Energy Trust of Oregon Conservation Advisory Committee

Karen Horkitz

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Introduction to NEEA

Introduction to NEEA

2013 Highlights

What's Next

The Alliance

neea

- Idaho Power — An IDACORP Company
- Avista
- Chelan County P.U.D.
- EWEB — Eugene Water & Electric Board
- Pacific Power
- Bonneville Power Administration
- Tacoma Power — Tacoma Public Utilities
- NorthWestern Energy
- PSE Puget Sound Energy
- Clark Public Utilities
- Seattle City Light
- PGE — Portland General Electric
- Cowlitz PUD
- Energy Trust of Oregon
- Snohomish County PUD — Public Utility District No. 1

Regional Energy Efficiency

"UPSTREAM"

LOCAL

REGIONAL

"DOWNSTREAM"

neea

BONNEVILLE POWER ADMINISTRATION

NORTHWEST ENERGY STAR HOMES

EWEB Eugene Water & Electric Board

EnergyTrust of Oregon

AVISTA Corp.

NorthWestern Energy

IDAHO POWER. An IDACORP Company

PGE Portland General Electric

P.U.D. CHELAN COUNTY

COWLITZ pud

PSE PUGET SOUND ENERGY

TACOMA POWER TACOMA PUBLIC UTILITIES

ENERGY STAR

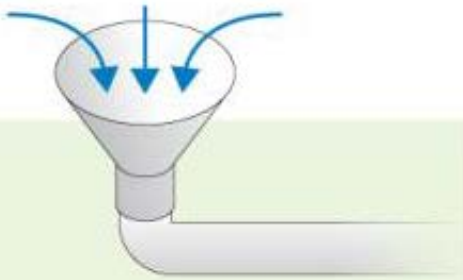
PACIFIC POWER

Seattle City Light

SNOHOMISH COUNTY PUD PUBLIC UTILITY DISTRICT NO. 1

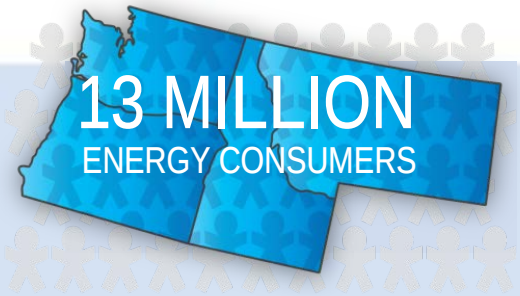
Clark Public Utilities

NEEA Value Pillars



NEEA Fills The Energy Efficiency Pipeline

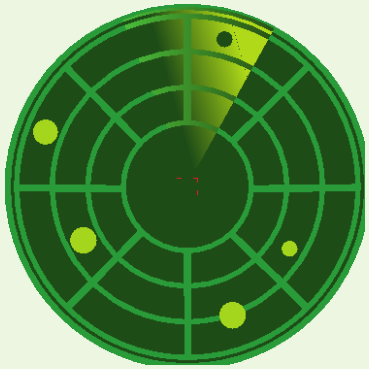
NEEA Accelerates Market Adoption



NEEA Leverages the Power of the Region

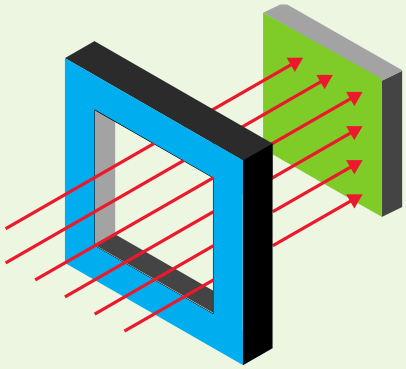
How NEEA Works

IDENTIFY BARRIER



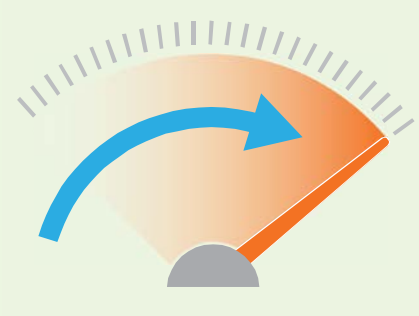
NEEA identifies barriers that impede market adoption of energy-efficient products, services and practices.

