

Q3 2026: Tuesday, Sept 1

12:30 – 4:00pm Pacific

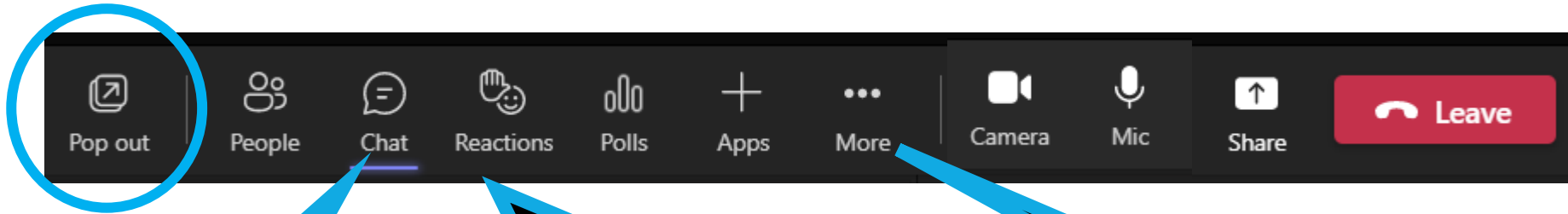
Virtual

Regional Portfolio Advisory Committee





Tools for Today: Engaging on Teams

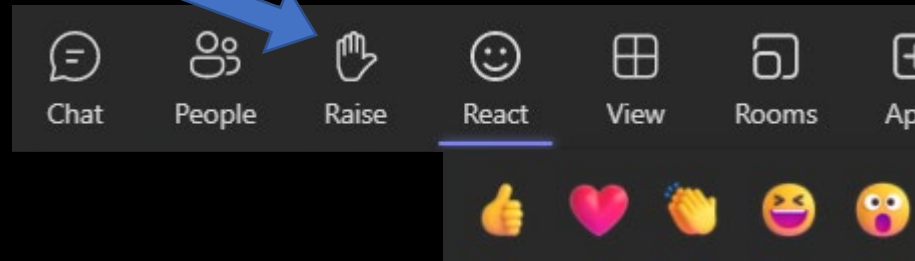
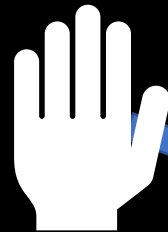


The chat is not captured automatically.

Do you have any accessibility challenges with this technology today?

Comments/Questions?

Please raise your virtual hand or chime in
Chat & reactions also welcome



“...” More includes:

- ✓ Settings: mic & video
- ✓ Background effects

Heads Up!

*“Spotlighting”
Speakers*





Reminder of RPAC Purpose & Role



Purpose

...to support Alliance success by **advising** on the **optimal composition of NEEA's program portfolio**, including a **formal vote for program advancement** at three key points in the Initiative Lifecycle, **consistent with the goals and objectives of NEEA's Business & Operations Plans**.



Responsibilities

- **Portfolio optimization & program advancement (milestone votes)**
- **Coordinate downstream marketing (RPAC+)**
- **Oversee coordinating committees and workgroups**
- **Monitor outcomes of all advisory committees**
- **Advises NEEA's Executive Director on portfolio decisions**

See
Informational
memos



Agenda

All Times Pacific

12:30-12:40	Welcome, Agenda / Packet Review
12:40-1:55	Introductions + Committee Round Robin
1:55-2:05	Housekeeping and Looking Ahead
10 min	<i>BREAK</i>
2:15-3:00	*Milestone Vote* Efficient Fans Program
3:00-3:55	[RPAC+] Recap: 2026 Heat Pump Water Heater (HPWH) Marketing Campaign
3:55-4:00	Wrap-Up & Adjourn

Packet Review & Informational Updates

Tier 1: Agenda Items

- ✓ 2027 Operations Planning Process (pg. 3)
- ✓ **Vote:** Efficient Fans Milestone (RPAC feedback summary + milestone doc) (pg. 4)
- ✓ June 2026 HPWH Marketing Campaign Recap (pg. 26)

Tier 2: Informational Updates

- ✓ Stakeholder Satisfaction Survey (pg. 28)
- ✓ UPDATE: Program expansion - Advanced Performance DOAS (pg. 29)
- ✓ UPDATE: HPWH Work Group (pg. 30)
- ✓ Q2 / Q3 Electric Committees Highlights (pg. 31)
- ✓ Q2 2026 Market Progress Report: Gas + Electric Programs – Progress toward annual goals (pg. 33)

Tier 3: Additional Resources

- ✓ Functional newsletters and committee materials on neea.org (pg. 2)
- ✓ 2026 RPAC Meeting Dates & Key Topics (pg. 2)
- ✓ *Proposed* 2027 RPAC Meeting Dates (pg. 2)

Welcome New RPAC Members!

Leigh Chaffey

- Demand Side Management Analyst
- NorthWestern Energy

Robert Frost

- Supervisor of Energy Efficiency
- Benton PUD

Emily Larson Kubiak

- Energy Management Engineer
- Snohomish PUD

Gemma O'Connor

- Analyst/Customer Energy Programs Planner
- Tacoma Power



Introductions + RPAC Roundtable

- Name
- Organization
- *And...*

XXX

NEEA Staff & Guests

- Introduction

Committee Members

- Introduction
- Roundtable Share-outs (3-5 min/pp)
 - 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



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Housekeeping & Looking Ahead

Housekeeping

➤ Updates

✓ Check in on Info Memos

- Stakeholder Satisfaction Survey (Oct)
- Program Expansion Update: AP DOAS (gas)
- HPWH Work Group Update
- Electric Committee Highlights
- Market Progress Report

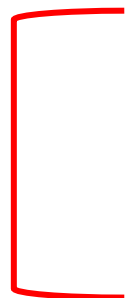
➤ Announcements & Reminders

- ✓ 2027 Draft Operations Plan Webinar (Oct 15)
- ✓ New & Manufactured Homes Webinar (Sept 14)
- ✓ Leadership in EE Awards (Dec 4)
- ✓ Stakeholder Satisfaction Survey (Oct)
- ✓ 2026/27 RPAC dates & other NEEA Meetings
- ✓ Other regional / industry events





2027 Operations Planning Underway



Timing	What to Expect
10/8/26	Draft Ops Plan Emailed to the Board, RPAC, NGAC
10/15/26	Draft Ops Plan Overview Webinar
11/2/26	Feedback due from Board + Committee Members
11/10/26	Finance & Audit Committee Meeting
12/3/26	December Board Meeting (vote on 2026 Ops Plan)

*** Timeframe for RPAC review and feedback**



A few callouts for 2027

- Continued prioritization of programs and expansion efforts that deliver near term energy savings
- Two planned electric program expansions (NGAC votes)
 - Advanced Performance DOAS to include DOAS units paired with gas heating systems (Q4 2026)
 - Luminaire Level Lighting Controls to include HVAC control (Q4 2027)
- Gas Co-funding of BetterBricks
- Expect to advance at least one new program concept in the electric portfolio in 2027



New Homes Workshop

- September 14, 9am to 1pm
- NEEA's office / hybrid
- **DESIRED OUTCOME:** Get alignment on path forward for New Construction programs in the region
 - Performance Path
 - Prescriptive Path
 - Income Qualified versus Market Rate
 - NEEA's role in supporting regional programs
 - Email Tess Studley to be added to invite tstudley@neea.org

AGENDA

9:00 – 9:30 AM	Welcome & Agenda • Context and background
9:30 – 11:00 AM	Program Round Robin • Intros • Current Program offerings • Things they are thinking about/plans for the future • Challenges
11:00 – 11:05 AM	Break
11:05 AM – 12:00 PM	Discussion and Summary of Key Themes • Summary of key themes and future program paths – performance path, prescriptive path, other foci • NEEA Role and recommendations
12:00 – 1:00 PM LUNCH	• Continue above topics and discussion • Manufactured Housing lightening round



Help us honor the innovators and collaborators driving energy efficiency across the Northwest and beyond. NEEA will recognize individuals and teams for their exemplary dedication and performance in the industry from **9-11 a.m.** on the second day of the NEEA Annual Board Meeting on December 4.

Nominations can be made in the following categories:

- **Rising Star**
- **Innovative Collaboration**
- **Lifetime Achievement**

Nominations

Aug 03
Through
Sept 18

Event

Dec 04



To nominate go to:
nea.org/leadershipawards



2026 Stakeholder Satisfaction Survey

- **Goals:**
 - Solicit feedback on stakeholders' experience working with NEEA staff; participating in NEEA forums
 - Build understanding of stakeholder needs
- **Timeframe:**
 - Sept 28 - October 27, 2026
- **Follow up:**
 - Q1 2027: Present results to Board
 - Anticipate roadshow in Q2-Q3 2027



Conducted approx. every 2 years with all board and committee members

Upcoming 2026 NEEA Committee Meetings

RPAC

QTR	DAY	DATE	HOLD TIME	LOCATION	KEY TOPICS / NOTES
Q4	Mon	Nov 2	9am-4pm	Virtual	• 2027 Operations Plan Feedback Reminder • DOE Cost-Effectiveness & 2024 IECC • NW Marketplace Update & Utility Sites • NGAC Vote Updates (program expansions)

Other

Wed Sept 9	Q3 Natural Gas Adv. Cmtee Webinar
Thurs/Fri Sept 17-18	Q3 Board Meeting (Spokane, WA)
Wed Sept 30	Regional Emerging Tech Adv. Cmtee
Wed Oct 7	NEEA / Market Transformation 101
Thurs Oct 15	2027 Draft Operations Plan Webinar
Wed Oct 28	Cost Effectiveness & Eval. Adv. Cmtee
Wed/Thurs Nov 4-5	C&I Coordinating Committee
Tues/Wed Dec 1-2	Residential Coordinating Committee

2027 Proposed RPAC Dates

Feedback Deadline: Oct 1

QUARTER	DAY	DATE	HOLD TIME (Pacific)	LOCATION
Q1	Wednesday	Mar 3	9am-4pm	Hybrid 
Q2	Wednesday	May 5	9am-4pm	Virtual
Q3	Tuesday	Aug 17	9am-4pm	Virtual
Q4	Wednesday	Nov 10	9am-4pm	Virtual



= Proposed Hybrid / In-person Option

Could others in your organization benefit from a NEEA / Market Transformation 101?

