2029 EULF Strategic and Business Plans, with a goal to co-create a 1-3GW flexible resource for the Northwest by 2045.

The Steering Committee recently approved the 2026-2027 workplan, describing the operational focus for the project in the near-term. The Project aims to establish a codes and standards roadmap for grid ready technologies and buildings; define the metrics and valuation for load flex market transformation; create deeper understanding of the behind-the-meter storage flexibility for utilities and consumers; and unlock greater connectivity for residential and commercial water heating, HVAC and building controls.

Primary steering committee members include: Matt Babbitts (Clark PUD), Tyler Boehringer (Emerald PUD), Jennifer Finnigan (Seattle City Light), Gabriel Kjos (Portland General Electric), Cam LeHouillier (Tacoma Power), Meghan Pinch (Avista), Tom Smith (Puget Sound Energy), and Drew Thompson (Chelan PUD).

Whole Building

Launched in January 2025, the Commercial Whole Building Special Project is creating a regional, market-focused approach to offer meaningful support to building owners, while creating an unprecedented pipeline of efficiency projects. Especially for the many under-resourced building owners throughout the region, there is a significant opportunity to increase access to, and awareness of, the technologies, financial pathways, and practices that maximize value while exceeding performance targets. The market transformation goal of the project is to accelerate commercial building energy efficiency and load flexibility retrofits in a way that is regionally scalable, widely available and affordable for owners and occupants, resulting in a lower average energy use index (EUI) in the commercial sector.

The program recently completed a case study and industry voice article, the first components of several meant to inform and motivate the commercial sector.

The Strategic Plan and Work Plan for Phase II (2027-2029) is currently under review by Steering Committee members, with a goal of finalizing the plan by the end of May. If your organization is potentially interested in participating or would like to learn more, please reach out for more information.

Primary steering committee members include Bill Hibbs (Clark PUD), Shelly Carlton & Kathleen Belkhayat (Energy Trust of Oregon), Orion Eaton (Snohomish PUD), Nitin Manchanda (Tacoma Power), Alex Porteshawver (Interim – - Seattle City Light), Chris Boroughs (Puget Sound Energy), and Eric Mullendore (Non voting – BPA)

Please contact **Emily Moore (emoore@neea.org)** if you have questions about either of these special funding projects.

2026 Q1 Market Progress Quarterly Report

Residential

Retail Products Portfolio

Heat Pump Water Heaters

Advanced Heat Pumps

Commercial and Industrial

High Performance HVAC

Extended Motor Products

Efficient Rooftop Units

Efficient Fans

Luminaire Level Lighting Controls

Advanced Commercial Water Heating

Infrastructure

BetterBricks

Residential

Initiative Name	Manager	Fuel Type	Initiative Goal

Consumer Products Product Group

Retail Products Portfolio (RPP)	Anne Brink	Electric	Leverage midstream incentives to influence retail stocking practices, ultimately driving manufacturing and standards for a portfolio of energy efficient products sold through the retail channel.	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Advance heat pump dryer and refrigerator readiness for further market adoption in Cycle 7.	Initiate testing of refrigerators by Q2 2026. Produce initial insights on product updates for heat pump dryers by Q4 2026.	Complete one of the following activities: Initiate testing of refrigerators by Q2 2026. Produce initial insights related to product improvements for heat pump dryers by Q4 2026.	**On target**	The contracts are signed for refrigerator testing of adaptive technologies and testing should begin by the end of Q2. All-in-Ones with heat pump dryers are being evaluated to assess potential consumer dissatisfiers with this product category. The project is on track to deliver initial insights in Q4.
Develop an action plan to accelerate ENERGY STAR TV market share by Q2 2026. Add TV incentives to ESRPP by Q3 2026.	Develop an action plan to accelerate ENERGY STAR TV market share by Q2 2026. Add TV incentives to ESRPP by Q3 2026.	Develop an action plan to accelerate ENERGY STAR TV market share by Q2 2026.	**Heads up**	A major retailer chose not to participate in ENERGY STAR Retail Products Platform (ESRPP) citing a need for broader sponsor participation to ensure a stronger financial upside for the company. The team is now talking to another major retailer to determine if they could participate in ESRPP TV incentives without the third retailer for a more limited exchange of data. The team identified several new activities to support the growth of television savings in Cycle 7, including developing a model to assist other utilities in evaluating the TV savings potential for their territories. This model along with a presentation on TV long term TV savings potential will be used to help gain additional sponsorship in the TV category.
Strengthen relationships with key partners to maintain and improve long term program success.	Identify one collaborative marketing sales effort with retailers by Q2 2026 to implement in 2027. Scope opportunity with Pro Channel and develop recommendations by Q3 2026.	Identify one collaborative marketing sales effort with retailers by Q2 2026 to implement in 2027.	**On target**	Heat pump water heaters were identified as the product category sponsors are most interested in for a collaborative retailer sales effort. The NEEA team is exploring an opportunity to work with Lowe's and A. O. Smith to develop support activities that increase market penetration in Lowe's stores. A qualitative assessment of the opportunity in the Pro Channel has been completed by Cleveland Research and the team is currently reviewing data from one Pro Channel distributor to assess energy savings opportunities.