MARKET INTERVENTION



NEEA strategically intervenes to remove market barriers in collaboration with our partners.

MARKET TRANSFORMED



The market is transformed and continues to accelerate without further intervention.

NEEA's History of Success

1997 Northwest Energy Efficiency Alliance Launched

Efficient Washers 50% Market Share

1998 BacGen Reduces Wastewater Treatment Energy Use by 50%

2000 VFD cold Storage Fans Reduce Energy Use by 61-86%

2001 ENERGY STAR Windows Market Share Hits 75%

Northwest ENERGY STAR New Homes Specifications

NEEA Pioneers 80PLUS

2004 Strategic energy management adopted in healthcare (30% of "beds")

2005 CFL sales Top 18 Million annually

2007 Food processors commit 50% energy reduction goal

2008 13,000 DHPs installed at a savings of 40,500,000 kWh per year.

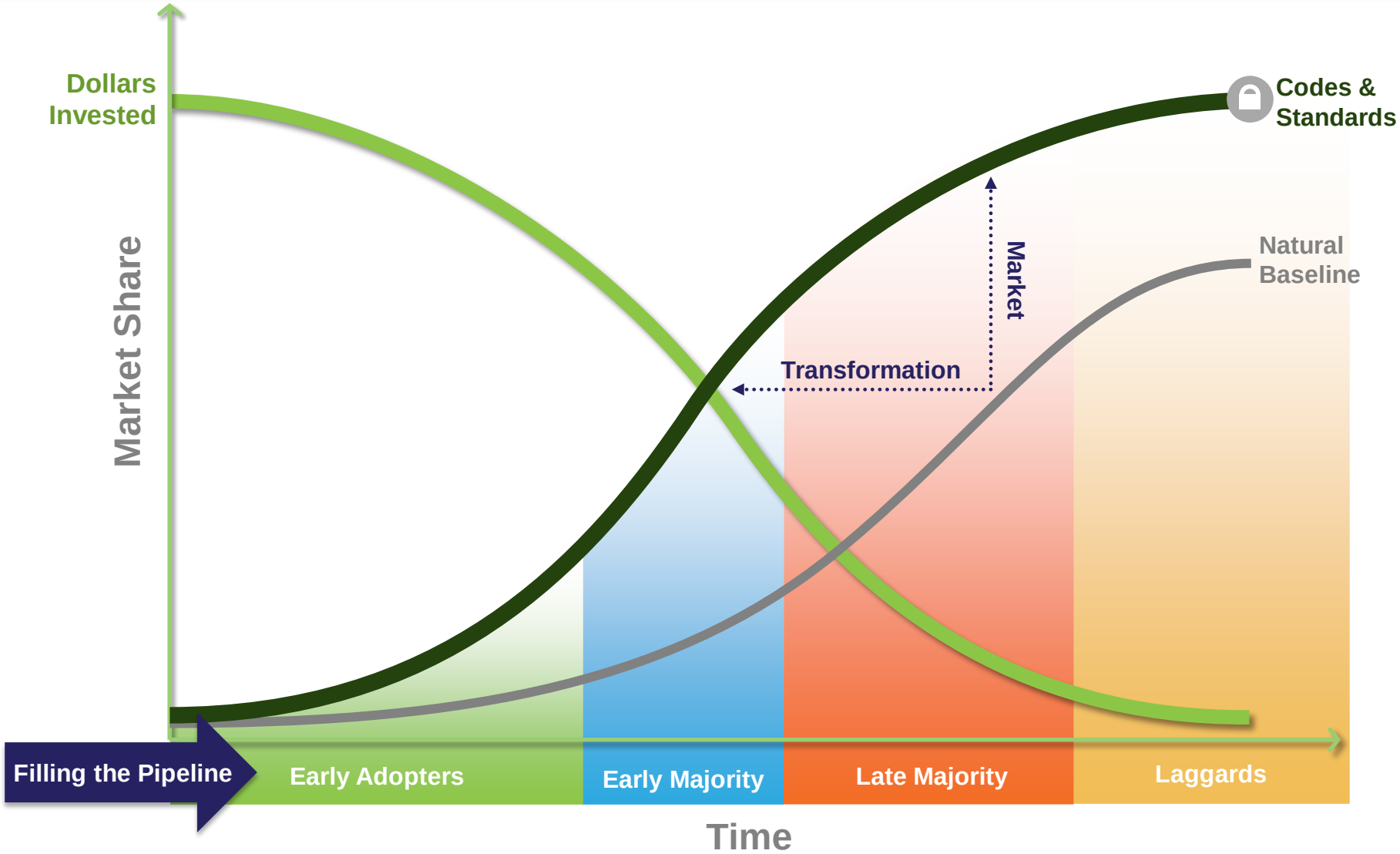
2009 First Northern Climate Heat Pump Water Heater developed

