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March 7, 2017

MEMORANDUM

TO: Council M-embers

FROM: Charlie Grist

SUBJECT: Update on NEEA Accomplishments and Plans

Presenter: Jeff Harris, Chief Transformation Officer, NEEA

Summary: The Northwest Energy Efficiency Alliance (NEEA) was created in 1996 to drive market adoption of energy-efficiency products, services and practices for the benefit of utilities and consumers and the region. NEEA is a vehicle for regional utilities and Bonneville to band together to produce results that would be difficult to accomplish without the collective voice of 140 utilities and 13 million customers. The scope of NEEA's work includes scanning for emerging technologies, assessing opportunities for market leverage, conduction research and product testing and operating a limited set of savings initiatives.

Jeff Harris will summarize NEEA's recent accomplishments. Mr. Harris will also brief the Council on the development of NEEA's strategic plan for the 2020-2014 funding cycle.

Relevance: Since its creation in 1996, NEEA has delivered over 1,409 aMW of cost-effective energy efficiency through market transformation. About one quarter of utility and Bonneville savings reported over the 2010-2015 cycle were delivered through NEEA initiatives. The cost of savings from NEEA programs has been very low – about 2.8 cents per kWh.

Workplan: A.1.1 Coordinate with regional entities (e.g. NEEA, BPA, utilities, regulators) to ensure the regional goal for cost-effective conservation is achieved.

Background: The creation of the Northwest Energy Efficiency Alliance (NEEA) was the outcome of the 1996 Comprehensive Review of the Power system facilitated by the Council. The region's utilities, Bonneville and stakeholders decided to band together collectively to drive market adoption of energy efficiency products, services and practices for the benefit of utilities and consumers and the region.

More Info:

03/13/2017



NEEA Update: 2016 Accomplishments, Looking forward

Jeff Harris
Chief Transformation Officer



The Alliance



NW Natural®

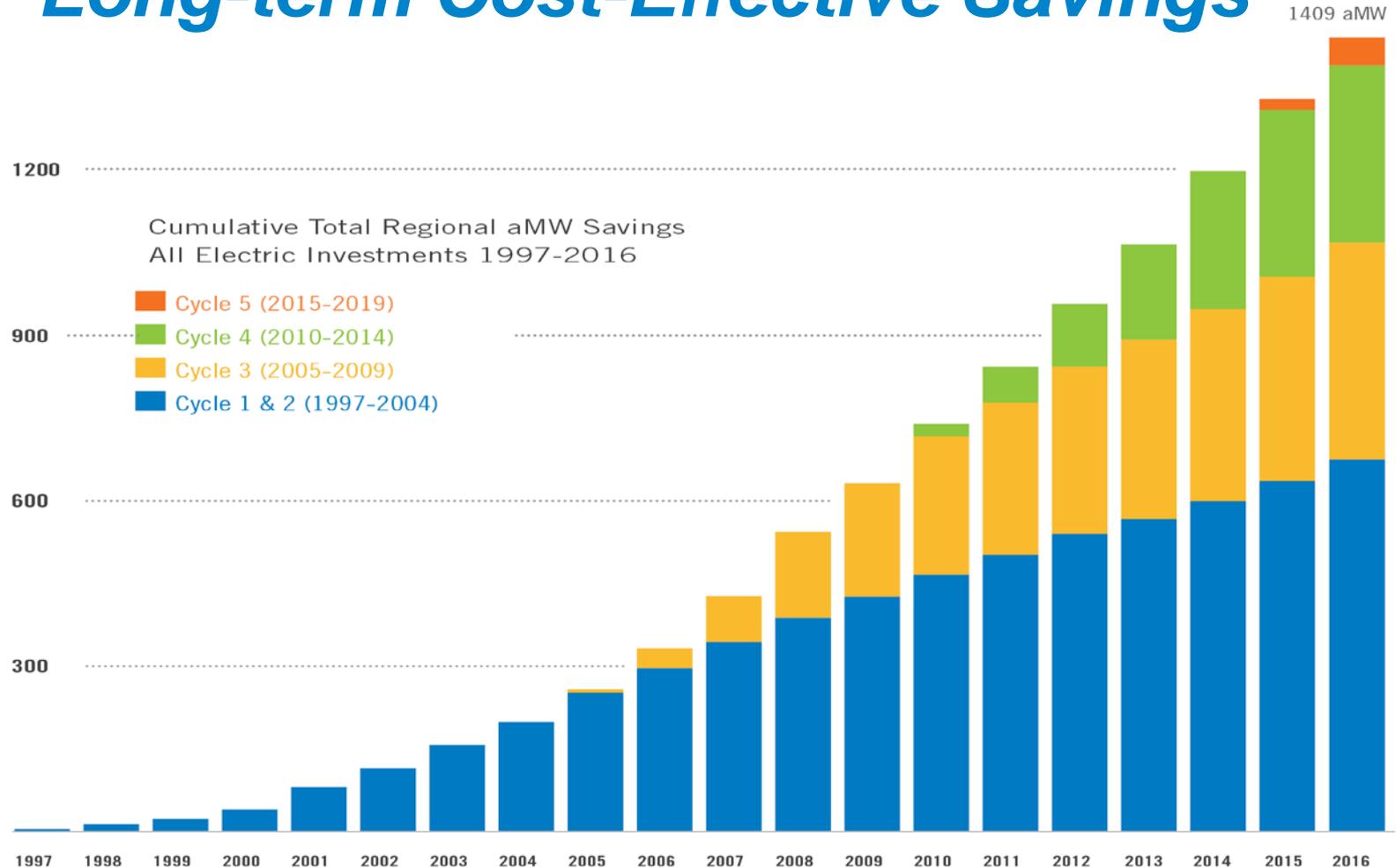
PACIFIC POWER



Seattle City Light

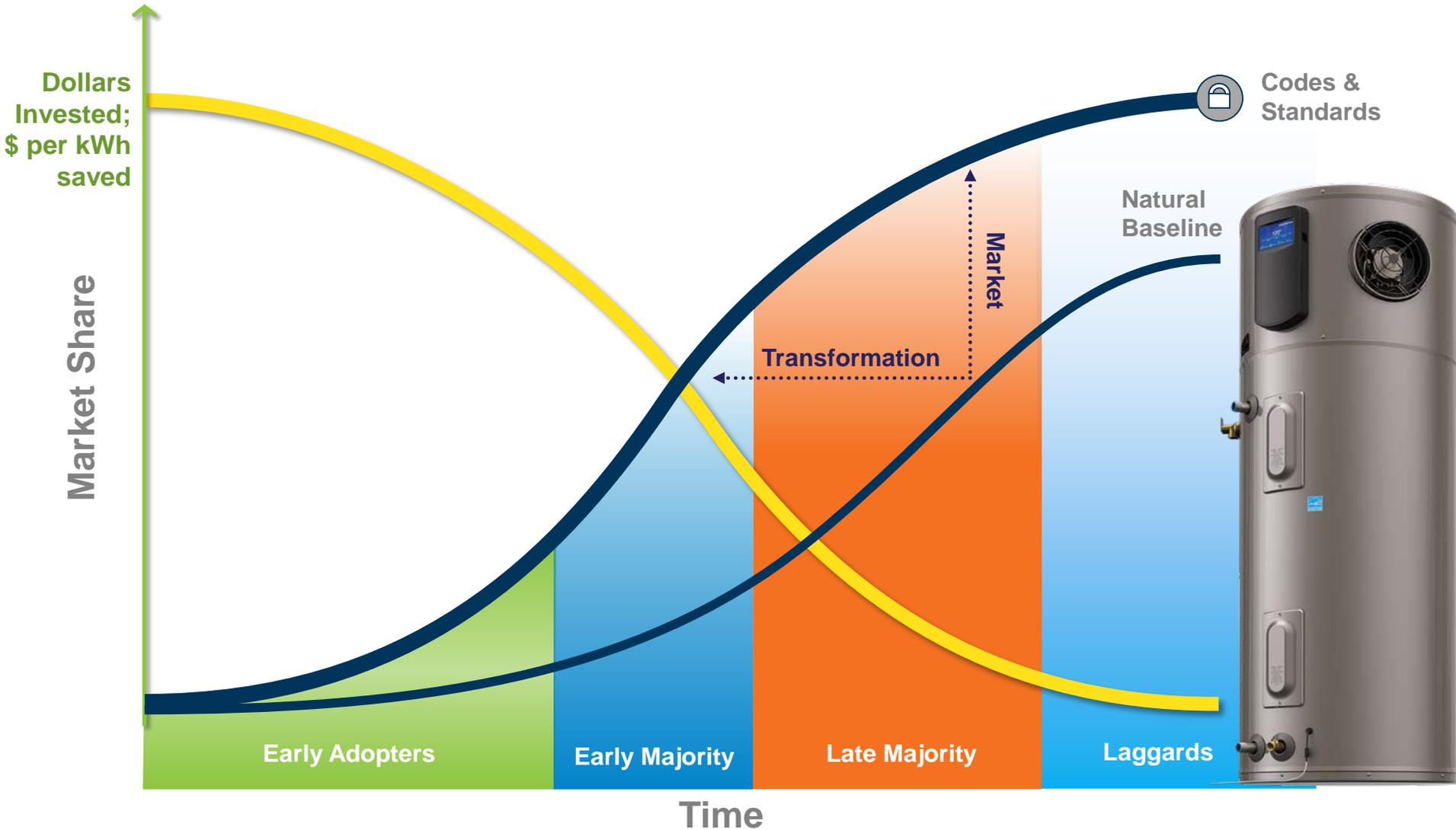


Market Transformation Delivers Long-term Cost-Effective Savings



How do we do it?

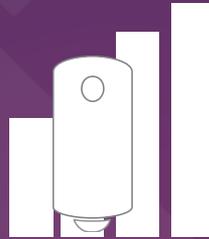
Market Transformation



What Does NEEA Do to Transform Markets?



**Emerging
Technologies**



**Market
Development**



**Codes &
Standards**



**Regional
Convener**



**Tools, Training
& Resources**



**Research &
Evaluation**

2016 Activities and Results

7th Plan Action Items:

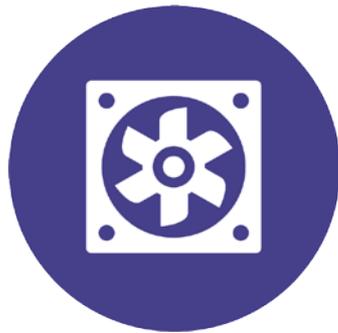
Included in NEEA's 2015-2019 Business Plan

- REG-10 Regional Market Strategies coordination
- MCS-4 Regional work plan for ET
- REG-7 Stock Assessments
- MCS-7 Monitor and track Code Compliance
- REG-8 Codes and load forecasting for Goals

Not included (contingent on additional interest/resources)

- MCS-6 Best practice guides for new industries
- REG-1 End-use Load Shapes
- RES-5 Support Regional MT for Demand Response
- ANLYS-9 Research on EE in water and wastewater

Filling the Pipeline

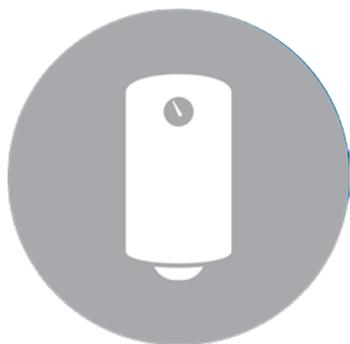