- Offering 2x/year 90 min webinar for alliance members
- Target audience:
 - Committee members wanting a refresher
 - Team members not on NEEA committees, but interact with NEEA's work or would benefit from a basic overview
- **Next session: Wed Oct 7, 9-10:30**
- Proposed special topic feature: Codes & Standards
 - Future special topics include: Regional Studies & Infrastructure, Market Research/Evaluation, Data Acquisition, MT Barrier Removal, Special Projects; Emerging Tech (covered Mar. 2026)
- Contact: Alisyn Maggiora (amaggiora@neea.org)





Submit Ideas for Session Topics

September 14 – October 16

neea.org/EFX

Save the Date for EFX27

May 18-19

Wenatchee, WA

➤ *Other regional / industry events or announcements?*



[Check out the
EFX26 photo
highlights here!](#)

Lisa Grow

CEO & Pres., Idaho Power

EFX 2026, Boise



Break!

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Vote Refresher

(memo pg. 4)

Alisyn Maggiora
Sr. Stakeholder Relations Manager





Preview: RPAC Vote: 'Program Advancement' Milestone

Program = Efficient Fans

Name	Organization	Yes	No	Abstain	Present, Not Voting	Not Present
RPAC Voting Members						
Reuben Arts	Avista					
Robert Frost	Benton PUD					
Phillip Kelsven	BPA					
Jim White	Chelan PUD					
Bill Hibbs	Clark PUD					
Spencer Moersfelder	Energy Trust					
Billie McWinn	Idaho Power					
Kevin Smit	NWPCC					
Leigh Chaffey	NorthWestern Energy					
N/A - TBD	Pacific Power					
Lauren Kerr	PGE					
Jeff Tripp	Puget Sound Energy					
Lori Moen	Seattle City Light					
Emily Kubiak	Snohomish PUD					
Lis Saunders (interim)	Tacoma Power					
Emily Gilroy	WUTC					





Yea buts... How abouts... What ifs...

- Work in advance to draw out show-stoppers
- [Charter](#) provides guidance on next steps and ensures transparency



RPAC VOTE: ***Program Advancement for Efficient Fans***

Emily Moore
Director, Market Strategy & Execution

Alexis Muench
Program Manager



Packet
Pg. 4-25



Program Advancement: What does a 'yes' vote mean?



- Implement intervention strategies
- Certainty continues to increase
- Evaluate influence and measure market progress
- Learn and adapt



Portfolio Fit & Value

Program Savings Potential	Impact to Portfolio
~28 aMW 20-year co-created savings	• Average risk profile • Medium/long-term electric savings • Commercial + industrial segment coverage • Diversification beyond traditional measures • Code-enabled savings pathways • Measurable market effects with scalable upside



Efficient Fans Transition to Market Development



Market Transformation Approach

To increase awareness of efficient fans and engagement of the fan energy index (FEI) metric,

- **Partner with leading manufacturers** continue to optimize fan selection software to highlight FEI and develop a compelling value proposition for efficient fans
- **Engage with manufacturer reps** to increase FEI awareness and prioritize efficient fan sales
- **Educate specifiers and other audiences** on the benefits of efficient fans
- **Collaborate with AMCA and other stakeholders** to support the advancement of test procedures, standards, and codes

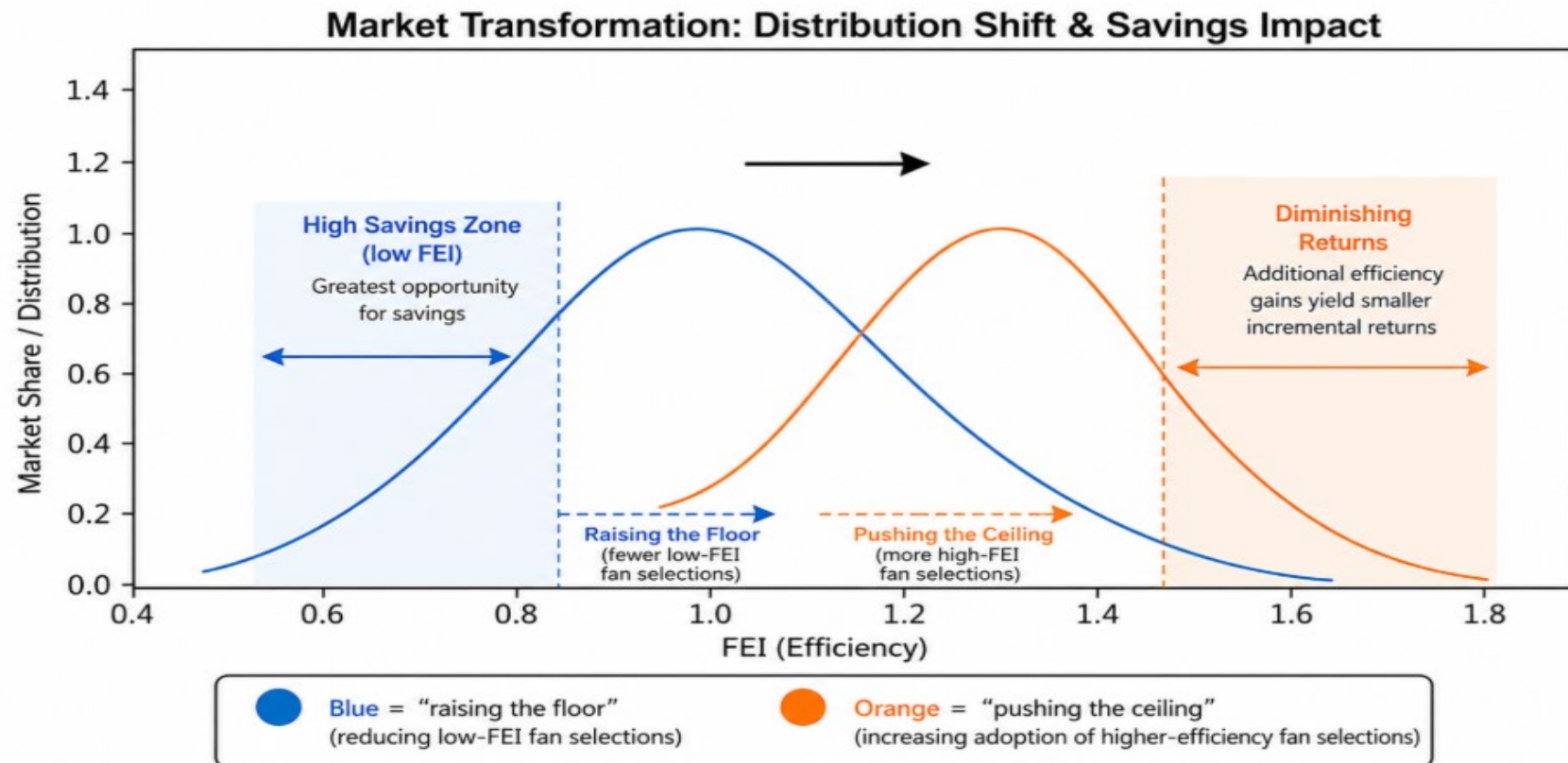


Why this approach?

- FEI is being more widely recognized in the marketplace
- Decision leverage is at the point of selection
- Good role for NEEA – focus upstream and on codes and standards development



Market Transformation Outcome



Outcome: Increase in fan efficiency – 25% higher than the baseline by 2041



Summary of RPAC Feedback

- Generally recognized as a good regional opportunity and strong fit for market transformation
- Key themes in the questions raised:
 - Focus on FEI versus a certain fan type or specification
 - Approach for tracking and measuring adoption
 - Role for utility programs
- Additional request regarding strategies to broaden regional reach, including rural areas, and more metrics that show traceable benefits to NWE customers and service territory for additional clarity on distribution of impact.



Transition to Market Development

With Program Advancement, NEEA will begin interventions to:

- Increase engagement with **manufacturers** to build awareness and value proposition of efficient fans
- Expand partnerships with **manufacturer reps** to build their understanding and leverage of FEI
- Develop marketing resources and curate tools and resources for **specifiers**
- Collaborate with **AMCA** to support FEI awareness and influence efficiency thresholds
- **Strengthen research and data collection** to support RTF measure and utility program development

A faint, light blue geometric logo is centered in the background. It consists of several overlapping chevron-like shapes that form a larger, complex diamond-like structure.

