



Exhibit 5, Supplement 1
NEEA Planned Activities Report



2024–2025 Planned Activities Report: Prepared for Puget Sound Energy

OVERVIEW

NOTE: NEEA is currently drafting its 2024 Operations Plan and finalizing its Cycle 7 (2025-2029) Business Plan. NEEA staff will present final draft of both plans to the NEEA Board of Directors for approval on December 5, 2023. If NEEA's 2024–2025 planned activities change significantly, NEEA will update this report accordingly.

The Northwest Energy Efficiency Alliance (NEEA or the alliance) is an alliance of more than 140 Northwest utilities and energy efficiency organizations working on behalf of Northwest energy consumers. The alliance aggregates and leverages the power of the region to identify and vet emerging technologies, and then creates the market conditions necessary for them to take hold. The alliance also helps the region capture energy savings by influencing progressively efficient codes and standards. Puget Sound Energy has been a member of the alliance since 1997.

NEEA is funded in five-year business cycles, with the current cycle ending in 2024. This report summarizes the last year of the current business cycle (Cycle 6) and the first year of the next business cycle (2024-2025). Looking ahead to the next business cycle, NEEA will continue to focus its Market Transformation efforts in six cross-sector product groups: **building envelope, consumer products, HVAC, lighting, motor-driven products and water heating**. All Market Transformation programs in both the electric and natural gas portfolio will be carried forward, as will high-value regional activities such as codes and standards outside of programs, the regional building stock assessments and the Efficiency Exchange conference.

EMERGING TECHNOLOGY

NEEA builds and maintains a regional pipeline of emerging or expanding energy-efficient products and manages those opportunities through its Initiative Lifecycle process. Emerging Technology activities include: 1) scanning for new technologies that help manage portfolio risk and support Business Plan goals; 2) developing those technologies into products or measures that meet the region's goals; and 3) tracking regional emerging technology activities and gaps in coordination with the Regional Emerging Technology Advisory Committee (RETAC)¹.

Using NEEA's scanning process, NEEA staff has identified a broad list of promising emerging technologies, services or practices that the alliance will investigate in 2024-2025. More information is provided in NEEA's Emerging Technology Quarterly Newsletter, which can be found on neea.org:

¹ RETAC advises NEEA's Executive Director on the alliance's work toward achieving strategic pipeline goals and helps track and coordinate the progression of energy efficiency technologies to improve technology readiness and market adoption in the Northwest.

- **Building Envelope Product Group:** Building envelope technologies that the alliance is investigating include window attachments, non-glass secondary windows, high performance windows, and envelope retrofit methods. Key activities will focus on manufacturer engagement, and market monitoring of high-performance windows and secondary windows. Additional efforts will focus on working with market partners on innovative envelope retrofit technologies for commercial and residential applications.
- **Consumer Products Product Group:** In the consumer products market, the alliance is investigating several emerging technologies including thermo-electric heat pump dishwashers, induction cooktops, and clothes dryer innovations such as UV and ultrasonic technologies. Key activities will include leveraging recent Television test standard development efforts to apply to computer monitors and commercial displays, the conclusion of the second regional field laundry study, and continued testing of laundry technologies including all-in-one washer-dryers with integrated heat pumps, and commercial laundry equipment.
- **HVAC Product Group:** The alliance is continuing to investigate several emerging HVAC technologies, such as high efficiency dedicated outdoor air systems (HE-DOAS), heat pumps, HVAC controls, and efficient rooftop units. Key activities will include demonstrating the use and energy-savings potential of HE-DOAS, which use a high-efficiency natural gas system such as a condensing boiler or natural gas heat pump and is an expansion of the alliance's work on Very High Efficiency Dedicated Outdoor Air Systems (VHE-DOAS). Additionally, field research will seek to quantify the efficiency gains by retrofitting existing rooftop units with an Energy Recovery Ventilator (ERV) or Heat Recovery Ventilator (HRV). Research will also continue on micro heat pumps, testing units that are capable of operating below freezing, and broadening access to heat pumps by researching reduced-cost installation strategies.
- **Lighting Product Group:** The alliance will continue to explore opportunities to expand Luminaire Level Lighting Controls (LLLC) with integrated HVAC controls, and LLLC with exterior lighting and its ability to support load shedding strategies. Additionally, Energy Management Systems with Artificial Intelligence will be explored to quantify the energy savings potential of continuous building optimization.
- **Motor-Driven Products Product Group:** The alliance will continue to investigate emerging motor-driven technologies, including pumps, power drive systems and fans. Planned activities will focus on establishing relationships with key market partners for fans and variable speed drives (VSD) and understanding the opportunity for VSD retrofits in multifamily and commercial applications. These efforts will include continued sponsorship with the Air Movement and Control Association, continued research of the Fans Energy Index label, refinement of the Fans program needs, and ad hoc research around VSDs and innovative motor technologies.
- **Water Heating Product Group:** The alliance will continue to investigate several emerging technologies in the Water Heating Product Group with a focus on electric and natural gas products in residential, commercial, multi-family, and industrial applications. Key activities will focus on central heat pump water heaters in multifamily and commercial applications, split-system heat pump water heaters, which separate the heat pump from the water tank, offering an alternative installation solution, and gas heat pump water heaters. The alliance will work to develop performance specifications and begin lab and field testing of both central gas and electric products to demonstrate the performance and adaptability of heat pump-based space and domestic water