2010 Electrolux partners with Air Generate to make Tier 2 Heat Pump Water Heaters widely available at retail

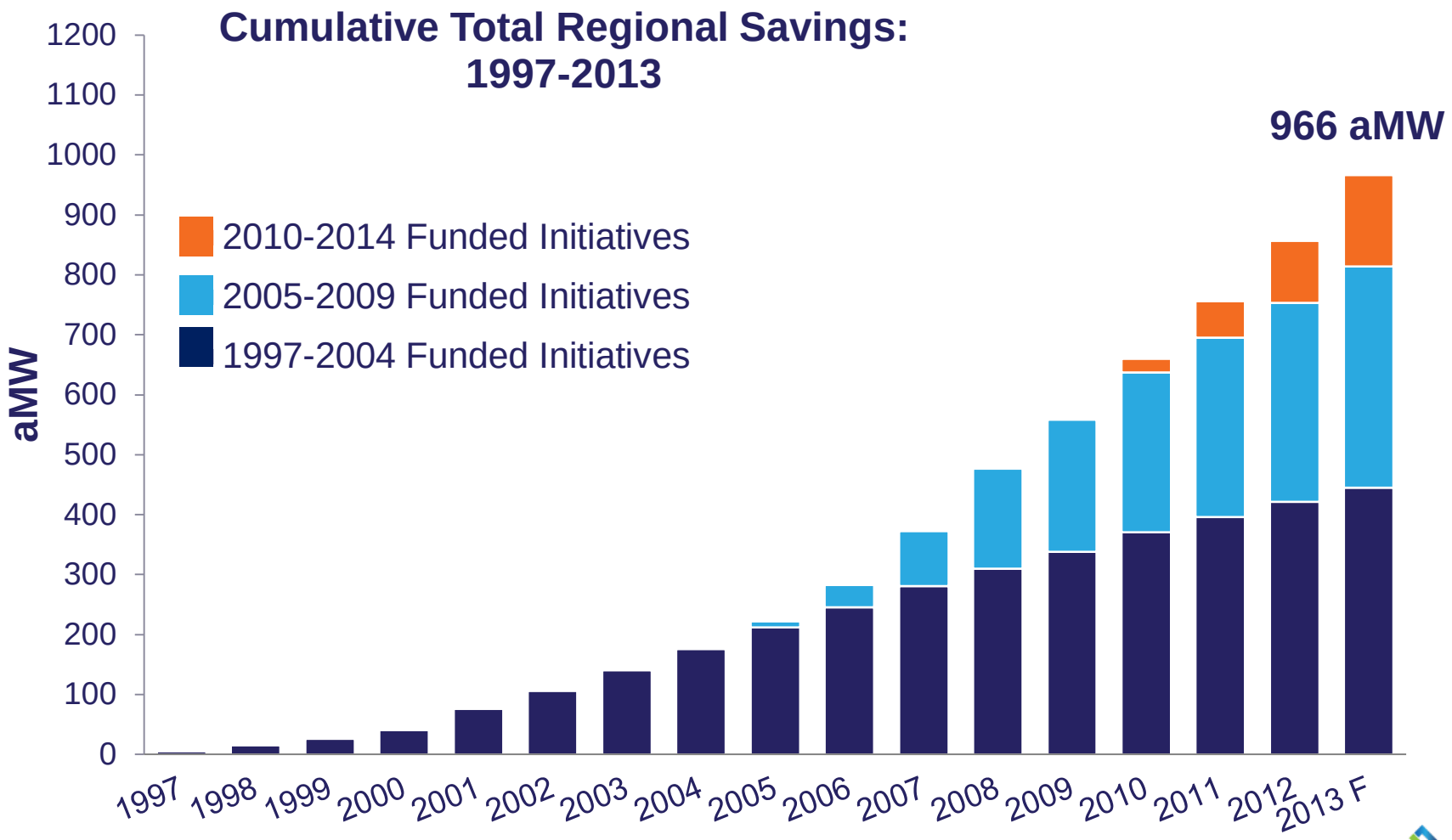
2012 84% of TVs are sold through participating retailers; TVs are 60% more efficient than 2009