**Tested,
validated
12 opportunities**

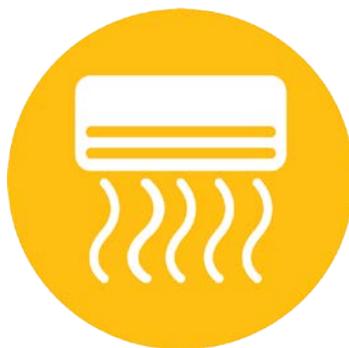


**Advanced
3 new
programs**

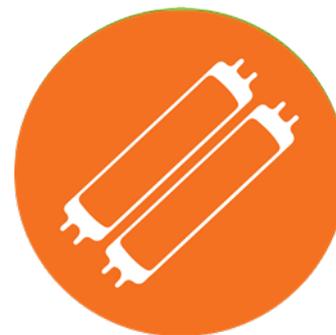
Market Development



96% of Heat pump water heater market covered



Ductless Heat Pump sales up 14% over 2015



Low Watt lamps gaining market share

Codes and Standards



Building market capacity for more efficient codes and standards

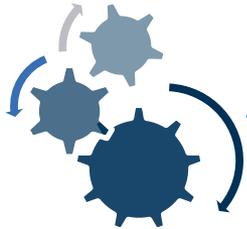


Influencing IECC and state energy codes



Improving code implementation across the region

Regional Convener



Regional Market Strategies for
Commercial and Industrial Lighting;
Consumer Products



Emerging Tech Collaboration – RETAC
2.0



Northwest Energy Efficiency
Leadership Forum 2016

Regional Market research



Residential and Commercial Stock Assessments underway

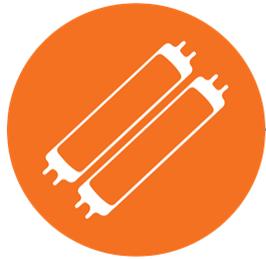


Market Research on consumer products: Dryers, HPWHs



Data support for the Regional Technical Forum: New Homes, Pumping Systems, and Smart Lighting

Tools, Training, and Resources



“NXT Level”: Training for Lighting Trade Allies



SEM Online – Web-tool for small to medium industrial and commercial



On-line marketing tools for Ductless Heat pumps and HPWHs

7th Plan: How are we doing?

