



Energy Efficiency

Exhibit 10 2013-2014 NEEA Plans

January 1, 2013

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Northwest Energy Efficiency Alliance

Schedule E254

Description

This report summarizes the planned 2013 activities and expected regulatory/compliance interaction by the Northwest Energy Efficiency Alliance (NEEA) in the service areas of Puget Sound Energy from January 1 – December 31, 2013.

NEEA is a non-profit organization working to accelerate the innovation and adoption of energy-efficient products, services and practices in the Northwest. As a partner with NEEA, Puget Sound Energy contributes funding for regional energy efficiency initiatives, actively participates on NEEA's Board of Directors and advisory committees, and supports various related initiatives in the Puget Sound Energy service area.

The NEEA 2010-2014 Business Plan, adopted in 2009, focuses on creating lasting change in energy efficiency in the Northwest through strong partnerships with the region's utilities and market actors. The business plan was informed by the NEEA 2010–2014 Strategic Plan, developed through a participatory year-long strategic planning process with the NEEA Board and region as a whole. The Business Plan has a five-year total regional savings goal of 200 aMW. Further information about NEEA's history, structure, initiatives and press is available on [NEEA's website](#).

NEEA received \$192 million in funding for 2010–2014 market transformation initiatives from Northwest utilities including the Bonneville Power Administration (BPA) (on behalf of more than 130 utilities), Puget Sound Energy, Energy Trust of Oregon, Idaho Power, Avista Corporation, PacifiCorp, Seattle City Light, Tacoma Power, Snohomish County PUD and others.

2013-2014 Activities

We are pleased to share our market transformation upcoming work for 2013-2014 in the areas of residential, industrial, commercial, emerging technologies, codes and standards and partner services.

Residential Initiatives

NEEA's residential work supports and maintains regional upstream delivery platforms for energy-efficient products and services. NEEA's unique regional role leverages resources to influence the market through collaboration. To remove market barriers to distribution and use of energy-efficient solutions, NEEA collaborates with utilities, builders, manufacturers, large and small retailers and dealer networks to fill the pipeline with highly energy-efficient products, services and practices.

- **Efficient Homes:** NEEA will continue to accelerate the market adoption of energy-efficient homes by builders, the real estate community and homebuyers through the Northwest ENERGY STAR Homes initiative. To ready the market for more stringent residential codes in the future, NEEA and its partners are developing a long-term integrated strategy that introduces advanced building practices, emerging technologies and trainings to the region. With continued marketing and technical support, NEEA is creating a path for Northwest builders, and the region, to continually advance high-performance homes to the next level.
- **Ductless Heat Pumps:** NEEA's Northwest Ductless Heat Pump initiative will continue to accelerate the market adoption of ductless heat pumps (DHPs) to displace electric resistance heat in the Northwest. NEEA partners with national manufacturers and retailers to increase market availability of ductless technology and provides utilities and participating HVAC installers with research, marketing templates and other resources to build awareness of ductless heating and cooling systems and motivate consumer purchasing.
- **Televisions:** NEEA will continue to partner with utilities to influence retailers and manufacturers to produce, sell and promote most-efficient televisions through retailer incentives, sales associate training, regional marketing and point-of-sale product identification and support. To raise the bar on TV standards, NEEA actively participates in national initiatives to raise voluntary specifications and standards for consumer electronics, as described within the Codes and Standards section of this report.

Industrial Initiatives

In 2013, NEEA will work to ensure the industry-wide goals are met working with regional stakeholders to advance best practices. NEEA will continue to develop and promote Continuous Energy Improvement (CEI) as a widely-accessible energy efficiency methodology and validated energy savings.

- **Small/ Medium Industrial:** NEEA has identified an opportunity for energy savings within small- and medium-sized industrial businesses. To engage this sector in energy management, NEEA is testing different delivery channels, including the following: through a cohort setting; through on-line and help-desks; through business process improvement consultants (Manufacturing Extension Partnerships); and through industry associations.
- **Agriculture Irrigation:** NEEA works with irrigation manufacturers, consultants and growers around the region to accelerate agricultural energy efficiency savings. Integrating data from current weather systems, moisture sensors, and new soil mapping techniques with improved irrigation techniques yields both higher profitability and lower energy costs for growers. In addition, NEEA expects controls and variable rate irrigation to improve overall efficiency - including lower labor costs, reduced maintenance and equipment costs and lower water, fertilizer and chemical intensity usage.

Commercial Initiatives

The commercial sector is focusing on cost-effective initiatives that accelerate more measurable market transformation, while filling the energy efficiency pipeline with next-generation opportunities to achieve significant regional savings.