Q&A / Discussion



Roll-Call: RPAC Vote: ‘Program Advancement’ Milestone

Program = Efficient Fans

Name	Organization	Yes	No	Abstain	Not Present
RPAC Voting Members					
Reuben Arts	Avista				
Robert Frost	Benton PUD				
Phillip Kelsven	BPA				
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Emily Gilroy	WUTC				



Thank You!

Emily Moore

Director, Market Strategy & Execution

emoore@neea.org

Alexis Muench

Program Manager, Efficient Fans

amuench@neea.org



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Recap: 2026 HPWH Level Up Marketing Campaign

Britt Cutsforth Dawkins

Senior Manager, Marketing Strategy

September 2026





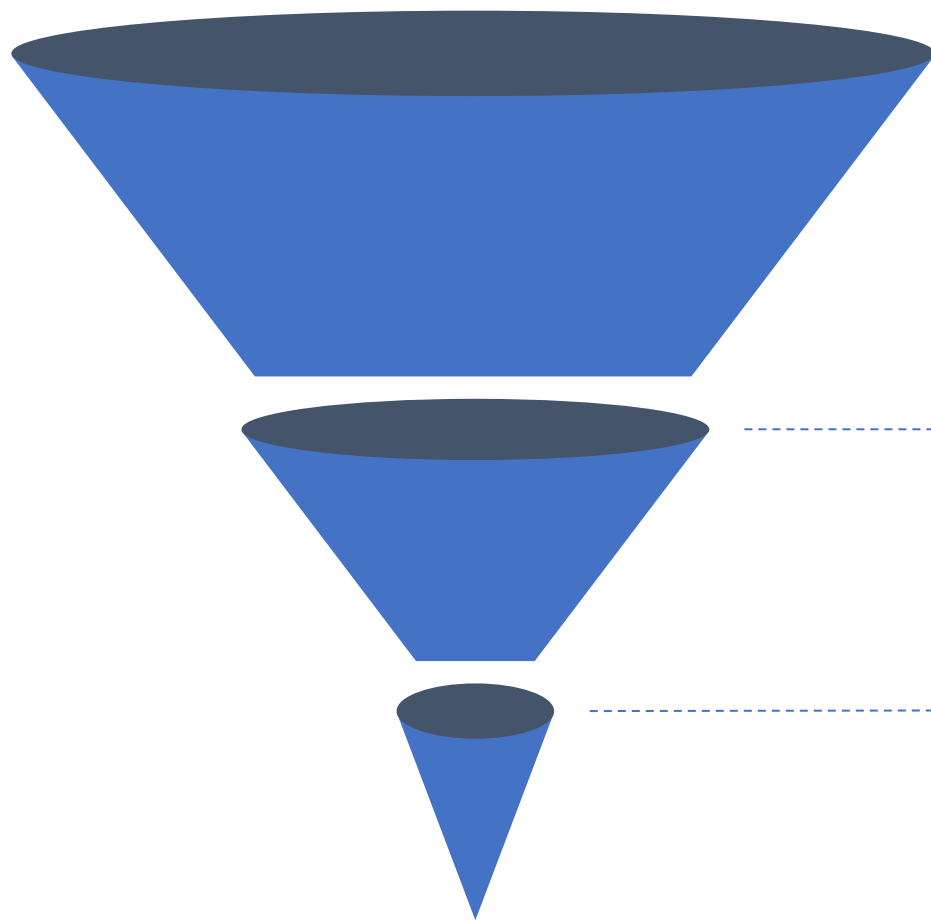
➤ *The Alliance + Downstream Marketing*

Per RPAC+ charter, the alliance engages in downstream marketing **when we identify strategic opportunity to drive market change**—in this case, for the purpose of increasing awareness and long-term end-user demand.

Consumer campaigns are developed and vetted closely with the RPAC+ group to ensure regional alignment. The alliance has created and run several HPWH consumer campaigns since 2021 with an increasing emphasis on targeting rural areas to ensure Market Transformation across the region. These campaigns have resulted in hundreds of thousands of on Hot Water Solutions and increased Northwest interest in HPWHs.



The (Very Simplified!) Marketing Funnel



Awareness: Consumers are aware that HPWHs exist, but don't know much beyond that. A slight majority of consumers in the alliance's region have some level of awareness of HPWHs.

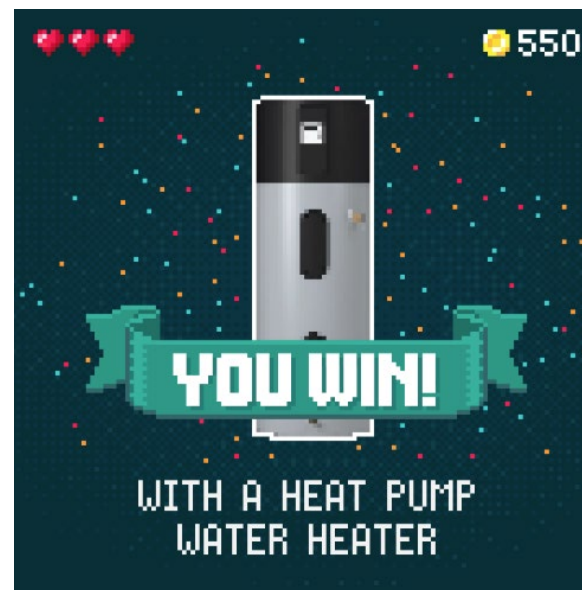
Consideration: Consumers in this stage have an improved awareness of HPWHs and they understand the value it offers them. A HPWH is a water heating solution they would consider.

Conversion: Consumers understand the value of a HPWH and want one. They proactively ask for a HPWH when they need to replace their existing electric water heater.



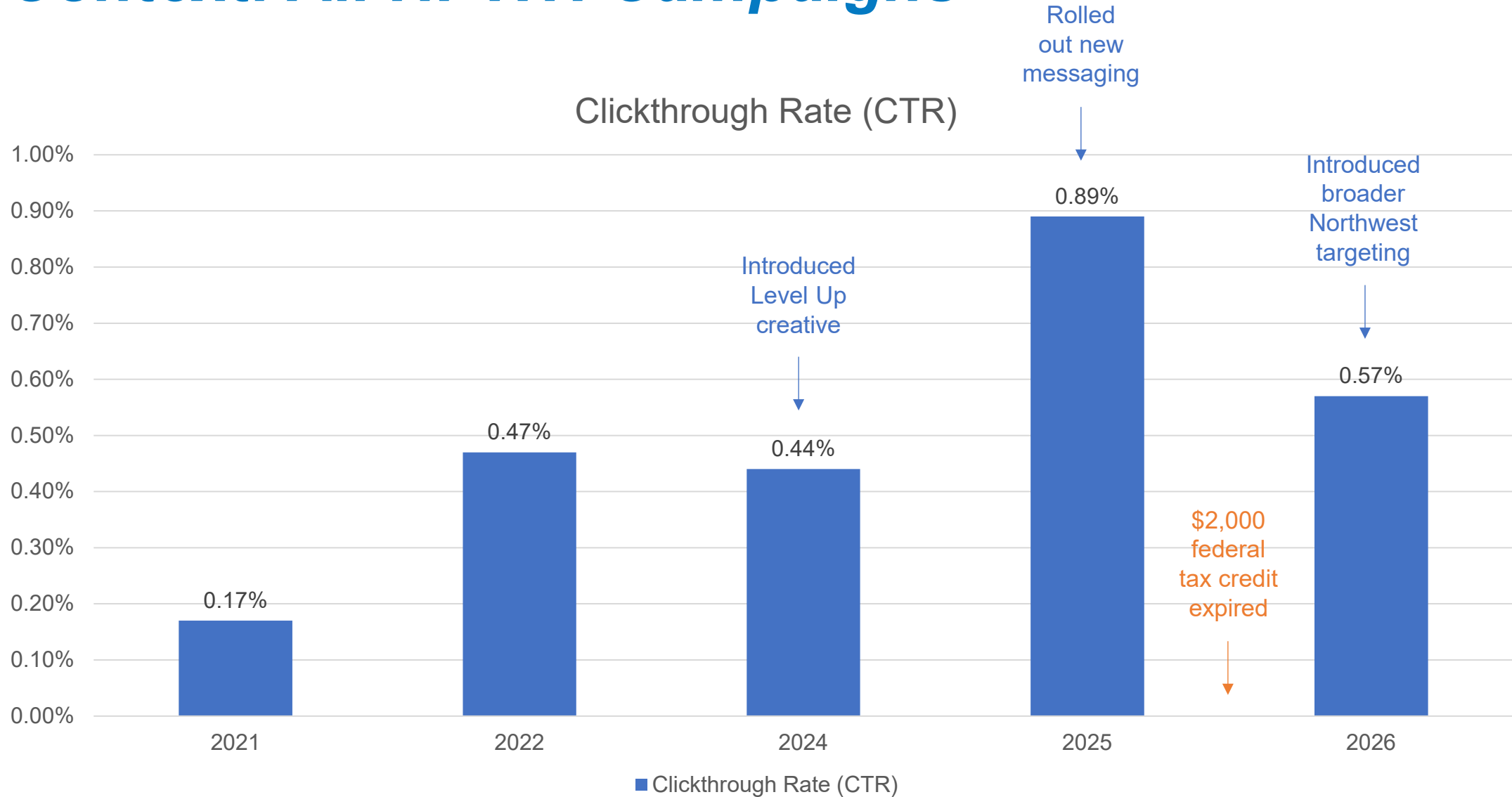
2026 Level Up Campaign Overview

- Third time the Level Up creative has run, with optimizations every year
- Opened up targeting
 - Kept the same 16 segments
 - Anticipated reduced click efficiency
 - Reached a broader base of Northwest consumers
- Clickthrough rate (CTR) engagement indicates continued interest in learning about HPWHs—even at a wide level





