



NORTHWEST
ENERGY EFFICIENCY
ALLIANCE

Strategic Planning 2008

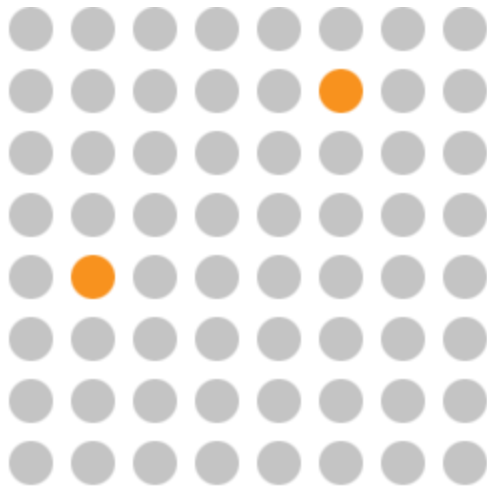
Our Mission



To make the Northwest
more energy efficient for the
benefit of electric ratepayers.

Our Business Today

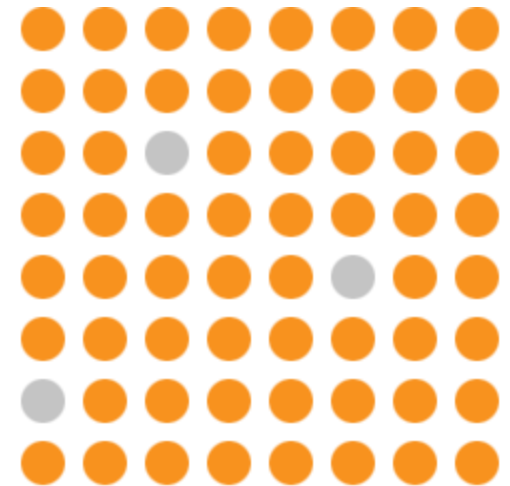
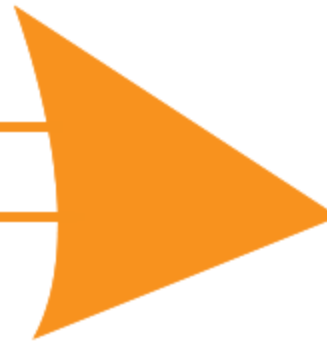
Drive behavioral change and market transformation within the Northwest region.