heating systems in existing homes and small commercial applications.

PORTFOLIO EXECUTION (ELECTRIC)

In 2024–2025, NEEA staff will continue managing the portfolio of Market Transformation programs in six cross-sector Product Groups: **Building Envelope, Consumer Products, HVAC, Lighting, Motor-Driven Systems, and Water Heating**. This approach allows the alliance to leverage shared relationships and market channels among programs, which delivers efficiencies for NEEA and its supply-chain partners. In addition to the six Product Groups, NEEA staff will continue managing two infrastructure programs that provide cross-program support and services that build market capability, awareness and demand for the programs’ energy-efficient products, services and practices.

Building Envelope Product Group

The Building Envelope Product Group works with the supply chain that manufactures, distributes and sells the physical separators between the interior and exterior of a building, as well as the end consumers who purchase them. These physical separators include walls, fenestration and roofs. There is currently one program in the Building Envelope Product Group: High-Performance Windows.

- **High-Performance Windows:** This dual-fuel program aims to accelerate the adoption of residential windows that achieve the new ENERGY STAR® Version 7 specification across a variety of criteria, including the window’s insulative quality and ability to reduce air leakage and condensation. The program is in Program Development and continues to leverage the national interest and momentum for high-performance windows, including the U.S. DOE support for the national Partnership for Advanced Windows (PAWS) collaborative. There are challenges to address regarding energy savings and cost data, as well as market data to support tracking and reporting of market progress. As such, program activities in 2024 will focus on:
 - Further assessing data, understanding data gaps and availability, and monitoring work with the Regional Technical Forum and others that would inform unit energy savings updates for single-family weatherization measures.
 - Evaluating NEEA’s influence to-date on the market and ENERGY STAR Residential Windows version 7 specification.
 - Continuing engaging manufacturers and major window suppliers to acquire sales data and learn about their go-to market strategies for high performance windows.
 - Continuing a Volume Builder Project with a national, production builder.

Consumer Products Product Group

The Consumer Products Product Group works with the entire supply chain that delivers consumer goods and services in high volume. This includes manufacturers, distributors, physical and online retailers, contractors, installers and end consumers. The Retail Product Portfolio is currently the sole program in the Consumer Products Product Group.

- **Retail Product Portfolio (RPP):** This midstream retail program coordinates closely with the U.S. EPA’s ENERGY STAR Retail Products Platform (ESRPP), utility organizations and large retailers around the country to offer incentives for a portfolio of consumer products. In exchange for these incentives, participating retailers provide full-category sales data for each product in the portfolio that NEEA and partners use to support stricter ENERGY STAR specifications and federal standards. The RPP’s midstream incentives are intended to: 1) influence retail buying and stocking decisions to give consumers a wider variety of efficient choices; and 2) drive market share to help the program further influence manufacturer product offerings and product standards and specifications.