Context: All HPWH Campaigns



Takeaway #1:
Interest in HPWHs remains
above average - and
particularly on Meta

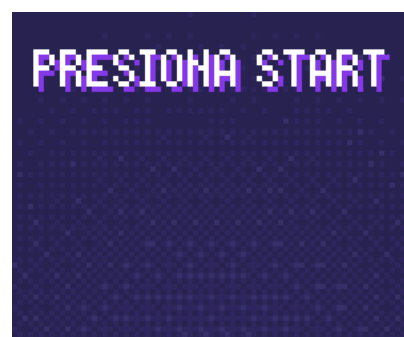
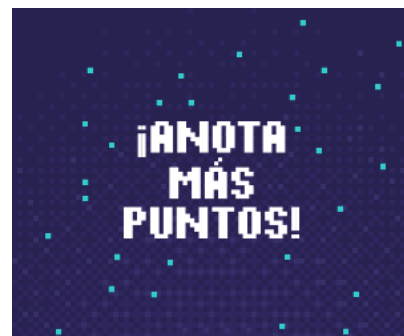
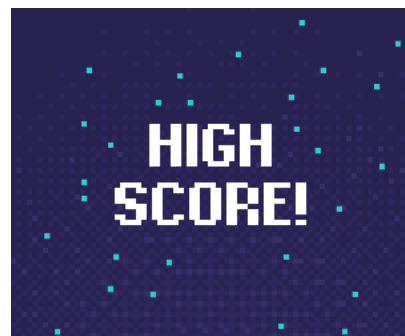
➤ 2026 campaign: Meta

- Meta remains the #1 media tactic for driving traffic to the campaign and marketing conversions
 - 97.57% of total marketing conversions came from Meta
- Other tactics—including display, audio, short-form video, and alternative social sites like Nextdoor—remain useful for driving top-of-the-funnel awareness





2026 campaign: Display and audio ads



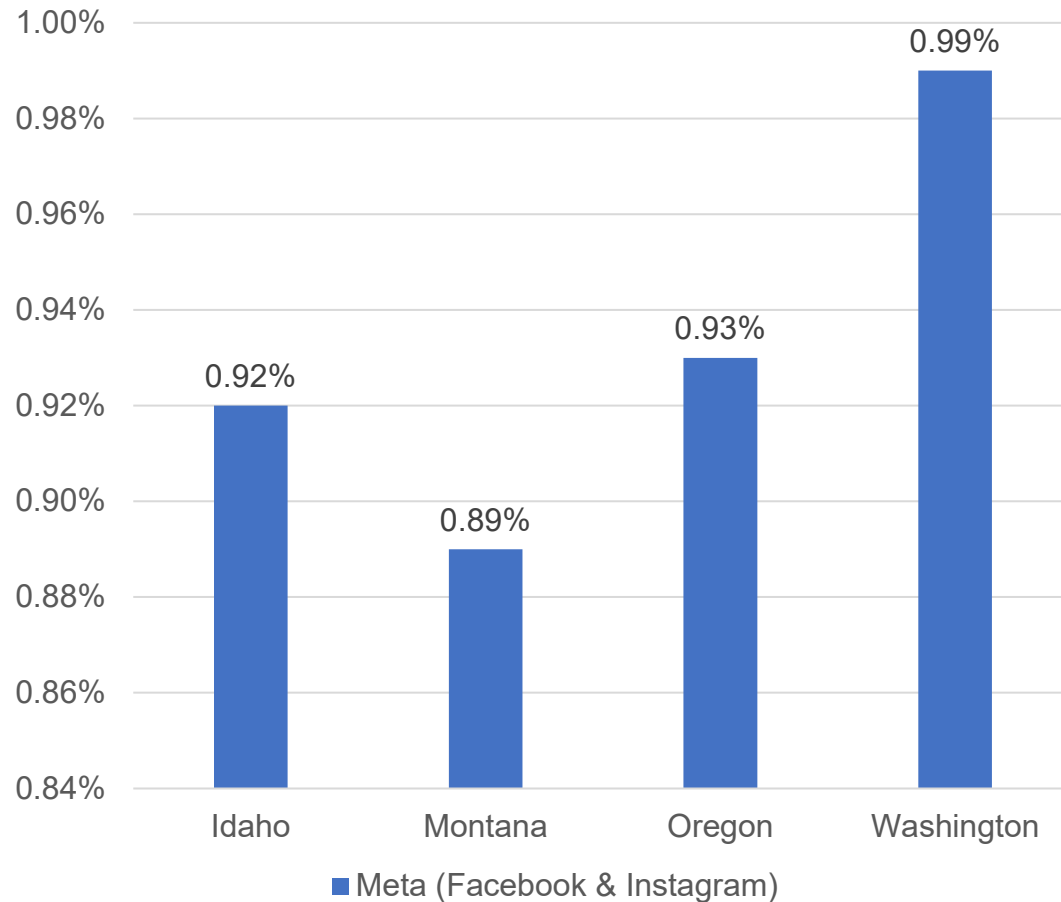
- Announcer: Do you know what happens when you replace your regular old electric water heater with a new electric heat pump water heater?
 - Video Game special effects (SFX): *[growing mushroom sound]*
- Announcer: You boost your savings...
 - Video Game SFX: *[bonus coin box hitting sound]*
- Announcer: ...a lot.
 - Video Game SFX: *[bonus coin sound speeds up]*
- Announcer: In fact, ENERGY STAR estimates that a family of four will save an average of \$550 a year on their electric energy bills...
 - Video Game SFX: *[bonus coin sound out of control]*
- Announcer: ...and your new heat pump water heater can pay for itself in as little as three years.
 - Video Game SFX: *[victory music]*
- Announcer: Level up with a heat pump water heater! Go to levelupmywaterheater.com to learn more.

Takeaway #2:
***Northwest consumers
engage with the marketing
channels and messaging in
distinct ways***

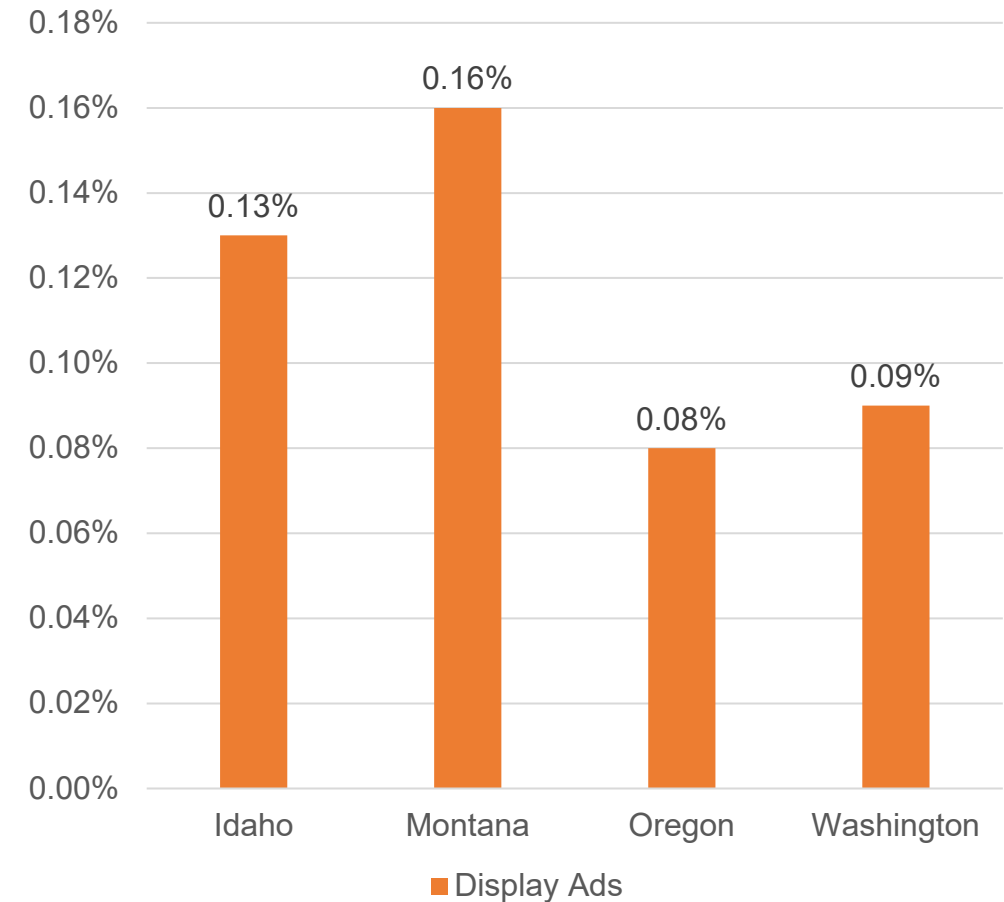


Media channels: State-by-state response

Meta (Facebook & Instagram)



Display Ads





Messaging themes



Technology

A heat pump water heater uses a heat pump to move heat from the air into the tank. It works like your refrigerator, only in reverse. 🌬️



Affordability/Savings

With an energy-efficient heat pump water heater, a family could save hundreds of dollars a year on their electric bills compared to a standard electric water heater. Level up now. ⚡

In most homes, an electric heat pump water heater pays for itself in less than 3 years—and that's before rebates could save you hundreds of dollars.