Included in NEEA's 2015-2019 Business Plan

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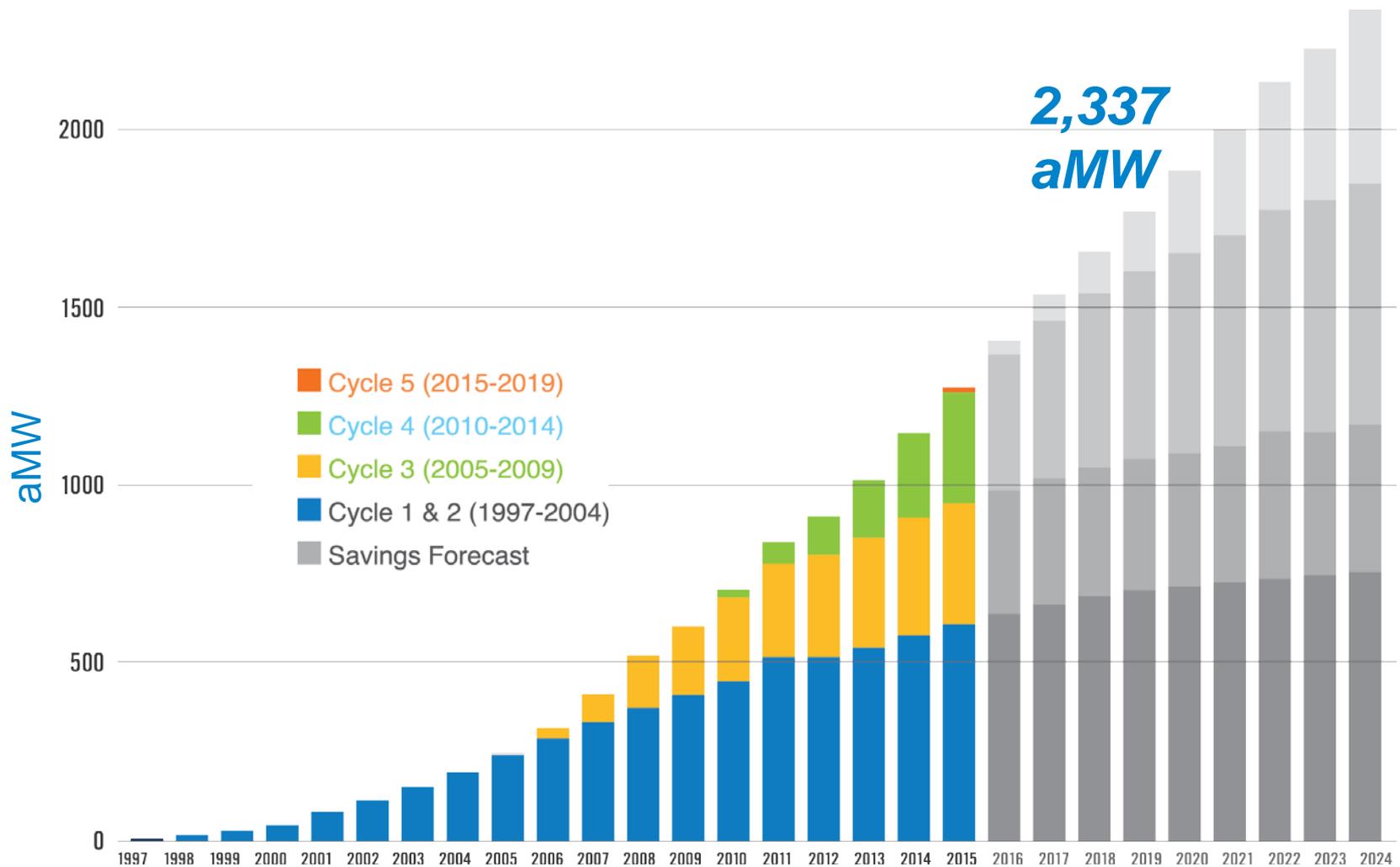
Indicates progress being made

2017 Looking Ahead

Strategic Planning

- Preparation under way for 2020-2025
- Initial outreach to funders, PUCs, energy offices, utility groups
- Draft strategic plan for Council comment in fall 2017
- Updates on Conduit

Looking Forward



2,337
aMW



TOGETHER *We Are Transforming the Northwest*



What's Coming in 2017?