Residential

Initiative Name	Manager	Fuel Type	Initiative Goal

Water Heating Product Group

Heat Pump Water Heaters (HPWHs)	Emily Rosenbloom	Electric	Influence passage of a federal standard for all electric storage tanks > 45 gallons by 2025.	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Deepen engagement with local stakeholders to accelerate adoption and impact.	Conduct at least four new collaborations with regional stakeholders to accelerate adoption of HPWH.	Conduct at least two new collaborations with regional stakeholders to accelerate adoption of HPWH.	Heads up	In Q1, the program launched a 12-member utility workgroup, informed by one-on-one interviews, to align priorities and coordinate efforts for the 2029 water heating standard. The kickoff established goals, assessed the current landscape, and prioritized solutions, with Q2 meetings focused on refining these solutions and identifying effective implementation strategies. Additionally, the program partnered with Energy Trust of Oregon to deliver targeted retail training at a Lowe's in Albany, OR, equipping store specialists to address common HPWH questions and support the sales process. Strong interest from additional locations is driving expanded trainings in Q2. The program is on track to meet the threshold of this goal."
Leverage national engagement to increase extra-regional adoption of HPWHs to ease the transition to the upcoming standard change.	Collaborate with at least three extra-regional partners on an activity to increase the market share of HPWH by Q3 2026.	Collaborate with at least two extra-regional partners on an activity to increase the market share of HPWH by Q4 2026.	On target	In Q1, the program partnered with the Midwest Energy Efficiency Alliance (MEEA) to present lessons learned from installer engagement in the Northwest to their utility workgroup as Midwest programs begin to scale. In Q2, NEEA will collaborate with the Southeast Energy Efficiency Alliance (SEEA) on a similar effort, supporting a regional workgroup of utilities and other key market and supply-chain actors to share best practices for increasing HPWH.
Ensure a broad range of high-performing products are available and well-supported by maintaining and updating product qualification standards, expanding technical resources, and showcasing innovation.	Complete lab testing and award Hot Water Innovation Prize by Q3 2026 Secure commitment from at least two entities to run demonstration projects with the winning product to bring awareness to the innovative solution.	Complete lab testing and award Hot Water Innovation Prize by Q3 2026.	On target	Lab testing is underway and on track to award the prize by Q3. The program has secured two demonstration projects and is actively exploring other potential demonstration project partners. This goal is on track to meet the target by the end of the year.

Residential

	Initiative Name	Manager	Fuel Type	Initiative Goal
HVAC Product Group	**Advanced Heat Pumps**	**Suzi Asmus**	**Electric**	**Develop program to lock in heat pump efficiency that is 30 percent more efficient than current standards via a series of improvements to the federal test procedure and minimum standard, driving transition from all electric heating to VSHP across all applications and optimizing performance with connected controls.**