In 2024–2025, key program activities will include:

- Continuing federal rulemaking activities for washers, dryers, refrigerators, room conditioners, and dishwashers and evaluating new products for inclusion in the portfolio, including room heat pumps induction cooktops, monitor/displays and combo heat pump washer/dryers.
- Leveraging findings from 2023 field laundry study to support important rulemaking activities.
- Continuing to provide data and technical expertise to build industry support for ENERGY STAR Televisions version 9.0.
- Supporting ESRPP by identifying and targeting scale-growth opportunities, and retaining and recruiting program sponsors, particularly those associated with the CalMTA launch in California.
- Incorporating developments in product connectivity and the Environmental, Social and Governance (ESG) goals set by retailers and manufacturers into program decision-making.

HVAC Product Group

The HVAC Product Group works with the supply chain that manufactures, distributes, specifies, designs and installs commercial and residential HVAC products, as well as the end consumers who purchase them. There are three programs currently in the HVAC Product Group: Efficient Rooftop Units (see Natural Gas section below), High-Performance HVAC and Advanced Heat Pumps.

- **High-Performance HVAC:** This program works to transform the commercial HVAC market in the Northwest by accelerating the adoption of high efficiency HVAC systems and components, resulting in substantial energy and non-energy benefits throughout the region. The High-Performance HVAC program is focused on accelerating commercial-sector adoption of the very high efficiency dedicated outside air systems (very high efficiency DOAS) approach. Very high efficiency DOAS enables substantially higher energy savings above conventional DOAS configurations by pairing a very high efficiency heat recovery ventilator/energy recovery ventilator (HRV/ ERV) with a high efficiency heating and cooling system, along with additional key design principles.

In 2024–2025, key program activities will include:

- Educating and motivating manufacturers and distributors to become early adopters of this approach.
- Raising supply-chain and end-user awareness of the system approach and its significant cost

savings and non-energy benefits.

- Increasing availability of qualifying HRV/ERV.
- Providing market data and evidence to influence the advancement of future local, state and federal codes.
- **Advanced Heat Pumps:** This program aims to identify and drive adoption of product features, capabilities and ratings that will deliver higher efficiency in all residential two-stage and variable speed heat pumps installed in the Northwest.

In 2024–2025, key program activities will include:

- Improving market awareness and ability to identify and differentiate products that offer low-load efficiency, cold-climate capability and connected commissioning, each of which has a substantial impact on installed system efficiency.
- Building support among manufacturers and efficiency program partners for incorporating improvements into specifications and standards.
- Leveraging existing manufacturer, distributor and program training and marketing to drive contractor and consumer awareness and adoption.

Additional key 2024–2025 activities in the HVAC Product Group will include:

- Developing and implementing an HVAC Codes and Standards strategy to prioritize and plan for opportunities within and adjacent to the HVAC Product Group.
- Continuing to develop relationships and strategies to collect the HVAC sales data required to build a representative model of both commercial and residential markets across the region.
- Convening a Cost-Effectiveness Advisory Committee working group to establish a mechanism for dual-fuel valuation in partnership with regional stakeholders.
- Continuing to leverage HVAC sales data to share targeted, relevant insights with program stakeholders and market partners.
- Amplifying regional influence and benefitting from the investments of others by serving as a regional conduit to national activity, including through U.S. DOE’s National Field Validation Partnership, Advanced Heat Pump Coalition, and the North American Gas Heat Pump Collaborative.

Lighting Product Group

The Lighting Product Group works with the supply chain that manufactures, distributes, specifies, designs and installs lighting products, as well as the end consumers who purchase them. Specific lighting products include lamps, ballasts, controls and fixtures. Luminaire Level Lighting Controls is currently the sole program in the Lighting Product Group.

- **Luminaire Level Lighting Controls (LLLC):** This commercial program works to increase market engagement and adoption of LLLC, an advanced lighting control product that allows building owners and managers to tailor lighting systems to maximize energy use, optimize tenant comfort and integrate additional building energy-efficient systems for overall improved operational performance. To drive adoption of this product, the LLLC program uses extra-regional partnerships, leveraged training, awareness marketing with early adopters, enhanced supply-chain promotion and energy-code integration.

