



Newsletter / June 16

## Q2 2026: Market Research & Evaluation

### Introduction

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Happy Spring, Readers!

*I enjoyed connecting with many of you in May at Efficiency Exchange (EFX) in Boise, and I hope to see you at EFX in Wenatchee next year.*

*The NEEA Market Research & Evaluation (MRE) team is hard at work planning, managing and sharing the findings of over 20 studies. This quarter, I'd like to highlight our baseline and key assumption reviews, which provide third-party assessments of the inputs used to calculate energy savings reported for NEEA's Market Transformation programs. These evaluations assess key assumptions used in energy savings calculations, including validating the assumed market conditions without NEEA intervention (Naturally Occurring Baseline), evaluating data sources and estimates, and reviewing NEEA's approach to categorizing product classes.*

*The Q2 2026 newsletter includes information on baseline/key assumptions review for six programs and products:*

- *Advanced Performance DOAS (formerly High-Performance HVAC)*
- *Luminaire Level Lighting Controls*
- *Efficient Fans*
- *Televisions*
- *High-Performance Dryers*
- *Heat Pump Water Heaters*

*- Meghan Bean, Manager, Market Research & Evaluation*

**For Questions:**

Meghan Bean, Manager, Market Research & Evaluation

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## PROJECT STAGE DEFINITIONS

MRE projects can develop rapidly, spanning more than one stage in each quarter reported on in the newsletter. In cases where multiple stages are anticipated, we categorize the project in the furthest attainable phase for this quarter.

- *PLANNING: MRE projects from inception through proposal selection*
- *FIELDING: MRE projects from kick off through completion of field work*
- *REPORTING: MRE projects in the analysis/synthesis stage through report posting*

## Integrated Systems (HVAC, Lighting, Motors)

### ERV/HRV Ownership and Maintenance Market Research

Kirstin Moreno

**Product Group:** Commercial HVAC

**Project Stage:** REPORTING

<b>Description</b>	<p>Both of NEEA's commercial HVAC programs (Advanced Performance RTUs [formerly Efficient Rooftop Units] and Advanced Performance DOAS [formerly High-Performance HVAC]) rely on energy recovery ventilators (ERVs) and heat recovery ventilators (HRVs) as key components that contribute to energy savings. Market feedback indicates that concerns about this equipment being complicated or time-consuming to maintain may limit broader adoption.</p> <p>To investigate the real-world experience of owning and caring for ERV/HRVs in commercial HVAC applications, the market research contractor conducted 13 in-depth interviews and seven site visits with market actors including manufacturer representatives, building owners, facilities managers and service contractors.</p> <p>Fuel Type: Natural Gas (Advanced Performance RTUs)</p> <p>Fuel Type: Electric (Advanced Performance DOAS)</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Gather perspectives on operational considerations for installing, commissioning, cleaning and maintaining ERVs/HRVs.</li><li>• Assess ERV/HRV cleaning and maintenance in real-world applications.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q3 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>MarketWise Advising, LLC</p>
<b>Link to Report</b>	<p><a href="#">ERV/HRV Ownership and Maintenance Market Research</a></p>

## Integrated Systems (HVAC, Lighting, Motors)

**Market Progress Evaluation Report (MPER) #1**

**Meghan Bean & Nithya Bengali**

**Program:** Advanced Heat Pumps

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA is conducting the first Market Progress Evaluation Report (MPER) for the Advanced Heat Pump program. The evaluation contractor is reviewing secondary documents, conducting in-depth interviews with key market actors including manufacturers, market influencers and participants in federal rule-making processes, and analyzing program progress to date.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Document the strategies and activities the Advanced Heat Pump program is pursuing for each of the efficiency improvements the program targets.</li><li>• Document the status of key market progress indicators (MPIs) identified by NEEA.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q4 2025 and will conclude in Q3 2026.</p>
<b>Third-Party Contractor</b>	<p>Michaels Energy</p>