2026 Operations Plan Milestones	Target	Threshold	Status as of 5/12/2026	Comment
Build alignment with priority partners and manufacturers on products, standards, codes, specifications, and metrics that include advanced heat pump improvements.	Conduct targeted outreach to each of the program's priority partners and manufacturers to achieve strategic alignment, resulting in individualized strategic plans with at least six partners by Q4 2026.	Conduct targeted outreach to each of the program's priority partners and manufacturers to achieve strategic alignment, resulting in individualized strategic plans with at least three partners by Q4 2026.	**On target**	In Q1, NEEA engaged ten manufacturers through virtual meetings to build understanding and support for advanced heat pump improvements. Discussions focus on connected commissioning, low load efficiency, minimizing supplemental heat, energy savings modeling, and dual fuel systems. Plans are in place for three on site visits to manufacturers in Q2 to meet with engineers to further build actionable adoption of the improvements.
Refine improvement specifications and savings rate confidence.	Launch current practice field research and start 3-5 field demonstrations in Q3 2026.	Launch current practice field research and initiate contracting for 3-5 field demonstrations in Q4 2026.	**On target**	Current practice field research RFP conducted and awarded in Q1. The first field demonstration is underway.
Effectively communicate value proposition to key market stakeholders and strategic partners.	Develop and deploy 3-5 high value communications pieces (e.g. videos, infographics, case studies, testimonials) by Q4 2026.	Develop and deploy two high value communications pieces by Q4 2026.	**On target**	Work has begun on the first Advanced Heat Pump program case study. NEEA is collaborating with a heat pump manufacturer and California utility using connected commissioning on demonstration installs and gathering feedback on the installer experience. Additional asset content and timelines are in development.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal
High-Performance HVAC / Very High Efficiency Dedicated Outside Air Systems (VHE DOAS)	**Dave Hammond**	**Electric**	**Accelerate the adoption of high efficiency HVAC systems and components, and support commercial code advancement that requires the very high efficiency DOAS approach or equivalent efficiency by 2035.**

HVAC Product Group

2026 Operations Plan Milestones	Target	Threshold	Status as of 5/12/2026	Comment
Promote system approach and highlight full value proposition (including non-energy benefits) throughout the supply chain.	Conduct at least 10 awareness or educational efforts targeting supply chain audiences.	Conduct at least 7 awareness or educational efforts targeting supply chain audiences.	**On target**	The High-Performance HVAC program completed 3 presentations in Q1 targeting the following audiences: architecture firms, facility management staff, and an ERV/HRV manufacturer representative. Additional presentations are planned throughout the remainder of the year and the program is on target to exceed 10 by the end of the year.
Expand program engagement strategy and technical resources to include focus on efficient hydronic heating and cooling systems (e.g. air-to-water heat pumps).	Develop and publish at least five technical resources and/or case studies focused on very high efficiency DOAS and hydronic heating and cooling to BetterBricks.	Develop and publish at least three technical resources and/or case studies focused on very high efficiency DOAS and hydronic heating and cooling to BetterBricks.	**On target**	In Q1, the program completed a hydronic equipment gap analysis. This included the review of existing program resources and identification of opportunities to improve representation of hydronic heating equipment as an option within the full system design. The program will use this report to prioritize updates to existing program resources and the development of new hydronic-inclusive resources throughout the remainder of 2026 and beyond.
Build support for NEEA's proposed code changes for ASHRAE and IECC.	ASHRAE technical committee accepts new ERV/HRV testing procedure using components of the CSA SP18 testing procedure.	Submit proposed change to ASHRAE committee overseeing ERV/HRV testing procedures using components of the CSA SP18 testing procedure.	**Heads up**	"The program is anticipating a Q2 completion date of the SP18 testing procedure report, documenting recommended changes to SP18 based on lab testing of the procedure. This report will be a critical component to the ASHRAE proposal and will be available as early as May 2026. Additionally, the program team has been in discussions with key ASHRAE voting members, preparing them for the submission of a new testing procedure standard proposal. Based on recent feedback from these discussions, the program is considering delaying the submission of this proposal until 2027 to ensure the Air Conditioning, Heating & Refrigeration Institute (AHRI) is committed to offering their support. This was flagged as a critical step before receiving approval from ASHRAE. "