Upgrading to a heat pump water heater can save you hundreds a year compared to a standard electric model. Score an extra boost with potential utility rebates. Get your game on. ⚡



Energy efficiency & energy usage

Standard electric water heaters eat up more energy than your refrigerator, dishwasher, clothes washer, and dryer combined! Change the game with an electric heat pump water heater. ⚡

An ENERGY STAR®-certified heat pump water heater cuts electric costs, reduces your footprint, and adds up to a lot of benefits. Get your game on. ⚡

Heat pump water heaters use just one third the energy of standard electric models, saving you money and reducing your footprint. Level up now! 🌍

Tested in 2025



Reducing energy waste

Why pay for energy you don't need to be using? An ENERGY STAR®-certified heat pump water heater can save you hundreds of dollars every year compared to a standard electric model.

Are you paying for an electric water heater that uses more energy than almost all your other appliances combined? Reduce your energy waste with an ENERGY STAR®-certified heat pump water heater.

New test in 2026



HPWH owner satisfaction

9 out of 10 owners love the energy savings and longer warranty that comes with their ENERGY STAR®-certified electric heat pump water heater. Ready to get your game on? ⚡

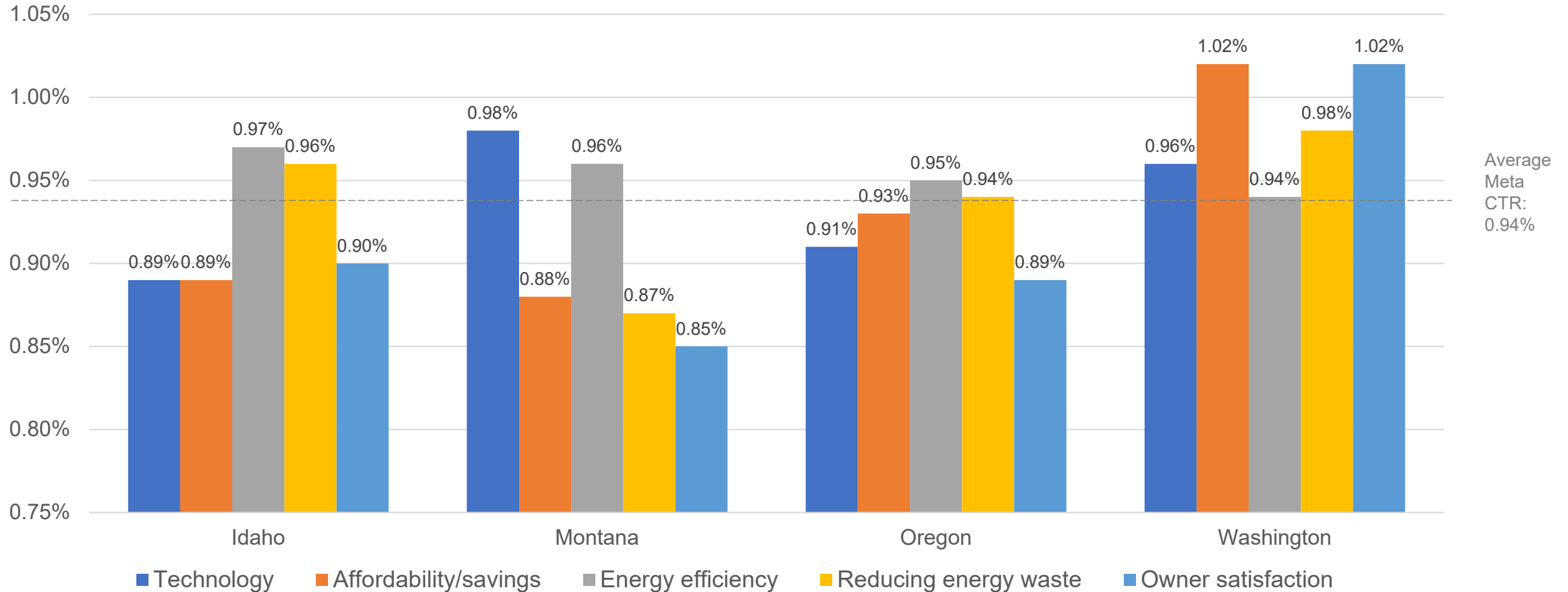
Get dependable hot water while saving energy? Game on! See why heat pump water heater owners are so satisfied and would recommend them to family and friends. ⚡

New level unlocked: High owner satisfaction! See why 9 out of 10 heat pump water heater owners are bosses at saving energy and would recommend them to family and friends. 🙌

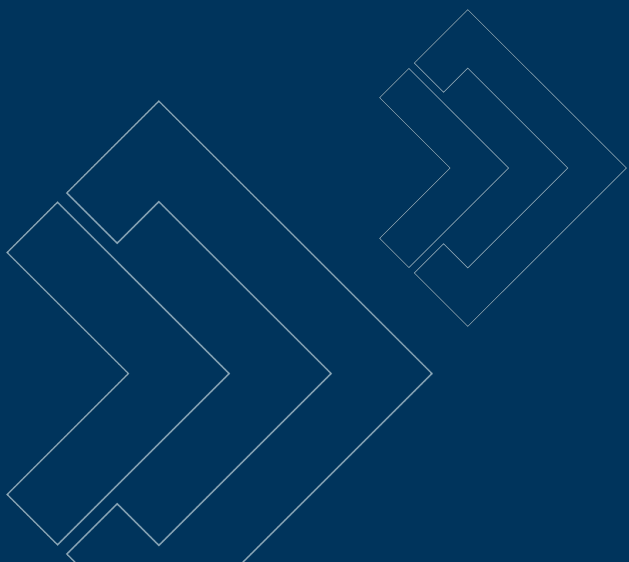


Messaging themes: State-by-state response

State-by-State Messaging CTRs



Idaho





Idaho: Four Things to Know

1. **Idahoans had a 0.92% CTR on Meta**, comparable to Oregon and Washington's Meta CTRs
2. **Display ads were useful for inexpensive site traffic in Idaho**, though they drove lower marketing conversions—click efficiency stayed consistent from 2025 to 2026
3. In terms of messaging, **Idahoans were most interested in waste reduction and affordability**; technology generated initial interest but fewer conversions
4. While urban Idaho had generally produced stronger click engagement than rural Idaho in prior campaigns, that **difference was much smaller in 2026**

Most effective conversion messaging in Idaho:
1. Waste Reduction 2. Affordability 3. Owner Satisfaction

Montana





Montana: Four Things to Know

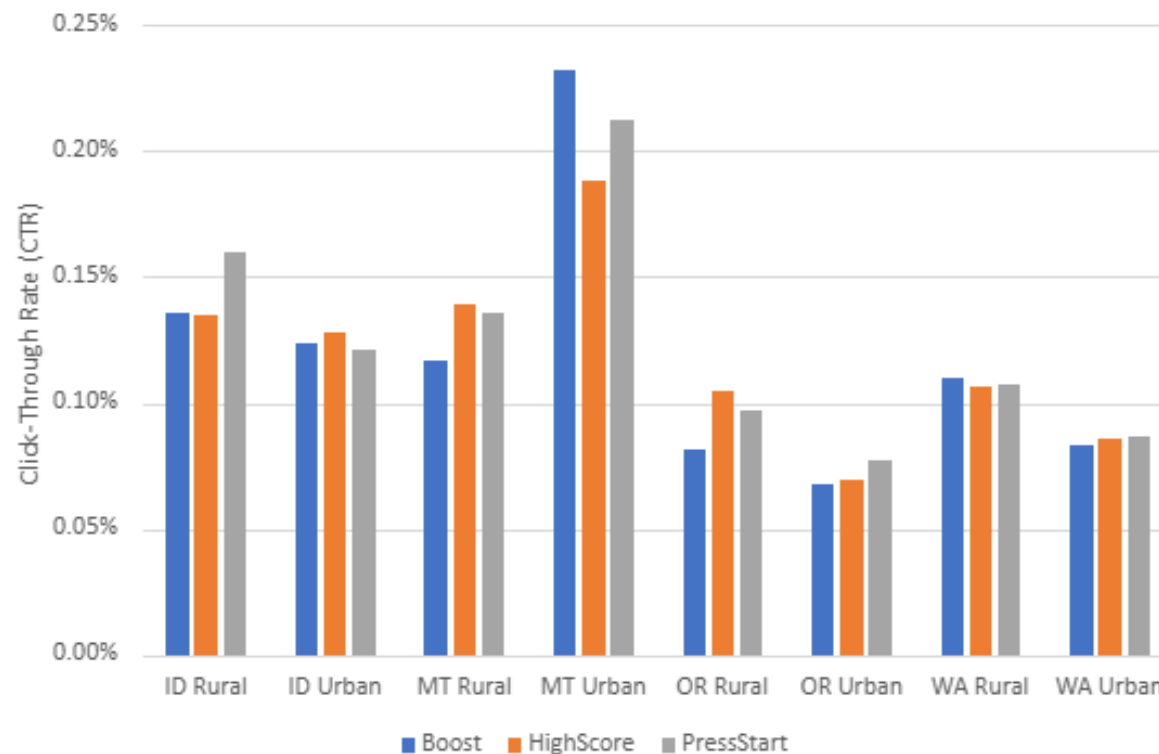
- 1. Montana consumers continued to click on display ads at nearly the 2025 rate**, even after broader targeting was introduced
- Urban Montanans responded (incredibly!) well to display ads—their **CTR was more than double the aggregate CTR** of all other Northwest states
- 3. Rural Montana accounted for most of the state's tracked actions** in 2026, showing rural audiences were actively engaging beyond initial awareness
- When it came to marketing conversions, **Montana preferred practical benefit messaging** over environmental framing

Most effective conversion messaging in Montana:
1. Affordability 2. Waste Reduction 3. Owner Satisfaction



Montana: Four Things to Know cont'd.