## Integrated Systems (HVAC, Lighting, Motors)

**Installation Contractor Market Research**

**Anu Teja & Meghan Bean**

**Program:** Advanced Heat Pumps & Dual-Fuel Residential HVAC

**Project Stage:** REPORTING

<b>Description</b>	<p>NEEA is conducting market research with residential HVAC installation contractors to inform strategy for the Advanced Heat Pump program and the Dual-Fuel Residential HVAC program, which is currently in Program Development.</p> <p>Fuel Type: Dual-Fuel</p>
<b>Research Objectives</b>	<p>Conduct HVAC installer focus groups to gather in-depth, qualitative information on:</p> <ul style="list-style-type: none"><li>• Descriptions of the typical heat pump selection and sales processes, addressing dual-fuel, single-speed and variable-speed configurations, including communication with purchasers/end-users.</li><li>• Installers' attitudes toward and decision-making regarding installing supplemental heat in centrally ducted heat pumps.</li><li>• Installers' commissioning practices for heat pump installations.</li><li>• Which features installers would value in a new connected commissioning product.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q4 2025 and will conclude in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Evergreen Economics</p>

## Integrated Systems (HVAC, Lighting, Motors)

### Dual Fuel Residential HVAC Market Characterization

Anu Teja

**Program:** Dual-Fuel Residential HVAC

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA is conducting a market characterization study on dual-fuel systems.</p> <p>Fuel Type: Dual-Fuel</p>
<b>Research Objectives</b>	<p>The key research seeks to gain insights into:</p> <ul style="list-style-type: none"><li>• Challenges and perceived barriers associated with selecting and purchasing a new dual-fuel system.</li><li>• Motivators for making a purchase decision.</li><li>• Barriers to dual-fuel system adoption.</li><li>• The value proposition for adopting a dual-fuel system.</li><li>• Dual-fuel system perception, information sources, importance of website content and selection and purchase behaviors.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q1 2026 and will conclude in Q4 2026.</p>
<b>Third-Party Contractor</b>	<p>E Source</p>

## Integrated Systems (HVAC, Lighting, Motors)

Market Progress Evaluation Report (MPER) #2

Kirstin Moreno

**Program:** Advanced Performance DOAS (formerly High-Performance HVAC)

**Project Stage:** FIELDING

<p><b>Description</b></p>	<p>NEEA's Advanced Performance DOAS program seeks to transform the market for very high efficiency dedicated outside air systems (DOAS) for electrically heated commercial buildings across the Northwest. This study is the second Market Progress Evaluation Report (MPER) of the program's Market Transformation efforts.</p> <p>The MPER will comprise expert review of educational and marketing materials, surveys with NEEA trainees, HVAC designer interviews, designer surveys, a web scan, web traffic review and document review.</p> <p>Fuel Type: Electric</p>
<p><b>Research Objectives</b></p>	<ul style="list-style-type: none"> <li>• Assess Market Transformation progress as measured by program market progress indicators (MPIs).</li> <li>• Facilitate review, both by experts and by potential users, of NEEA's new case studies and curriculum on non-energy/associated benefits of advanced performance DOAS and assess attendees' learning from upcoming trainings based on these materials.</li> <li>• Characterize the current alternatives to advanced performance DOAS.</li> <li>• Determine which systems or solutions compete with advanced performance DOAS.             <ul style="list-style-type: none"> <li>○ Explore the design strategies specifiers and designers employ in jurisdictions with more stringent commercial HVAC code requirements.</li> </ul> </li> <li>• Describe the perceived benefits and drawbacks of advanced performance DOAS as compared to other options specifiers consider and choose.</li> </ul>
<p><b>Timing</b></p>	<p>This work kicked off in Q2 2026 and will conclude in Q3 2027.</p>
<p><b>Third-Party Contractor</b></p>	<p>NMR Group (partnered with Apex Analytics LLC)</p>
<p><b>Link to Previous MPER</b></p>	<p><a href="#">High-Performance HVAC Market Progress Evaluation Report #1</a></p>