In 2024–2025, key program activities will include:

- Leveraging local sales channels, key lighting specifiers, and targeted professional associations to influence decision makers on the full value and relevance of LLLC.
- Continuing to support educational efforts to increase market acceptance of LLLC, in collaboration with alliance funder programs, established training programs such as NXT Level, and supply chain partners.
- Continuing to coordinate with national organizations, such as U.S. DOE, Illuminating Engineering Society (IES), and Design Lights Consortium (DLC) to strengthen their focus on LLLC.
- Exploring the feasibility of expanding the program to include exterior LLLC, particularly for outdoor parking lots.

Motor-Driven Systems Product Group

The Motor-Driven Systems Product Group works with the supply chain that manufactures, distributes, specifies, designs and installs a variety of motor-driven systems, as well as the decision-makers who influence the purchase of them. Specific motor-driven systems include pumps, fans, compressed air systems and high-performance motors. This Product Group includes two programs: Efficient Fans and Extended Motor Products – Pumps.

- **Efficient Fans:** This program focuses on non-embedded (i.e., standalone) motor-driven fan systems that are not packaged by the manufacturer as part of any equipment with additional operating functions, and may include a fan, motor and drive. The Efficient Fans program works to remove the barriers of fan selection in which energy efficiency is only one of several considerations of engineers and specifiers.

In 2024–2025, key program activities will include:

- Continuing development of the program in anticipation of program advancement in 2025, including by:
 - Expanding participating partners to include two more manufacturers to gather additional sales data and grow program impact.
 - Refining logic model and theory based on market characterization study findings.
- Establishing an Efficient Fans coalition, similar to the Motors coalition, to build national support and influence standards activities for fans and blowers.

- Funding a third-party review of the program’s baseline and savings forecast.
- **Extended Motor Products – Pumps (XMP):** This program works to guide the pumps and circulators market toward high efficiency systems by increasing the percentage of regional pump sales that are Smart Pumps and Smart Circulators (along with other highly efficient products) by reducing and removing market barriers.

In 2024–2025, key program activities will include:

- Continuing program partnership and engagement with distributors and manufacturer representatives to understand challenges and barriers to efficient pump and circulator adoption in the market.
- Conducting the program’s first Market Progress Evaluation Report.
- Pursuing an additional distributor partner to increase regional coverage for pumps and circulators.
- Exploring opportunities for further program expansion, including conducting research to inform the potential incorporation of larger pump sizes and the industrial and agricultural markets.
- Increasing co-investment in hands-on learning opportunities for Smart Pumps and Smart Circulators to improve benefit trialability and observability.

Water Heating Product Group

NEEA’s Water Heating Product Group works with the supply chain that manufactures, distributes (wholesale and retail), specifies, designs and installs electric and natural gas commercial and residential water heaters, as well as the end consumers who purchase them. There are two programs currently in the Water Heating Product Group: electric Heat Pump Water Heaters and Efficient Gas Water Heaters (see Natural Gas section below).

- **Heat Pump Water Heaters (HPWH):** This program aims to increase adoption of electric HPWHs for emergency and planned replacements in single-family homes and influence a federal standard that will require HPWHs for all electric storage tanks that are 45 gallons or larger. To get there, the program works to overcome key barriers to market adoption, including supply-chain resistance, product limitations, consumer unfamiliarity and lagging federal testing procedures and standards.

In 2024–2025, key program activities will include:

- Tracking and supporting the finalization of U.S. DOE’s federal efficiency standard for water heaters.
- Undertaking market-readiness activities to prepare the Northwest market for federal water-heating efficiency changes, including by:
 - Engaging the supply chain to increase product availability in the Northwest.
 - Supporting installers to increase acceptance and confidence in HPWH technology,

including by encouraging them to recommend HPWH as an emergency-replacement solution and increasing overall customer demand for HPWH.

- Influencing and supporting manufacturers to bring additional HPWH products to the market that will address unique and challenging installations.