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal

HVAC Product Group

Efficient Rooftop Units (Efficient RTUs)	**Jason Jones**	**Gas**	**Increase the efficiency of rooftop units through product differentiation and ultimately an updated federal standard by 2034 that requires at least 20 percent more efficient RTUs than the 2020 market average.**	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Deepen and expand manufacturer relationships to support and accelerate their product development efforts on efficient RTUs for the light commercial market.	Engage with a minimum of three new, code-level manufacturers (e.g., Trane, Lennox, Carrier, etc.) to develop plans for producing new eligible equipment.	"Achieve one of the following outcomes: Two manufacturers (new or existing) producing new eligible equipment. Two new price points introduced. Two expanded product lines serving the light commercial market."	**On target**	The team met with manufacturers at the Air-conditioning, Heating, and Refrigeration (AHR) Expo in February. One code-level manufacturer is exploring expanding their options for double-wall (R12+) equipment to include more sizes under 20 tons. The team is working with additional manufacturers and Air-conditioning, Heating, and Refrigeration Institute (AHRI) on the national level through our work with the Consortium for Energy Efficiency (CEE), and other extra-regional partners to align on common efficiency features.
Continue to create and increase partnerships and support for already-qualified efficient RTUs among market actors (manufacturers, manufacturer reps, distributors, contractors) and utilities across the U.S. and Canada.	Recruit six new manufacturers/ distributors/ manufacturer representatives to provide efficient RTU sales data by Q2 2026.	Recruit four new manufacturers/ distributors/ manufacturer representatives to provide sales data by Q4 2026.	**On target**	The team is continuing to work with the supply chain to provide sales data, has established a plan for getting regular, annual sales data from one manufacturer, and is currently working on agreements for three manufacturer reps and one additional manufacturer. Manufacturer rep data will include qualified and non-qualified equipment.
Build market actor awareness to ensure a clear, cohesive set of value propositions for efficient RTUs throughout the supply chain.	Deliver four high-impact engagements (e.g., in-person trainings or presentations) utilizing four new marketing assets tailored to supply chain groups such as installers, contractors or facility organizations by Q3 2026.	Develop four new marketing assets (e.g., trainings, flyers, case studies, etc.) by Q4 2026.	**On target**	The marketing team is in final development of a BetterBricks campaign to drive more interest in Commercial HVAC and Efficient RTUs. The outreach team has identified an RTU project with the State of Oregon to create a case study based on the before and after energy use. The team is continuing to work with manufacturer reps to identify opportunities to provide trainings for their customers.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal

HVAC Product Group

Dual-Fuel Residential HVAC	Deborah Sunada	Gas	Build awareness and communicate the value proposition of optimally designed and installed dual fuel systems while supporting the market in developing and specifying the best performing systems, including grid-enabled controls benefits.	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Validate dual fuel system product performance and energy savings through demonstration projects.	Complete 2 demonstration projects showcasing dual fuel configuration technology or demand response capabilities with final reports published.	Complete one demonstration project and initiate second demonstration project showcasing dual fuel product performance and energy savings.	Heads up	The program is analyzing field data for 13 homes evaluating a dual-fuel technology, with final report available in Q3 2026. The program is also preparing a second demonstration to be initiated in Q3 2026 with data collected in the 2026-2027 heating season
Understand current market conditions in Residential HVAC and implications/motivators for adoption across the supply chain and consumers.	Complete Market Characterization study and issue final report.	Complete Market Characterization study with initial findings	On target	Contract finalized and project kick off held in Q1. Program is on track to meet target of this goal with final report due in Q4 2026
Identify and refine program barriers, leverage points, and interventions.	Develop preliminary logic model including barriers, leverage points, and interventions using Market Characterization findings.	Develop preliminary logic model.	On target	Preparation for preliminary logic model development will commence in Q2 2026 and updated with Market Characterization findings.
Refine target market, baseline conditions and near-term gas savings	Refine Program Development target market, baseline and validate gas savings over baseline.	Refine Program Development target market and baseline.	On target	Preparation for this goal will commence in Q3 2026 and updated with Market Characterization findings.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal

Lighting Product Group

Luminaire Level Lighting Controls (LLLC)	Anne Curran	Electric	Develop best practice specifications for luminaire level lighting controls, aiming to have the technology adopted as standard industry practice.	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Strengthen focus and promotion of LLLC by key manufacturer sales channels to motivate more sales professionals to champion LLLC to their customers.	Collaborate on strategic events with 14 manufacturer representatives who have not previously featured LLLC.	Collaborate on strategic events with 10 manufacturer representatives who have not previously featured LLLC.	**On target**	The program team collaborated with a manufacturer representative to promote LLLC to lighting specifiers at a lighting industry event in Q1. The program has numerous collaborations at planning stage and anticipates that it will have delivered around half of its target by midyear.
Influence leading lighting designers, engineers and installers to include LLLC in their ongoing business practices.	Conduct 10 educational events, with at least four featuring a presentation by a lighting designer, engineer or installer.	Conduct eight educational events, with at least three featuring a presentation by a lighting designer, engineer or installer.	**On target**	The program team collaborated with Pacific Power to deliver a lighting controls training in Walla Walla, WA and in Yakima, WA in Q1. The program has numerous educational events at planning stage and anticipates that it will deliver around half of its target by midyear.
Increase visibility and demand for LLLC through strategic national engagements to build scale.	Strengthen strategic alignment and collaboration with IES, DLC and ASHRAE.	Strengthen strategic alignment and collaboration with at least two of the three following organizations – IES, DLC or ASHRAE.	**On target**	In Q1, Chris Wolgamott, Principal Product Manager for LLLC, began a two year term as a member of IES Board of Directors. He also was instated as a member of ASHRAE 90.1 Lighting & Power Subcommittee. Both of these opportunities position the LLLC program well for future alignment and collaboration at a national level.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal

Motors Product Group

Extended Motors Products (XMP)	**Warren Fish**	**Electric**	**Working midstream with distributors and manufacturers, drive awareness, stocking and sales of highly efficient pumps and circulators, and influence Federal standards over time.**	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Motivate participating manufacturer representative firms to preferentially stock and increase sales of smart pumps and smart circulators.	Reach market share of 25% for smart pumps and smart circulators, excluding sales in the submersible turbine category.	Reach market share of 20% for smart pumps and smart circulators, excluding sales in the submersible turbine category.	Heads up	In Q1, the program reached 23% penetration for smart pumps and 22% for smart circulators, below target levels, but above threshold levels. The team remains optimistic about achieving the 2026 target of 25% for the full year, even after a slow start, because of the many barrier removal and market education efforts that the program and market partners are working on.
Raise awareness of the value of efficient pump products and increase the use of the ER label in identifying smart pumps.	Complete 15+ high-impact awareness building activities: HI progress toward smart pump registry, smart pump promotion resources, case studies, lunch & learn events, and “Industry Voices” videos.	Complete 10+ high-impact awareness building activities: HI progress toward smart pump registry, smart pump promotion resources, case studies, lunch & learn events, and “Industry Voices” videos.	On target	In Q1, the team tabled at one industry event and completed one smart pump lunch & learn with a mechanical contracting firm. In addition, the Hydraulic Institute's Smart Pump Committee met several times in Q1 to develop foundational elements of the Smart Pump Database project. There is a busy roster of events and activities planned for 2026 and the program is on track to reach the goal target.
Accelerate program participation by growing the number of participating manufacturer representative firms, and by expanding the program scope into additional markets.	Recruit manufacturer representative firms to support and participate in program activities, resulting in a total of at least 12 firms by Q4 2026.	Recruit manufacturer representative firms to support and participate in program activities, resulting in a total of at least 10 firms by Q4 2026.	On target	The program made progress on new rep firm recruitment in Q1 with discussions underway with two new prospects. The team is leveraging manufacturer relationships to gain introductions where possible.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal

Motors Product Group

Efficient Fans	Alexis Muench	Electric	Develop program to accelerate the adoption of efficient fans and fan system components.	
2026 Operations Plan Milestones	**Target**	**Threshold**	**Status as of 5/12/2026**	**Comment**
Complete critical program development activities, finalize the Market Transformation theory and logic model, and gather additional market data to support program advancement to Market Development in 2026.	Finalize Market Transformation theory and key intervention strategies by Q3 2026.	Finalize Market Transformation theory and key intervention strategies by Q4 2026.	**On target**	The MT theory will be finalized in Q2. Drafting of core program documentation is progressing as planned, ensuring all required components are completed and aligned. Final program development activities are being wrapped up, alongside continued market data collection to support advancement to Market Development in Q3 2026.
Leverage findings from recent market research on specifiers and manufacturer representatives to refine messaging, test market responses, and better understand communication channels that influence purchasing decisions.	Develop 2+ resources by the end of Q3 that further define target audiences and their intervention points based on market research, manufacturer and rep engagement, events, and conversations with industry leaders.	Develop 2+ resources by end of Q4 that further define target audiences and their intervention points based on market research, manufacturer and rep engagement, events, and conversations with industry leaders.	**On target**	Development of messaging and supporting materials is progressing as planned, incorporating market research insights and early feedback to inform content and support influence on product specification decisions. One asset is already completed with two in development.
"Build on the program's relationship with the Air Movement and Controls Association (AMCA) to strengthen FEI awareness across the market and collaborating on a potential data collection effort involving multiple fan manufacturers."	Finalize a renewed AMCA partnership agreement and execute 3+ strategic initiatives that measurably expand FEI visibility, strengthen industry alignment, and support manufacturer engagement.	Execute strategic collaboration with AMCA through 2 initiatives, including conferences, communications, or joint initiatives that expand FEI visibility.	**On target**	Engagement with Air Movement and Controls Association (AMCA) is progressing as planned. The team recently presented at the AMCA conference and is finalizing the contract to support increased FEI awareness and collaborative data collection with manufacturers.