## Integrated Systems (HVAC, Lighting, Motors)

### Advanced Performance DOAS Baseline and Key Assumptions Review

Kirstin Moreno

**Program:** Advanced Performance DOAS

**Project Stage:** FIELDING

<b>Description</b>	<p>To support the potential expansion of the electric Advanced Performance Dedicated Outdoor Air Systems (DOAS) program to include gas, NEEA is conducting a third-party review of NEEA's newly developed Naturally Occurring Baseline for gas Advanced Performance DOAS and key assumptions for savings rates, market adoption tracking and incremental costs.</p> <p>Fuel Type: Natural Gas</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Review and validate NEEA's Naturally Occurring Baseline for gas Advanced Performance DOAS.</li><li>• Review and validate NEEA's key assumptions for gas Advanced Performance DOAS.</li></ul>
<b>Timing</b>	<p>This work will kick off in Q3 2026.</p>
<b>Third-Party Contractor</b>	<p>Cadmus Group</p>

## Integrated Systems (HVAC, Lighting, Motors)

**Commercial RTU Replacement Lead Time Market Research**

**Kirstin Moreno**

**Program:** Advanced Performance RTUs

**Project Stage:** FIELDING

<p><b>Description</b></p>	<p>NEEA is engaging a contractor to conduct market research to better understand processes, timelines and other factors relevant to like-for-like and emergency commercial rooftop unit (RTU) replacement, which is the core target market of the Advanced Performance RTUs program. Participants will comprise commercial HVAC contractors and distributors.</p> <p>Fuel Type: Natural Gas</p>
<p><b>Research Objectives</b></p>	<ul style="list-style-type: none"> <li>• Describe typical processes, timelines, frequency and roles involved in near-emergency/temporary RTU replacement and emergency RTU replacement.</li> <li>• Describe typical circumstances, frequency, process, timeline and roles involved when RTU replacements trigger structural review of the building rooftop.</li> <li>• Analyze and outline the decision-making process for replacing gas pack RTUs with either all-electric or dual-fuel heat pump RTUs, including decision points, roles involved, timeline and other considerations including service upgrades and equipment weight.</li> <li>• Describe how RTU market actors navigate code requirements, like-for-like code exceptions and permitting in all real-world replacement scenarios.</li> </ul>
<p><b>Timing</b></p>	<p>This work kicked off in Q2 2026 and conclude in Q4 2026.</p>
<p><b>Third Party Contractor</b></p>	<p>Swift Strategy</p>

## Integrated Systems (HVAC, Lighting, Motors)

Market Progress Evaluation Report (MPER) #2

Kirstin Moreno

**Program:** Advanced Performance RTUs

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA's Advanced Performance Rooftop Units (RTU) program is actively working to transform the market for efficient RTUs in gas-heated commercial buildings across the Northwest. This study is the second evaluation of the program's Market Transformation efforts.</p> <p>The evaluation contractor will conduct a document review as well as conduct surveys and interviews with HVAC contractors and distributors, manufacturer representatives and efficient RTU adopters.</p> <p>Fuel Type: Natural Gas</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Assess Market Transformation progress as measured by program market progress indicators (MPIs).</li><li>• Describe adopters' perception of advanced performance RTUs' value proposition and document their HVAC decision-making priorities.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q2 2026 and conclude in Q3 2027.</p>
<b>Third-Party Contractor</b>	<p>Apex Analytics, LLC</p>
<b>Link to Previous MPER</b>	<p><a href="#">Efficient Rooftop Units Market Progress Evaluation Report #1</a></p>

## Integrated Systems (HVAC, Lighting, Motors)

### LLLC Key Assumption Review

Zdanna King

**Program:** Luminaire Level Lighting Controls (LLLC)

**Project Stage:** REPORTING

<b>Description</b>	<p>The Luminaire Level Lighting Controls (LLLC) program conducted a third-party assessment of the regional market share represented by NEEA's aggregated LLLC sales and rebate data. This study reviewed NEEA's calculations for describing LLLC regional market share and conducted secondary research to explore additional data sources that could be used to update NEEA's assumptions and calculations.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<p>Review the LLLC program's estimates of market share represented by its aggregated and anonymized sales and rebate data to substantiate and, if necessary, recommend revisions to this key assumption.</p>
<b>Timing</b>	<p>This project kicked off in Q3 2025 and concluded in Q1 2026.</p>
<b>Third-Party Contractor</b>	<p>Cadmus Group</p>
<b>Link to Report</b>	<p><a href="#">Luminaire Level Lighting Controls Key Assumption Review</a></p>