In addition, the following 2024–2025 activities will encompass both electric and gas HPWH:

- Identifying product solutions for multifamily by providing design assistance, product-selection guidance, installation best practices, and metering/monitoring for HPWH multifamily pilot projects. Findings from these projects, including load-flex potential, will inform tools, resources and efficient solutions for new multifamily developments.
- Working with NEEA’s Planning and Market Research and Evaluation teams to create a new construction multifamily forecast that will assess the multifamily savings potential.
- Assessing additional Market Transformation opportunities for multifamily, commercial and industrial applications, including central system, in-unit unitary, split system and 120v.
- Optimizing HPWH installation and energy savings by providing technical guidance on drain-water recovery systems, recirculation pump and pipe insulation, and thermostatic mixing valves.
- Facilitating the integration of flexible load management capabilities in water-heating technologies for residential, commercial and industrial sectors.
- Leveraging national partnerships to drive manufacturers to develop solutions for challenging installations.
- Conducting a commercial water-heating market characterization report.
- Monitoring the sales of connectable water heaters in Oregon and Washington to assess the compliance rates of standards that require connectivity.

Enabling Infrastructure Programs

These programs develop and implement crosscutting enabling infrastructure that builds market capability, awareness and demand for energy-efficient products, services and practices, while also offering new customer engagement opportunities for funders. There are currently two Enabling Infrastructure programs: BetterBricks and the Integrated Design Labs.

- **BetterBricks:** BetterBricks is a centralized market engagement platform that enables alliance and funder programs to leverage NEEA’s extensive relationships, resources and market knowledge in the commercial building market in an efficient, coordinated and streamlined manner. The platform supports alliance programs that address energy-efficient technologies and practices in the commercial building sector by leveraging and cultivating market relationships, providing a treasury of tools and resources, and maintaining communication channels that deliver targeted communications. BetterBricks’ target audiences include building owners, property managers, building facilities staff, architects, designers, engineers and contractors.

In 2024–2025, key program activities will include:

- Continuing to strengthen the BetterBricks market position by nurturing relationships and maintaining high market awareness.
- Leveraging the regional attention on Building Performance Standards by identifying and packaging the best energy efficiency solutions, and then disseminating them throughout the market in a compelling, understandable and actionable manner.
- Working closely with NEEA’s Market Research and Evaluation team to understand modern market dynamics, including motivators and considerations behind decision-making, where and how decision-makers prefer to receive communications, the role of influencers in decision-making, key leverage points in the decision-making process, and other relevant intelligence. The program will use these insights to build awareness, grow reach, update messaging and value propositions, and rebuild the BetterBricks website to better reflect current market conditions.
- **Integrated Design Labs (IDLs):** The mission of the IDLs is to transform the design, construction and operations of commercial, institutional and residential buildings to advance energy-efficient, high-performance and healthy buildings in the Northwest. The IDLs exist at several regional universities including the University of Washington and Washington State University. They are a critical partner to alliance programs, accelerating Market Transformation through research, technical assistance and education that are used by NEEA programs and market partners. There are two types of NEEA funding for the IDLs: (1) Base funding, which funds lab operations, such as exploratory research, facility and equipment costs, and/or staff; and (2) Services funding, which provides funds for particular projects or work being requested of the labs. Services funding supports the alliance’s Emerging Technology and program work and is included in other Operations Plans and budgets.
- **Strategic Energy Management (SEM):** The SEM program is a specially funded project that aims to: 1) support Northwest program administrators with high-value SEM tools and resources to launch, grow and sustain regional SEM programs, 2) enable commercial and industrial customers to see value in SEM as a strategy for meeting sustainability and energy performance goals, 3) understand baseline SEM practices and identify targeted savings opportunities, and 4) build regional and national consensus on SEM as a best practice or de facto standard. NEEA is preparing for the retirement of this infrastructure funding by Q4 2024 at the conclusion of the Cycle 7 business cycle. In 2024, the program will continue to support tools and resources, convene the Northwest SEM Collaborative, deliver the annual workshop, execute plans to transition the program’s assets to new partners, and ensure a smooth transition for funders and the region. Because this program will not continue into the Cycle 7 (2025-2029), there are no activities planned for 2025.

PRIMARY BUSINESS PLAN STRATEGY: EFFECTIVE PORTFOLIO EXECUTION (NATURAL GAS)

In 2024-2025, NEEA will adaptively manage its natural gas portfolio, balancing efforts in three focus areas: gas heat pumps, dual-fuel and fuel-neutral technologies, and gas equipment. Priority for these opportunities will be determined by market conditions and technology development timelines. NEEA’s goals include ensuring current programs (Efficient Rooftop Units, High-Performance Windows) are meeting key goals and advancing at least

one new program into the portfolio (potentially commercial gas heat pumps for water heating, and residential dual-fuel HVAC). NEEA will also continue to support residential and commercial new construction as a part of the gas portfolio, and continue to explore additional emerging technologies, such as next generation commercial dryers, and high efficiency dedicated outdoor air systems (HE DOAS).