Re: “Urban Montanans responded (incredibly!) well to display ads—their **CTR was more than double the aggregate CTR** of all other Northwest states”



Most effective conversion messaging in Montana:
1. Affordability 2. Waste Reduction 3. Owner Satisfaction

Oregon





Oregon: Four Things to Know

1. **Technology does well in Oregon** to drive the initial click, indicating interest in the innovation behind HPWHs
2. **Oregon urban consumers are ready to learn more**, based on their strong engagement as a segment
3. Oregon consumers clicked on a **broad set of messages across multiple themes**—affordability, owner satisfaction, and technology messages all performed well
4. *Unrelated to the campaign but interesting:* Oregon offers a **Water Heater Specialty Installer license** that has helped move HPWHs beyond the traditional plumbing trade and into the HVAC world

Most effective conversion messaging in Oregon:
1. Affordability 2. Owner Satisfaction 3. Technology

Washington





Washington: Four Things to Know

- 1. Washington consumers remain the most likely to click on campaign ads**—while ad engagement is similar across the three states, Washington maintained the highest click-to-conversion rate at 0.74%
- 2. Display is a clear reach tactic** in Washington, and not an action tactic
- 3. Urban audiences were especially eager to engage**, and more focused on affordability than rural audiences, based on click engagement
- 4. In terms of messaging, Washingtonians exhibited exceptionally strong click-to-conversion responses to “Customer-Approved? Game On” and “Efficiency Mode: Activated”**

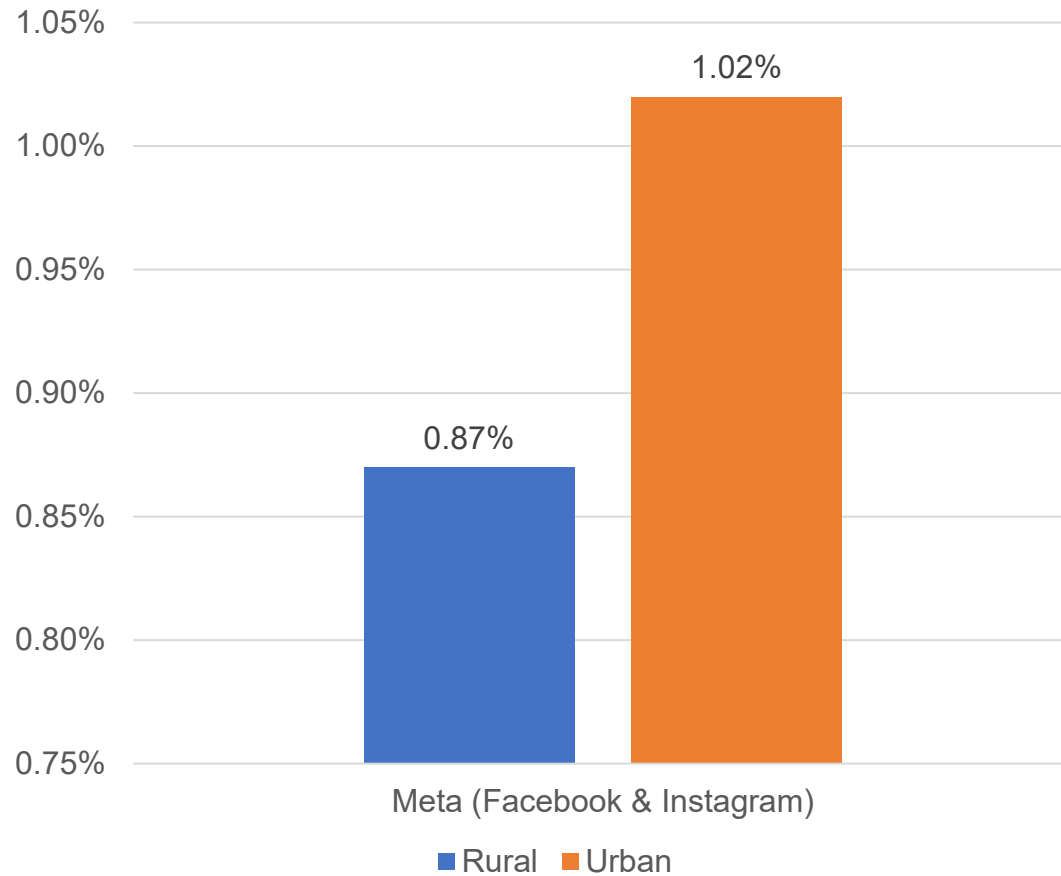
Most effective conversion messaging in Washington:
1. Owner Satisfaction 2. Efficiency 3. Affordability

Takeaway #3:
***Urban consumers remain
more likely to click on the
ads - though rural
consumers are more likely to
take the next step***