## Integrated Systems (HVAC, Lighting, Motors)

### Commercial Lighting Market Research

Zdanna King

**Program:** Luminaire Level Lighting Controls (LLLC)

**Project Stage:** PLANNING

<b>Description</b>	<p>The LLLC program team recently completed an internal market research project on a commercial lighting product that is similar to LLLC but lacks connectivity — each fixture has at least one sensor, but the sensors are not connected to one another over Wi-Fi and most likely do not attain the same level of energy savings possible through LLLC. The program is conducting market research to determine how to market and message LLLC relative to this emerging product. This study will most likely use a combination of interviews with market experts and a review of secondary literature to address the research objectives.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<p>In development.</p>
<b>Timing</b>	<p>This work will likely kick off in Q3 2026 and conclude in Q4 2026.</p>

## Integrated Systems (HVAC, Lighting, Motors)

Industrial Market Research

Chris Cardiel

**Product Group:** Motor-Driven Systems

**Project Stage:** FIELDING

<b>Description</b>	<p><i>NEEA is fielding a study of regional industrial market dynamics in the Northwest to inform programs within the Motor-Driven Systems Product Group (Efficient Fans and Extended Motor Products – Pumps) and NEEA’s assessment of opportunities related to adjustable-speed drives.</i></p> <p><i>Fuel Type: Electric</i></p>
<b>Research Objectives</b>	<ul style="list-style-type: none"> <li>• <i>Identify and prioritize industrial market barriers to uptake of highly efficient motor-driven equipment, including any similarities or distinctions by product type.</i></li> <li>• <i>Document industrial market actor roles, motivations and path-to-purchase throughout the specification and selection process for motor-driven equipment, including any similarities or distinctions by product type.</i></li> <li>• <i>Assess the degree to and ways in which industrial market actors consider energy efficiency to be a key factor in the selection of motor-driven equipment relative to other criteria.</i></li> <li>• <i>Document industrial market actor usage of remote monitoring software, particularly as pertaining to rotating equipment.</i></li> </ul>
<b>Timing</b>	<p><i>This work kicked off in Q1 2026 and will conclude in Q3 2026.</i></p>
<b>Third-Party Contractor</b>	<p><i>MarketWise Advising, LLC</i></p>

## Integrated Systems (HVAC, Lighting, Motors)

### Market Progress Evaluation Report (MPER) #2

Chris Cardiel

**Program:** Extended Motor Products (XMP) – Pumps

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA's XMP – Pumps program actively engages with manufacturer representatives, trade associations and other market actors to increase adoption of energy-efficient motor-driven products (specifically, clean water pumps and circulators at or below 50 horsepower) across the Northwest.</p> <p>In this second Market Progress Evaluation Report (MPER), specific methodologies include surveys with specifiers, contractors and end-users and in-depth interviews with manufacturers' representatives.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Build on the results of XMP – Pumps MPER #1 by tracking MPIs and reporting progress on near-term outcomes.</li><li>• Conduct formative evaluation of market actor perceptions and attitudes (particularly trust and perceived relevance) regarding the Hydraulic Institute's Energy Rating label for pumps and circulators.</li></ul>
<b>Timing</b>	<p>This project kicked off in Q3 2025 and will conclude in Q3 2026.</p>
<b>Third-Party Contractor</b>	<p>Apex Analytics, LLC</p>
<b>Link to Previous MPER</b>	<p><a href="#">Extended Motor Products Market Progress Evaluation Report #1</a></p>

## Integrated Systems (HVAC, Lighting, Motors)

### Fans Naturally Occurring Baseline Forecast Review

Chris Cardiel

**Program:** Efficient Fans

**Project Stage:** REPORTING

<b>Description</b>	<p>NEEA conducted a third-party review of its approach to establishing the Naturally Occurring Baseline (NOB) for the stand-alone fans market.</p> <p>Study methods included a review of relevant datasets and secondary materials as well as interviews with NEEA market analysts to understand the rationale underlying baseline assumptions.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Assess whether NEEA’s approach to calculating the Fan Efficiency Index (FEI) baseline is reasonable in the absence of program intervention.</li><li>• Evaluate the data sources used to estimate baseline performance (historical data provided by manufacturer collaborators and the U.S. Department of Energy technical support document and Notice of Proposed Rulemaking developed for fans and blowers in 2023) and identify any additional potential data sources.</li><li>• Identify opportunities to improve NEEA’s FEI baseline estimation methods.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q4 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Apex Analytics, LLC</p>
<b>Link to Report</b>	<p><a href="#">Fans Naturally Occurring Baseline Review</a></p>