- **Efficient Rooftop Units (RTU):** This program aims to increase the efficiency of rooftop units through product differentiation and, ultimately, federal standards. Gas-fired packaged RTUs, are HVAC systems that contain all the components needed to provide conditioned air and ventilation in a single box. Commonly found in commercial applications, they are particularly prevalent in low-rise commercial buildings, and condition approximately 35% of gas-heated commercial floor area in the Northwest.

In 2024–2025, the program will continue its Market Development phase with the following key activities:

- Encouraging manufacturers to develop and promote efficient RTUs for the light commercial market.
- Increasing availability of qualifying units by building demand through utility adoption of the specification and working with manufacturers to expand options.
- Working with alliance stakeholders to increase utility programs that reference NEEA’s Efficient RTU specification.
- Pursuing residential gas HVAC load reduction and flexibility by defining and developing dual-fuel residential HVAC (e.g., pairing furnaces with a heat pump instead of A/C) for potential Concept Advancement in late 2024.
- Engaging funders to evaluate adding a gas heating option to the High-Performance HVAC’s very high efficiency DOAS specification and program.

- **High-Performance Windows:** See Electric Portfolio Execution section above.

PRIMARY BUSINESS PLAN STRATEGY: CODES AND STANDARDS

To lock in energy savings through progressively effective codes and standards, NEEA’s Codes and Standards team supports regional stakeholders in energy code development, adoption, training and implementation, and provides technical guidance and expertise to U.S. DOE and other national bodies.

- **Codes:** Building energy codes present a unique opportunity to assure long-term energy savings through efficient building design, technologies and construction practices. NEEA supports regional stakeholders in code development, adoption, compliance and new construction support. Staff also collaborate with energy efficiency organizations and engage with entities that develop national model codes such as ASHRAE Standard 90.1 and International Energy Conservation Code (IECC). In 2024–2025, NEEA will wrap up code development efforts for the latest code in Washington and Oregon and IECC code versions and shift its focus to updating training materials, modeling savings from the previous codes, and launching compliance studies for Washington and Oregon. Data from compliance research will be used to identify gaps and opportunities to further

support energy code compliance and subsequent energy code development within the region, and to identify adjustments to NEEA's activities within each state.

- **New Construction:** NEEA staff will continue to support new construction performance path program infrastructure, including the AXIS database and the BetterBuiltNW website and newsletter. In addition, staff will continue working with the RTF and other organizations as the region moves to EnergyPlus as the base model for new construction. Having achieved a new federal standard and ENERGY STAR specification, NEEA's Manufactured Homes program will transition out of NEEA's portfolio and into Long-term Monitoring and Tracking in late 2023 or early 2024.
- **Appliance and Equipment Standards:** Appliance and equipment standards set the minimum energy efficiency levels of nearly 70 categories of products including major home appliances and commercial and industrial equipment. The Codes and Standards team supports the development of energy conservation standards and test procedures at both the federal and state level. Program staff serve as technical experts and providers of data in U.S. DOE's rulemakings to encourage the adoption of appliance and equipment efficiency standards and improve the companion test procedures. In 2024-2025, U.S. DOE will continue the rapid pace of federal standards updates as it works through the backlog of past-due standards. NEEA staff will respond to U.S. DOE dockets with Northwest data and program insights and participate in negotiated rules that have impact on the Northwest. NEEA staff will also work with the Consumer Technology Association, Institute of Electrical and Electronics Engineers, U.S. DOE and state and local agencies to standardize requirements governing open standard protocols for flexible demand functionality as an integral component of efficient products and buildings.

PRIMARY BUSINESS PLAN STRATEGY: MARKET INTELLIGENCE

NEEA's Market Intelligence strategy is delivered by three teams: Market Research and Evaluation (MRE), Data, Planning and Analytics (DPA) and Energy-Use Studies (EUS).