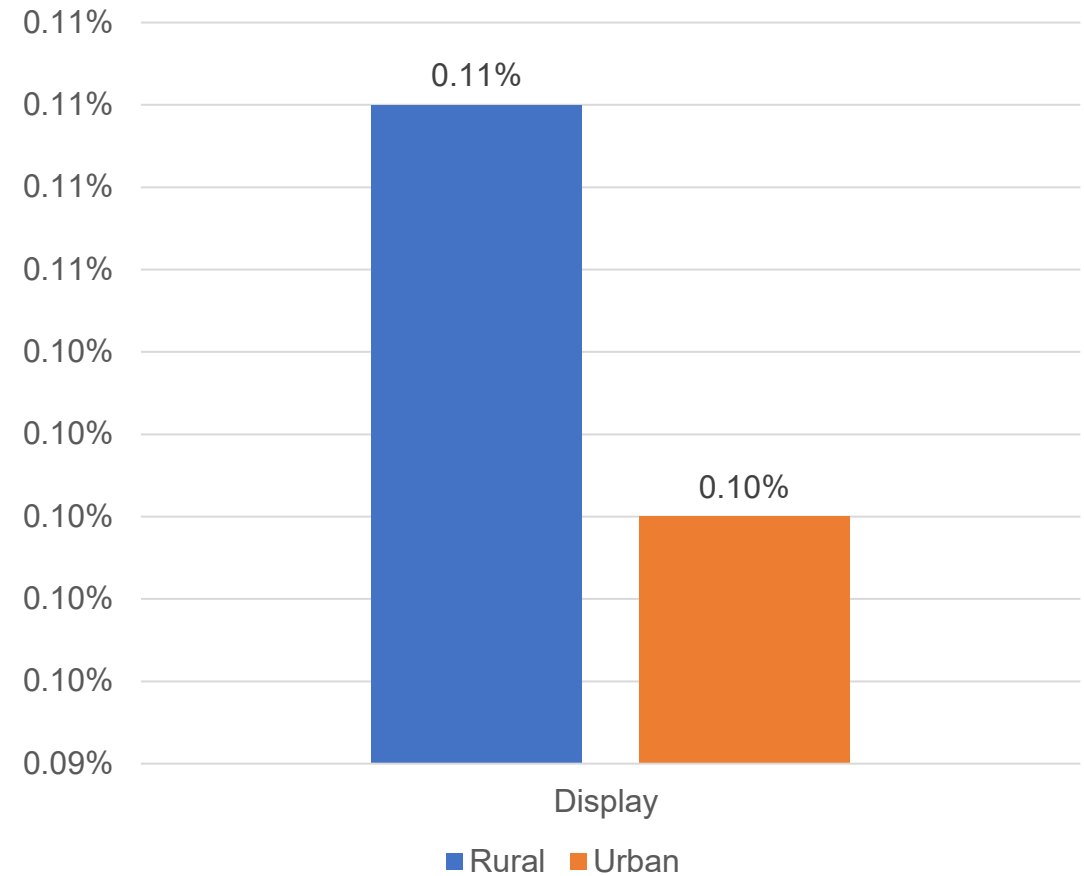


Media channels: Rural/Urban response

CTR: Meta

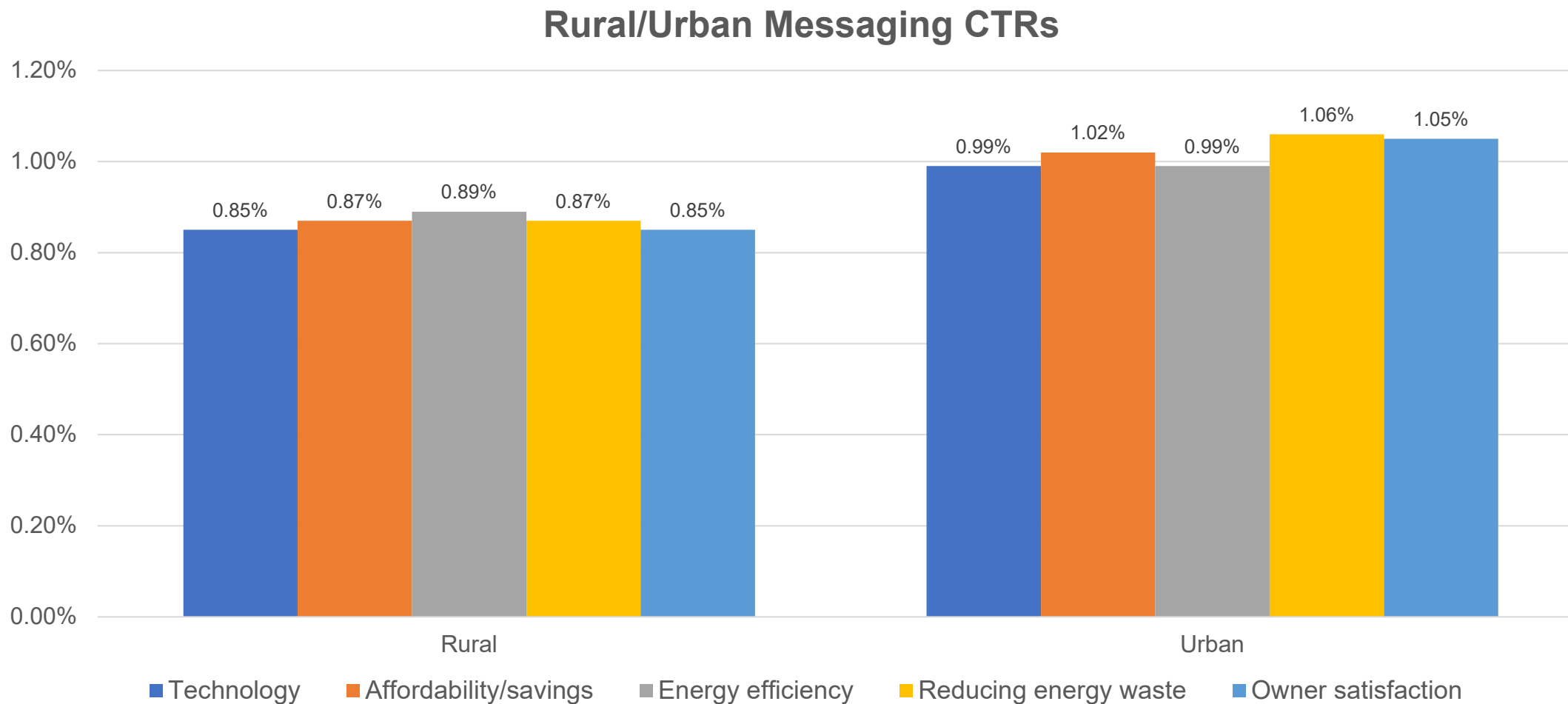


CTR: Display





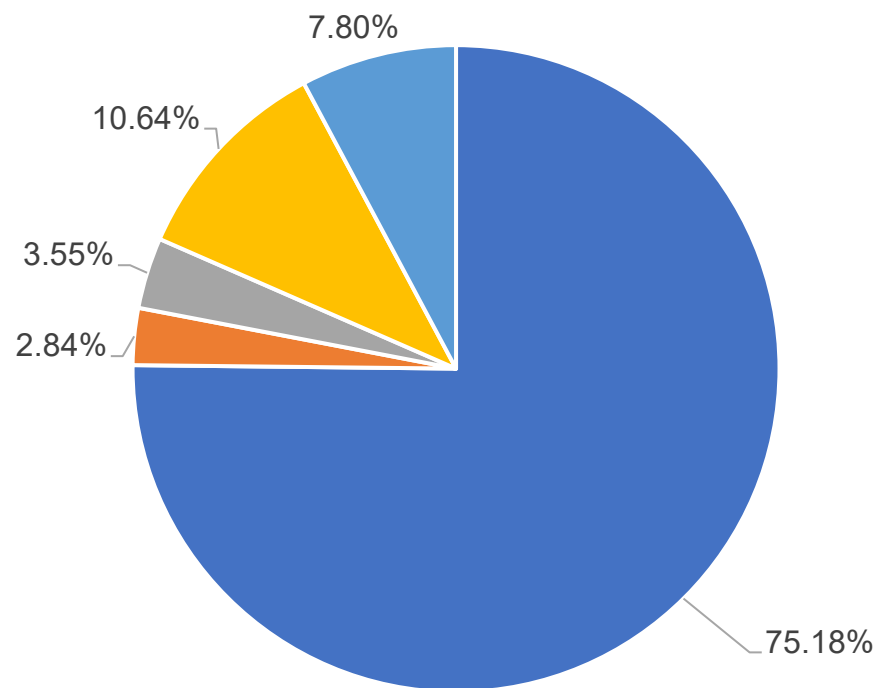
Messaging themes: Rural/Urban response





Marketing conversion: Rural/Urban

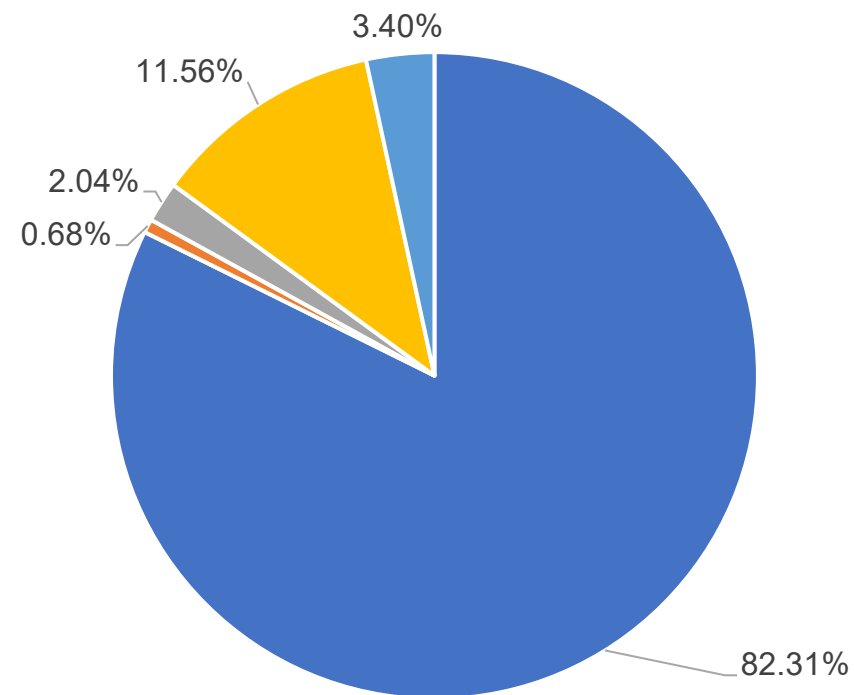
Rural Marketing Conversions



- Find Rebates
- Find Installer
- Find a Retailer
- Buy & Install
- DIY Guide

Rural: 0.65% clicks-to-conversions rate

Urban Marketing Conversions



- Find Rebates
- Find Installer
- Find a Retailer
- Buy & Install
- DIY Guide

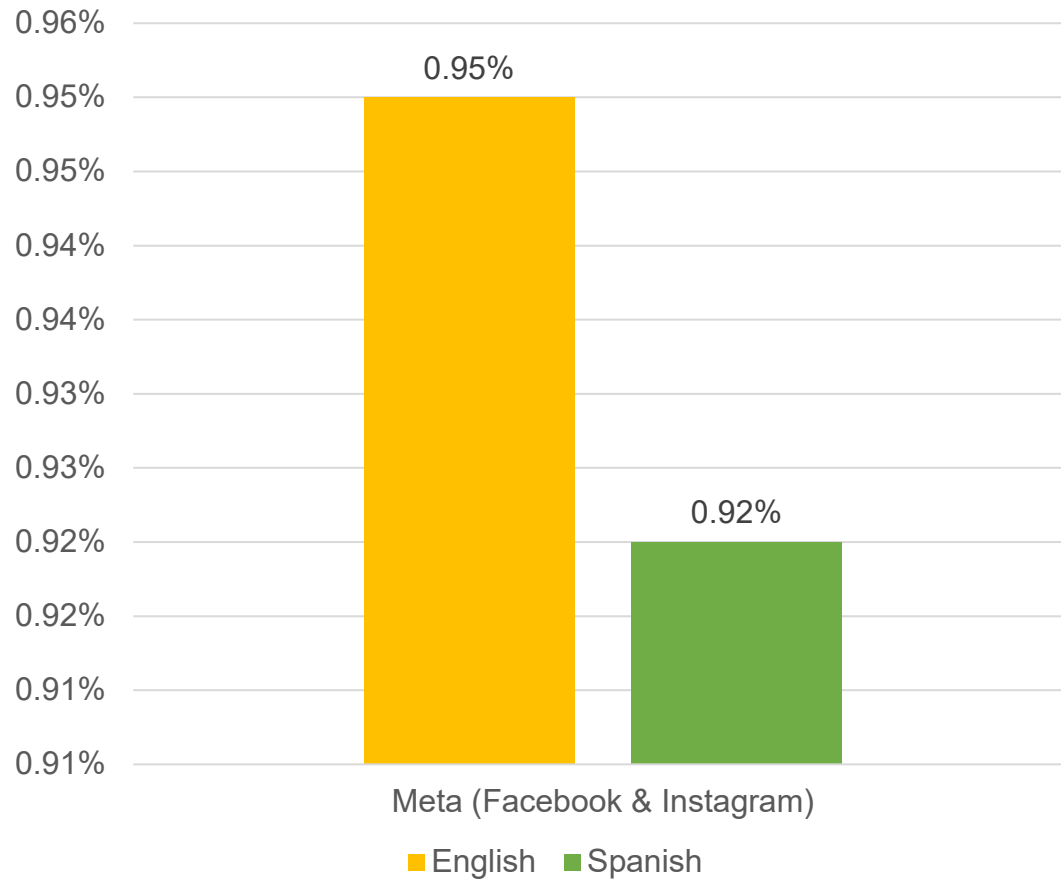
Urban: 0.59% clicks-to-conversions rate

Takeaway #4:
English and Spanish
consumers continue to be
motivated by differing
messages.