## Products (Consumer Products, Water Heating)

**Market Progress Evaluation Report (MPER) #3**

**Zdanna King**

**Program:** Retail Product Portfolio (RPP)

**Project Stage:** REPORTING

<b>Description</b>	<p>The third Retail Product Portfolio (RPP) Market Progress Evaluation Report (MPER) tracked the program's progress in overcoming market barriers from 2022 to 2024, based on document and sales data review, web-scraping analysis and in-depth interviews with program staff and external collaborators.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Document activities and outputs for each product in the RPP program (clothes washers, clothes dryers, refrigerators and televisions) and assess progress on applicable outcomes through measurement of market progress indicators (MPIs).</li><li>• Explore how program activities have influenced manufacturers since the program's inception and recommend how this influence could be assessed in consistent and cost-effective ways beyond those already measured.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q2 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Level 7 Market Research</p>
<b>Link to Report</b>	<p><a href="#">Market Progress Evaluation Report #3</a></p>

## Products (Consumer Products, Water Heating)

### Televisions Key Assumptions Review

Zdanna King

**Program:** Retail Product Portfolio (RPP)

**Project Stage:** REPORTING

<b>Description</b>	<p>NEEA's Retail Product Portfolio (RPP) program uses aggregated and anonymized sales data and market condition insights to create key assumptions necessary for reporting regional energy savings and developing a Naturally Occurring Baseline (NOB) of estimated energy-efficient television market penetration over the next 20 years. Study activities included document review and analysis to evaluate NEEA's key assumptions and NOB and identify recommendations.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<p>Evaluate several key assumptions used to inform NEEA's NOB and savings reporting for televisions, including:</p> <ul style="list-style-type: none"><li>• Review NEEA's current assumption that all televisions meeting the 2023 Television Manufacturers' Voluntary Agreement also meet ENERGY STAR® (Version 9.1) specifications for 'standby' mode and make recommendations for improvement, if needed.</li><li>• Review NEEA's approach for categorizing energy-efficient televisions represented in sales data and make recommendations, if needed, on how to refine this approach.</li><li>• Review NEEA's average wattage estimates and Unit Energy Consumption calculations for televisions and conduct secondary research to make recommendations for revisions, if needed.</li></ul>
<b>Timing</b>	<p>This project kicked off in Q4 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>TRC Energy Services, LLC</p>
<b>Link to Report</b>	<p><a href="#">Televisions Key Assumptions Review</a></p>

## Products (Consumer Products, Water Heating)

### High-Performance Clothes Dryers Naturally Occurring Baseline (NOB) & Key Assumptions Review

Zdanna King

**Program:** Retail Product Portfolio (RPP)

**Project Stage:** REPORTING

<b>Description</b>	<p>NEEA is conducting a review of its two Naturally Occurring Baseline (NOB) models for high-performance clothes dryers, leveraging subject matter expertise, primary data collection and literature review.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Review NEEA's NOB for ENERGY STAR (Version 1) clothes dryers and make recommendations, as needed, to revise the NOB to account for potential delays in federal standard implementation and enforcement.</li><li>• Assess if revisions are needed for NEEA's heat pump clothes dryer NOB to better reflect the market for combination laundry units, given that this NOB was developed using data from stand-alone dryer units.</li><li>• Explore what NEEA's NOB approach may gain from developing separate baselines for compact and standard clothes dryer drum sizes and make recommendations for revisions, if appropriate.</li></ul>
<b>Timing</b>	<p>This project kicked off in Q4 2025 and will conclude in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Cadmus Group</p>