Commercial and Industrial

Initiative Name	Manager	Fuel Type	Initiative Goal
Advanced Commercial Water Heating	**Melissa Mejía**	**Gas**	**The program will transform the commercial and multifamily water heating retrofit and new construction market to increase the adoption of gas heat pump (GHP) water heating systems, resulting in reduced gas consumption and carbon emissions in these sectors.**

Water Heating Group

2026 Operations Plan Milestones	Target	Threshold	Status as of 5/12/2026	Comment
Validate advanced commercial water heating systems' performance and savings via continued field and lab testing	Complete and share interim field test findings with stakeholders and identify and scope opportunity to validate performance in additional target application.	Complete field test interim report and identify opportunity to validate performance in additional target application	**On target**	With one field demonstration in progress and another to begin in Q2, the program is on target for this goal. The program is also selecting a lab to test configurations for commercial applications that we have not been able to conduct in the field. For the field demonstration currently in progress, the system has been installed and the site is currently being metered and monitored. An installation at a second demonstration site has been delayed due to unforeseen adjustments with the manufacturer.
Complete the market characterization and integrate learnings into the program's Market Transformation theory and intervention strategy.	Integrate learnings from market characterization and internal synthesis session to update MT Theory and Logic Model.	Complete study and hold internal synthesis session	**On target**	The Market Characterization for the program is being finalized in Q2, after which the findings will inform the program Market Transformation theory and intervention strategy.
Engage manufacturers and key stakeholders to refine channel development interventions.	Initiate manufacturer and key stakeholder engagement plans by end of Q3.	Finalize manufacturer and key stakeholder engagement plans by end of Q3	**On target**	This goal is on track for the program. In Q1, the Request for Proposals was published for comprehensive program engagement support, with proposal submissions and awarding taking place in Q2. One of the initial deliverables for this work, set to begin in Q2, will be the development of a Manufacturer Engagement Plan and a Key Stakeholder Engagement Plan.

Infrastructure

Initiative Name	Manager	Fuel Type	Initiative Goal
BetterBricks	**Josh Pelham**	**Electric**	**To support the alliance's commercial and industrial programs by fostering market relationships and providing tools and resources to help raise market awareness and capability for energy-efficient products, services and practices.**

Infrastructure Programs

2026 Operations Plan Milestones	Target	Threshold	Status as of 5/12/2026	Comment
Increase BetterBricks brand awareness and audience reach.	Increase website traffic by 12% year-over-year.	Increase website traffic by 8% year-over-year.	On target	In Q1, the BetterBricks website saw a 6.5% increase in traffic compared to Q1 2025. The team expects a sizable increase in Q2-Q3 when campaigns are running and driving traffic beyond BetterBricks's traditional communications efforts.
Influence commercial building industry perspectives and practices.	Engage in 15 market events, including hosting or cohosting at least two. Publish 12 pieces of original content."	Engage in 10 market events, including hosting or cohosting at least one. Publish eight pieces of original content"	On target	"BetterBricks and NEEA's commercial programs participated in three industry events in Q1, including HVAC and pumps representatives at the AHR expo, a smart pumps exhibit booth at the AEE West conference in Washington in partnership with Building Potential, and a smart pumps and advanced performance DOAS exhibit booth at the ASHRAE Product Show in Las Vegas, NV. An additional 11 events are currently being planned for in Q2. Additionally, 13 new resources were added to betterbricks.com in Q1, including: - One case study featuring whole building upgrades in Portland, OR. - Four BetterBricks Industry Voices, including for advanced perofrmance DOAS, NEEA's Whole Building project, and two luminaire level lighting controls (LLLC) installers. - Eight new guides and handouts, including an LLLC guide and toolkit tailored to installers, four new advanced performance DOAS archetype case studies outlining the business case for upgrading HVAC, and a fact sheet on efficient pumps in hydronic systems."