2013

Market Transformation



Sustained, long-term savings



NEEA and Energy Trust of Oregon

NEEA-ETO Partnership

- Northwest ENERGY STAR Homes
- Ductless Heat Pumps
- Efficiency Exchange
- Heat Pump Water Heaters
- Commercial Real Estate
- Energy-Efficient TVs
- Industrial Facility Site Assessment (IFSA)

2013 Highlights

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Introduction to NEEA

2013 Highlights

What's Next

Heat Pump Water Heaters

Energy-Efficient TVs

Commercial Real Estate

What’s Next

Introduction to NEEA

2013 Highlights

What’s Next

NEEA Strategic Markets Recommended

Consumer Products

Residential New Construction

Commercial Lighting

Commercial Real Estate

Commercial New Construction

Irrigated Agriculture

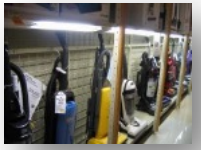
NEEA's Role

- ✓ Early stage product development, testing and validation
- ✓ Market transformation "logic" (barriers and opportunities) and strategy
- ✓ Leverage regional aggregated market power with midstream/upstream regional and national market actors
- ✓ Planning and coordination with local EE programs to aggregate market demand and avoid overlap

Initiatives at a Glance

Consumer Products
- **Infrastructure**: Retail Platform
- Heat Pump Water Heaters
- Ductless Heat Pumps
- Standards

Residential New Construction
- **Infrastructure**: Residential New Construction
- Next Step Homes
- Standards



Commercial Lighting
- **Infrastructure**: Commercial Lighting Upstream Platform/Reduced Wattage Replacement Lamps
- Infrastructure: Regional Resources
- Standards

Commercial Real Estate
- **Infrastructure**: Regional Resources
- Existing Building Renewal
- Standards

Commercial New Construction
- **Infrastructure**: Integrated Design Labs
- Standards

Industrial Sector
- **Infrastructure:** Regional Resources
- Certified Refrigeration Energy Specialist (CRES)
- Irrigation Common Data Exchange/Precision Irrigation

Natural Gas Efforts

Industrial Facility Site Assessment

Questions & Comments

Filling the Energy Efficiency Pipeline

Accelerating Market Adoption

Delivering Regional Advantage

Thank you!