## Products (Consumer Products, Water Heating)

### Market Progress Evaluation Report (MPER) #8

Anu Teja

**Program:** Heat Pump Water Heaters (HPWH)

**Project Stage:** REPORTING

<b>Description</b>	<p>The eighth market progress evaluation report (MPER) for NEEA's HPWH program tracked program progress toward its predefined market outcomes over the last 18 months. Specific data collection methodologies included quantitative web-enabled surveys of Northwest HPWH purchasers and installers to better understand customer satisfaction and track awareness and opinions of HPWHs over time.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Verify that strategic activities identified in 2024 were completed.</li><li>• Track identified market progress indicators (MPIs) focused on measuring a specified set of program outcomes per the program logic model.</li><li>• Identify the nature and prevalence of contractor callbacks and discern the degree to which the perceived likelihood of callbacks impact recommendations and installation of HPWHs.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q1 2025 and concluded in Q1 2026.</p>
<b>Third-Party Contractor</b>	<p>NMR Group, Inc.</p>
<b>Link to Report</b>	<p><a href="#">Heat Pump Water Heater Market Progress Evaluation #8</a></p>

## Products (Consumer Products, Water Heating)

### Heat Pump Water Heater Baseline and Key Assumptions Review

Anu Teja

**Program:** Heat Pump Water Heaters (HPWH)

**Project Stage:** REPORTING

<b>Description</b>	<p>The Heat Pump Water Heater program team recently completed a third-party assessment of several components of the program's key energy savings assumption. The report provides suggested improvements based on current data and methodologies.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Review the current allocation of unit sales within the new construction and recommend any changes, if needed.</li><li>• Evaluate whether the current use of Retail Product Portfolio (RPP) data is a sufficient stand-in for unit sales in the retail sector.</li><li>• Review and describe the counterfactual baseline currently in use to compare realized savings relative to those attributable to federal standards.</li></ul>
<b>Timing</b>	<p>This work kicked off in Q4 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Larson Energy Research</p>
<b>Link to report</b>	<p><a href="#">Heat Pump Water Heater Baseline and Key Assumptions Review</a></p>

# Codes, Standards and New Construction

Oregon and Washington Residential Code Compliance Evaluations

Meghan Bean &  
Nithya Bengali

**Activity:** Residential Codes

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA is conducting code compliance evaluations to review assumptions underlying its estimation of energy savings from NEEA and its partners' involvement in Oregon and Washington code processes.</p> <p>The contractor will collect data from a variety of sources, including building energy permits, site visits to residential new-construction projects and virtual audits conducted with residents of new-construction homes.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"> <li>• Assess statewide compliance among single-family homes built under the 2023 Oregon Residential Specialty Code (ORSC) and 2021 Washington State Energy Code (WSEC).</li> <li>• Provide statewide findings regarding primary space and water heating fuel.</li> <li>• Provide an analysis of builders' choices regarding heating system and duct installation.</li> </ul>
<b>Timing</b>	<p>This work kicked off in Q2 2026 and will conclude in Q2 2027.</p>
<b>Third-Party Contractor</b>	<p>Industrial Economics, Inc.</p>

## Market Diffusion

### Manufactured Homes Market Diffusion Evaluation #1

Anu Teja

**Program:** Manufactured Homes

**Project Stage:** REPORTING

<b>Description</b>	<p>Since 2015, NEEA's Manufactured Homes program has worked to increase the adoption of manufactured homes meeting the Northwest Energy Efficient Manufactured Housing Program™ (NEEM)+ specification.</p> <p>Following the recommendations of the 2023 Transition Market Progress Evaluation Report (T-MPER), NEEA scaled back its investment in the program. The organization will continue to monitor market diffusion of Manufactured Homes. NEEA is conducting its first Market Diffusion Evaluation study to track market progress now that the program is no longer directly engaged in the market.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Determine if manufacturers and retailers offer manufactured homes meeting efficiency specifications that provide whole-home energy savings of at least 10% over a home with market-average efficiency sold in the Northwest.</li><li>• Track diffusion indicators to determine whether the market share of qualified homes remains steady or increases, at least three manufacturers offer qualified homes, and qualified home sales are geographically distributed across the Northwest.</li></ul>
<b>Timing</b>	<p>This project kicked off in Q4 2025 and concluded in Q2 2026.</p>
<b>Third-Party Contractor</b>	<p>Apex Analytics, LLC</p>
<b>Link to Report</b>	<p><a href="#">Manufactured Homes Market Diffusion Evaluation Report #1</a></p>