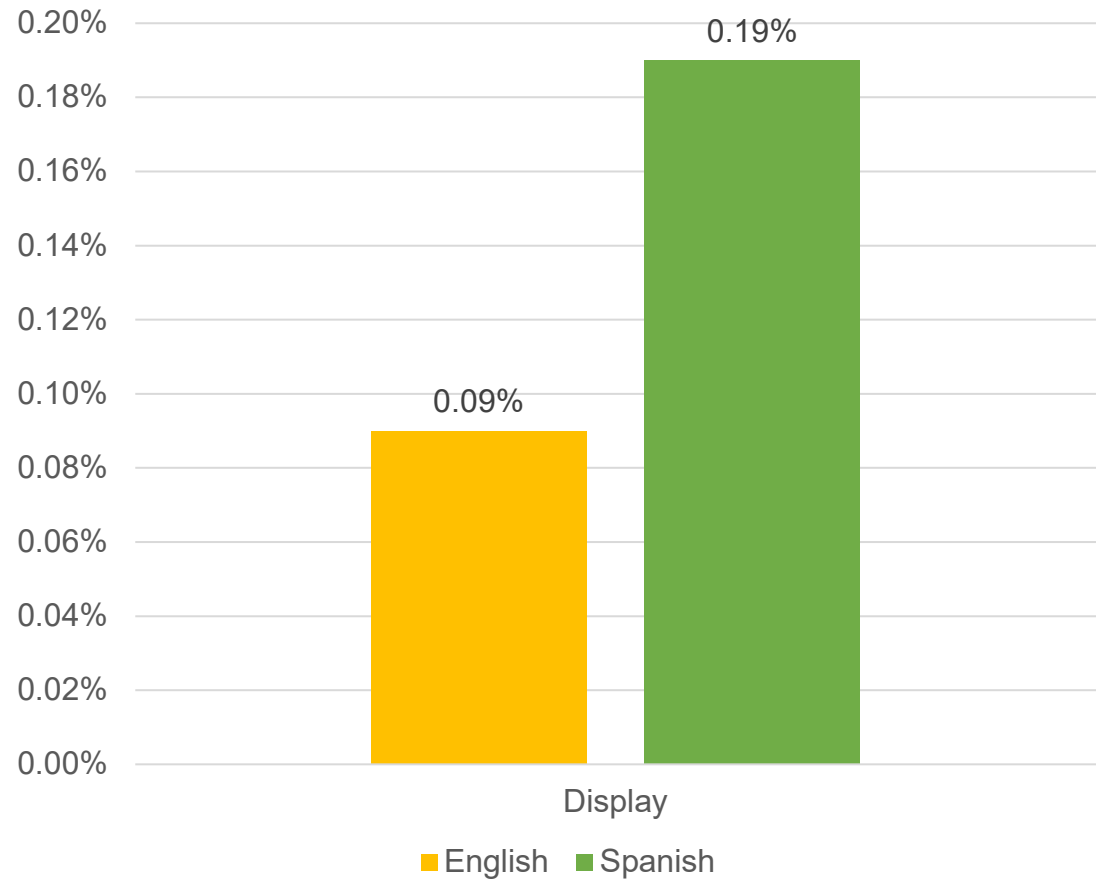


Media channels: English/Spanish response

CTR: Meta

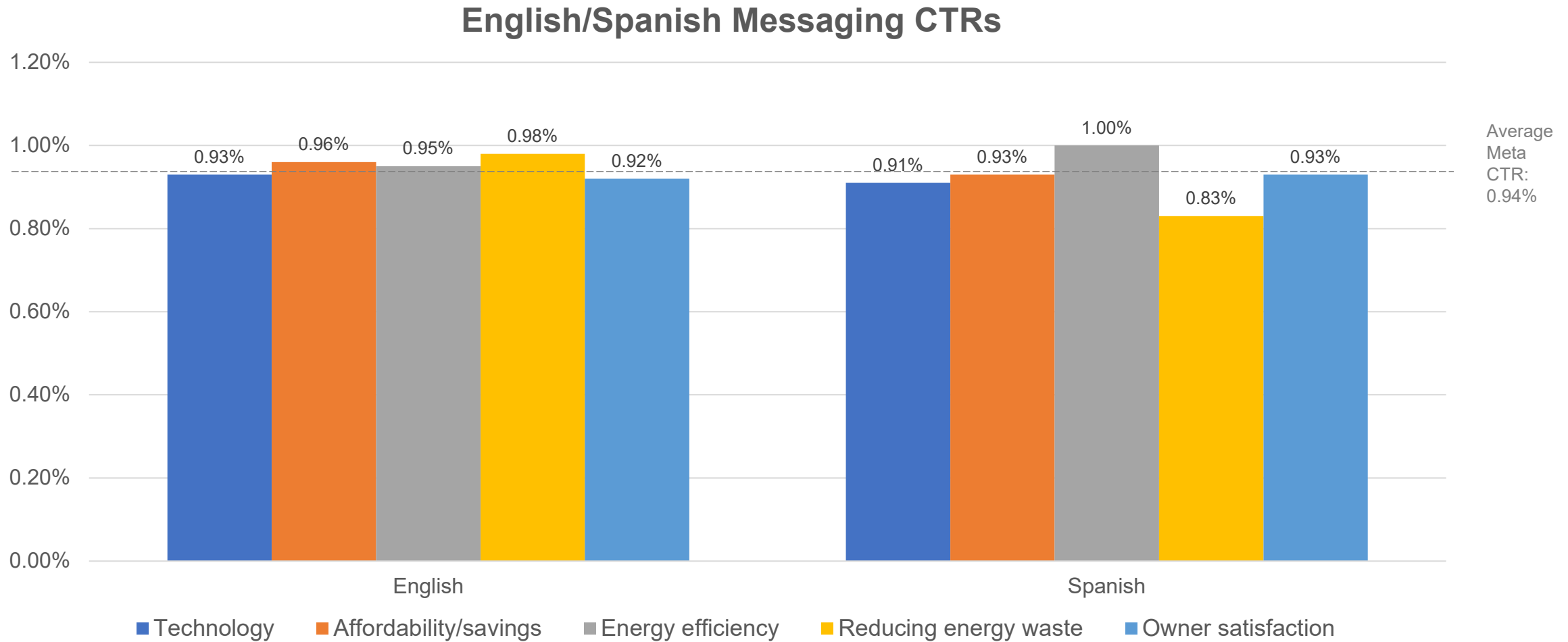


CTR: Display





Messaging themes: English/Spanish response



Recap + Looking Ahead to 2027

Campaign takeaways

- Northwest consumers are still interested in learning about HPWHs
- Residents of each state engage differently, depending on the channel and messaging
- It's easier to get urban consumers to make the initial click, but rural is more likely to take it to the next level
- English and Spanish consumers are moved by different messaging themes





HPWH Marketing in 2027

- Could do more where we see opportunities to increase demand
 - Marketing plans to propose a new proactive replacement consumer campaign
 - More details to come re: creative direction, media spend, targeting
- Let us know how we can support *your* 2027 HPWH marketing efforts



Thank You!



Britt Cutsforth Dawkins

Manager, Marketing Strategy

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The slide features a decorative background on the left side. It includes a large photograph of a city skyline at sunset, with buildings and trees silhouetted against a warm, orange and yellow sky. This photo is framed by several overlapping geometric shapes: a green triangle at the top left, a light blue triangle at the top right, and a dark blue triangle at the bottom left. The dark blue triangle contains several white, nested, right-angled chevron shapes pointing towards the top right.

Action Items / Recap / Final Qs?

- RPAC Members:
 - XX
- NEEA staff:
 - Revisit dual-fuel tech topic w/ RPAC (TBD)

Meeting Wrap-Up & Feedback

- ❖ One thing you learned / appreciated?
- ❖ Opportunities for improvement?
- ❖ Would you like us to follow up with you on anything?





Public Comments?

Thank You!

That's a wrap, RPAC! Until we meet again...

➤ **Q4 2026: Monday, Nov 1 | Virtual**



NW Natural