NEEA's commercial portfolio includes the following initiatives:

- **Existing Building Renewal:** NEEA will develop and test new industry tools for commercial property owners engaging in deep energy retrofits, including a roadmap for guiding building owners through the retrofit process and off-the-shelf measures options.
- **Comprehensive Commercial Lighting:** NEEA will work with utilities and trade allies to develop a comprehensive lighting program that integrates best design practices in lighting retrofit projects with lighting controls and efficient luminaries.
- **Building Operator Certification (BOC) Expansion:** NEEA will provide skill enhancement training to improve building energy performance through operation and maintenance best practices for HVAC, lighting, and controls systems..
- **Healthcare:** NEEA will engage healthcare facilities to incorporate strategic energy management (SEM) as a way to identify an approach to energy goals and expectations in new and existing buildings.
- **Business IT (80 PLUS Power Supplies):** NEEA will engage with decision makers on both the supply and demand sides to increase the efficiency of IT products and services within commercial building environments.
- **Commercial Real Estate (CRE):** NEEA will encourage energy-efficient commercial building management practices by working with property management and owners to track, manage and enhance portfolio-wide building energy performance and demonstrate energy efficiency as a powerful competitive advantage.

Emerging Technologies Initiatives

NEEA provides a mechanism for the region to invest in emerging technologies in a way that minimizes risks to any single funder and maximizes potential benefits. NEEA “fills the pipeline” with emerging technologies that have not yet been widely commercialized. We leverage our unique regional role to influence the design of energy-efficient products, services and practices. We find, develop and help commercialize these opportunities for wider market adoption.

NEEA has worked with its Emerging Technologies stakeholder group to develop a roadmap that prioritizes top emerging technology opportunities and will provide an avenue for their visibility, funding and market adoption. NEEA’s Emerging Technologies project portfolio represents potential savings of 2,000 aMW over the next 20 years. NEEA’s emerging technologies initiatives include Heat Pump Water Heaters, Industrial Refrigeration Operator Certification, Precision Irrigation, Industrial Pumping Market, Solid-State Street Lighting, 80 PLUS and Luminaire Level Lighting Controls.

Visit www.neea.org/initiatives/emerging-technology for more information on these initiatives.

Market Resources Activities

NEEA is delivering services that support its utility funders and regional stakeholders’ energy efficiency efforts. Throughout NEEA’s 2010-2014 business planning process and other regional planning activities, stakeholders consistently expressed the desire for greater communication, collaboration and resources that would help the region expedite the delivery and adoption of energy efficiency.

NEEA will support the region’s utilities and other energy efficiency organizations to promote energy efficiency through market research, collaboration and information sharing. These initiatives will help increase the efficiency of stakeholder efforts by taking advantage of economies of scale associated with regional information services, events and training; provide services for utilities with fewer resources to deliver on the promise of regional equity; and provide a mechanism for the region to share information and accelerate learning.

Specific examples of NEEA’s 2013-14 market resource activities include:

- **EFFICIENCY CONNECTIONS NORTHWEST** – Annual conference hosted by NEEA to facilitate regional collaboration on energy efficiency opportunities and share success stories and best practices
- **Conduit** - Online forum developed in partnership with Bonneville Power Administration to facilitate information sharing, coordination and collaboration among energy efficiency professionals in the Northwest
- **Regional Messaging and Marketing Toolkit** – Research-based energy efficiency messaging and marketing platform developed in partnership with Northwest utilities

Codes & Standards Initiatives

Since 1997, NEEA has supported code development, training, and education in Washington in partnership with the Department of Commerce, the WSU Energy Extension Program and the Northwest Energy Efficiency Council. Codes and standards can be viewed as the end game of NEEA's market transformation effort by "locking in" savings through regulatory requirements. NEEA will continue ramping up codes and standards work to reflect increased utility and state interest related to I-937, SB5854 and the governor's Climate Action Taskforce. Planned activities for 2013-2014 include Washington residential and commercial energy code compliance studies. Additionally, NEEA will continue to participate in federal energy standards rule-making processes by providing data and commenting on proposed test-procedures and standards.

Evaluation Activities and Accomplishments

NEEA is committed to having both its current and past initiatives evaluated by objective third party contractors in order to continuously validate and improve its market transformation work. NEEA's Market Research and Evaluation Reports are available online at: neea.org/resources.

Regulatory / Compliance Interaction

NEEA is committed to serving its regional stakeholders across diverse geographic areas and markets. We encourage stakeholder participation in our processes. In 2013, interaction is invited and encouraged at:

- NEEA Board Meetings
- NEEA Advisory Committees and public meetings
- Energy Efficient Events facilitated by NEEA and regional utilities, including Puget Sound Energy
- WUTC Commissioners workshops as requested
- Washington State Building Code Council as requested

Additional Information

Along with abundant news on energy efficiency initiatives in the region, NEEA organizational reports are available online. See the [Q2 2012 Report](#) and [2011 Annual Report](#).

Questions or comments about this report? Please contact Virginia Mersereau, Communications Manager, 503-688-5491, vmersereau@neea.org