## Market Diffusion

### Ductless Heat Pump Market Diffusion Evaluation #4

Kirstin Moreno

**Program:** Ductless Heat Pumps (DHP)

**Project Stage:** FIELDING

<b>Description</b>	<p>NEEA actively worked to accelerate adoption of ductless heat pumps (DHPs) in the Northwest from 2008 to 2020. When NEEA scales back investments in a Market Transformation program, the organization continues to monitor market diffusion of the energy-efficient product or practice through a series of annual longitudinal evaluations called Market Diffusion Evaluations. This will be the fourth Market Diffusion Evaluation for the DHP program.</p> <p>A key activity of the study is to conduct phone and web surveys with HVAC installers.</p> <p>Fuel Type: Electric</p>
<b>Research Objectives</b>	<ul style="list-style-type: none"><li>• Track diffusion of DHPs across the Northwest’s residential HVAC market, specifically within the program’s three target markets (single family zonal, single family electric forced air and manufactured homes with electric forced air) to confirm whether Market Transformation outcomes are being sustained.</li><li>• Provide a recommendation to NEEA regarding whether Diffusion Evaluation #4 should be the last evaluation conducted for DHPs.</li></ul>
<b>Timing</b>	<p>This project will kick off in Q3 2026 and conclude in Q1 2027.</p>
<b>Third-Party Contractor</b>	<p>OWL Research Partners</p>
<b>Link to Previous Diffusion Evaluation</b>	<p><a href="#">Ductless Heat Pumps: 2025 Market Diffusion Evaluation #3</a></p>

## Questions? Contact Us

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## At-a-Glance

<i>Project</i>	<i>Stage</i>
<b><i>Integrated Systems (HVAC, Lighting, Motors)</i></b>	
Commercial HVAC: ERV/HRV Ownership and Maintenance Market Research	Reporting
Advanced Heat Pumps: Market Progress Evaluation Report #1	Fielding
Advanced Heat Pumps & Dual-Fuel Residential HVAC: Installation Contractor Market Research	Reporting
Dual Fuel Residential HVAC: Market Characterization	Fielding
Advanced Performance DOAS: Market Progress Evaluation Report #2	Fielding
Advanced Performance DOAS: Gas High Efficiency DOAS Baseline and Key Assumptions Review	Fielding
Advanced Performance RTUs: Commercial RTU Replacement Lead Time Market Research	Fielding
Advanced Performance RTUs: Market Progress Evaluation Report #2	Fielding
LLLC: Key Assumptions Review	Reporting
LLLC: Commercial Lighting Market Research	Planning
Motor-Driven Systems: Industrial Market Research	Fielding
XMP – Pumps: Market Progress Evaluation Report #2	Fielding
Efficient Fans: Naturally Occurring Baseline Forecast Review	Reporting
Dual-Fuel Residential HVAC Market Characterization Study	Planning
<b><i>Products (Consumer Products, Water Heating)</i></b>	
RPP: Market Progress Evaluation Report #3	Reporting
RPP: Televisions Model Review	Reporting
RPP: High-Performance Clothes Dryers NOB & Key Assumptions Review	Reporting
HPWH: Market Progress Evaluation Report #8	Reporting
HPWH: Baseline and Key Assumptions Review	Reporting
<b><i>Codes, Standards and New Construction</i></b>	
Residential Codes: Oregon and Washington Residential Code Compliance Evaluations	Fielding
<b><i>Market Diffusion</i></b>	
Manufactured Homes: Market Diffusion Evaluation #1	Reporting
DHP: Market Diffusion Evaluation #4	Fielding

### PROJECT STAGE DEFINITIONS

- *PLANNING: MRE projects from inception through proposal selection*
- *FIELDING: MRE projects from kick-off through the completion of field work*
- *REPORTING: MRE projects in the analysis/synthesis stage through report posting*