

August 8, 2018

Commissioner Dave Danner  
Commissioner Ann Rendahl  
Commissioner Jay Balasbas  
WA Utilities and Transportation Commission

*Re: Docket UE-180619, Presentation to the Commissioners on NEEA's Draft 2020-2024 Strategic Plan and the process it will follow for developing a business plan*

Dear Commissioners,

The NW Energy Coalition notes with interest the UTC open meeting scheduled for August 9, 2018, which will have the Northwest Energy Efficiency Alliance (NEEA) provide an update on the strategic planning process and the resulting business plan, which will set the five-year budget for the organization. The Coalition has been involved with NEEA, formerly as a board member and now as a stakeholder, since its inception in 1997, and is highly interested in the organization's success. Our policy staff member, Amy Wheelless, has been tracking its current strategic planning and business planning process closely, and plans to attend the open meeting.

We appreciate the commissioners and UTC staff taking the time to dive deep on NEEA's future direction and what it could mean for Washington. In advance of this presentation, the Coalition would like to note a few key reasons why we consider NEEA, and its funding by our utilities and their ratepayers, to be so important:

- NEEA's market transformation work is critical to our region's success in achieving conservation, our best and cheapest resource. The organization's initiatives keep the energy efficiency pipeline filled with new opportunities and create the upstream and midstream market conditions that, with utility support, can get these products into homes and businesses around the region.
- As a part of its market transformation work, NEEA performs deep data analysis on new and emerging technologies and on customer uptake and barriers to adoption. This data and information help strengthen and evolve existing utility efficiency programs.
- NEEA is not just an organization receiving utility dues—it is truly an Alliance. Without active utility involvement—and funding—it would not be able to be successful in its market transformation activities—and our utilities would be less successful in their own efficiency efforts. Without NEEA, utilities would either do the above work on their own, much less comprehensively and less cost-effectively, or would not do the work at all, leaving conservation opportunities on the table.

As NEEA moves forward with its strategic planning and business planning processes, we urge stakeholders, including the UTC, to ask NEEA to set a budget sufficient to fulfill the mission of the organization and leave no efficiency opportunities unaddressed and to continue to encourage our Washington utilities to actively participate and support NEEA's work.

We look forward to the presentation and discussion, and welcome any follow-up questions.

With Regards,

Wendy Gerlitz, Policy Director  
Amy Wheelless, Policy Associate

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COMMISSION