Market Research and Evaluation (MRE)

MRE provides actionable insights for Market Transformation programs throughout their lifecycle and conducts formal evaluations of programs in the Market Development and Long-Term Monitoring and Tracking phases. Key 2024–2025 activities will include delivering more than 30 market research and evaluation reports to inform Market Transformation efforts, formal evaluations of programs in market development, and NEEA's Codes and Standards efforts.

Data Planning and Analytics (DPA)

DPA is responsible for cost-benefit analysis, energy-savings forecasting and reporting, value-metrics reporting, market analysis and data management. This group also maintains NEEA's centralized sales data hub. Key 2024–2025 activities will include cultivating data and building internal databases to meet regional reporting needs and provide support for new programs entering or advancing in the portfolio.

Energy-use Studies (EUS)

The EUS team develops, manages and analyzes large regional studies and associated data sets including

those from the Residential and Commercial Building Stock Assessments and the End-Use Load Research project.

- **End-Use Load Research Project (EULR):** Initiated in 2017, the EULR project is specially funded by a group of regional electric utilities, including Puget Sound Energy, and government agencies and composed of two studies: the Home Energy Metering Study (HEMS) and the Commercial Energy Metering Study (CEMS). With the goal of collecting clean, continuous circuit-metered data, the HEMS team has installed circuit meters in 99 Northwest homes to collect data at 1-minute intervals, while the CEMS team has installed circuit meters in 60 office and retail buildings to collect data at 15-minute intervals.

Key 2024–2025 HEMS and CEMS activities will include:

- Continuing to monitor participant homes and commercial buildings into 2025.
- Ensuring quality data and on-schedule delivery.
- **Residential Building Stock Assessment (RBSA):** The RBSA team collects, analyzes and publishes building characteristic and energy usage data for single-family and multi-family residences in the Northwest. This information is used by NEEA, funders and other regional stakeholders to support diverse activities that include Market Transformation and energy efficiency programs, energy resource forecasting and planning, conservation potential assessments, and integrated resource plans.

Key 2024–2025 activities will include:

- Sharing findings from the study at conferences and through one-on-one meetings with stakeholder organizations.
- Conducting follow-up analyses or research from the RBSA to explain RBSA findings, update or improve methodologies, or add new high-value fields to RBSA data.
- **Commercial Building Stock Assessment (CBSA):** The CBSA collects, analyzes and publishes building characteristic and energy usage data for commercial buildings in the Northwest. This information is used by NEEA, funders and other regional stakeholders to support diverse activities that include Market Transformation and energy efficiency programs, energy resource forecasting and planning, utility conservation potential assessments, and utility integrated resource plans.

Key 2024–2025 activities will include:

- Identifying and randomly selecting sites to be recruited into the CBSA.
- Developing one or more ESRI Survey123 surveys with input from trained engineers, survey specialists and the CBSA Work Group to collect self-report data and verified onsite data.
- Developing recruiting materials that convey the legitimacy and importance of the CBSA. A mix of mail and in-person recruiting will be used to achieve a response rate goal of 20%.
- Beginning study recruitment and the scheduling and conducting of site visits. A small number of site visits will take place in 2024, with the majority taking place in 2025. Quality control activities will be conducted throughout to ensure high-quality site-visit data.

PRIMARY BUSINESS PLAN STRATEGY: CONVENE AND COLLABORATE

The Convene and Collaborate strategy is carried out by NEEA's Stakeholder Relations, Corporate Strategy and Communications Division. Stakeholder Relations helps NEEA staff maintain high-functioning engagement practices with stakeholders to ensure effective collaboration and satisfaction with alliance activities. Corporate Strategy is responsible for identifying and leading enterprise-wide planning initiatives, including NEEA's 5-year strategic and business plans as well as its annual operations planning process. Corporate Communications oversees external communications and events and supports alignment on key internal strategic initiatives.

Key focus areas for the Division in 2024-2025 are supporting the transition to Cycle 7, maintaining high functioning stakeholder forums and processes, and convening the region to share information and best practices.

Additional Information

More information on NEEA's Market Transformation programs, as well as NEEA's quarterly and annual reports, can be found at neea.org.

Questions or comments about this report? Please contact NEEA at: info@neea.org