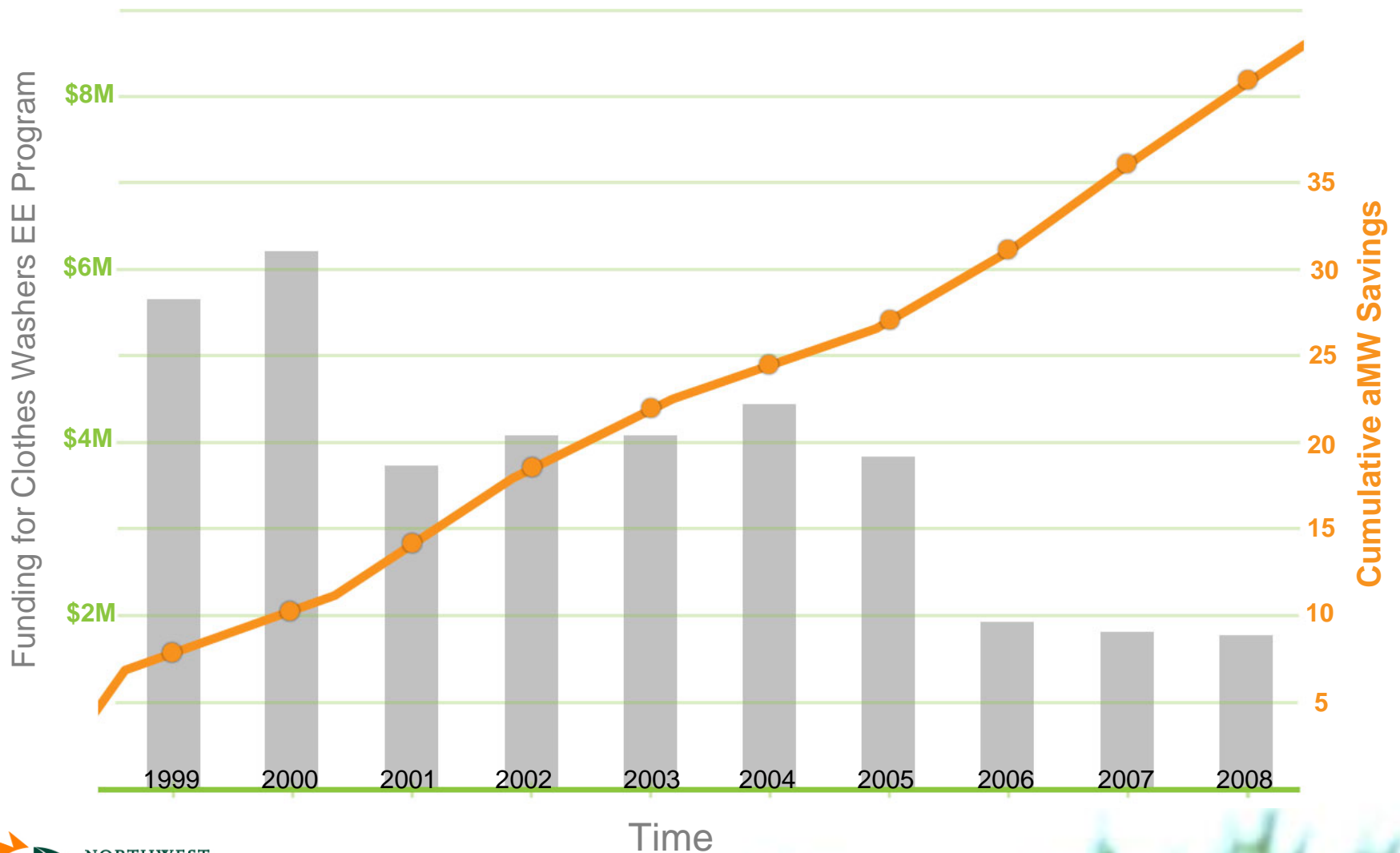
Commercial

Industrial

Residential



Lasting Savings



Key Accomplishments



- Work with utility partners and market actors to reduce initial barriers of quality, price and availability.
- NW **CFL sales** topped 10.7 million in 2006.
- NW sells 4x as many CFL bulbs than national average.



- First to support **80 Plus**, now nationwide campaign targeting PC power supplies.
- Barriers: awareness and availability.



- Hospitals representing 30% of the beds in the region have adopted or committed to adopting a **Strategic Energy Management Plan**, as of 2006.
- Barriers: awareness and availability.

Operations

- Started in 1997
- \$20 million annual budget since 1997
- 30 professional staff based in Portland
- Serve Idaho, Montana, Oregon and Washington
- Funded by the region's electric utilities, Bonneville Power Administration and the Energy Trust of Oregon

Questions

- What are strategic issues your organization is faced with?
- What are the biggest obstacles preventing the PNW from being even more energy efficient?
- If you had a regional organization to partner with to drive energy efficiency, what would you have it's focus be?

Initial Strategic Issues

- Should NEEA's approach to energy efficiency be more comprehensive and fuel blind?
 - natural gas?
 - renewable energy?
 - distributed generation?
- Should NEEA support general educational/training efforts targeted at increasing energy efficiency program and service provider workforce?
- Any additional thoughts?

Participate – Workshops

Location	Date
Butte, MT	May 6th
Idaho Falls, ID	May 7th
Spokane, WA	May 13th
Seattle, WA	May 16th
Portland, OR	May 22nd
Wenatchee, WA	May 29th
Boise, ID	June 9th

Participate – On-line

Northwest Energy Efficiency Alliance

www.nwalliance.org

Over the past decade, the region has saved 160 average megawatts through NEEA initiatives and related utility and state efforts. This is enough electricity to power more than 100,000 homes for a year.

OUR WORK RESEARCH & REPORTS PARTICIPATE SUCCESS STORIES NEWS & MEDIA ABOUT NEEA

SEARCH



The Northwest Energy Efficiency Alliance (NEEA) is a unique partnership between our region's utilities with the mission to drive the development and adoption of energy-efficient products and services. Working together through NEEA, electric utilities have a greater influence and lasting impact on the marketplace, helping them reach their energy savings goals.

Through this collaboration, NEEA has helped make the Northwest a national leader in energy efficiency.



FEATURED SUCCESS STORIES

80 PLUS: Creating a market for energy-efficient power supplies
CFLs: NEEA removes barriers, drives CFLs over tipping point
Codes: Advancing Northwest residential energy codes

WHAT'S NEW

04.02.2008 NEEA Calls for Participation in Strategic Planning Process.
02.13.2008 Feedback is welcome on our new look!
11.28.2007 As energy efficiency continues to build momentum, the NEEA team is growing with it. Take a look at our job board for recent job opportunities.

BETTER TOGETHER.

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Thank You

www.nwalliance.org

Planning Timeline 2008

	April	May	June	July	August	Sept	October
Stage 1 Outreach/Input:							
Web Input	Launch: 4/2	Discussion Forum: 5/1					
1-on-1 meetings							
Participation in Organization Meetings							
Stakeholder Workshops							
Expert Committees							
Synthesizing Information							
Stage 2 Outreach/Input: Draft Strategic Plan				Draft 1: 7/15		Draft 2: 9/18	
Feedback							
Web Input							
Expert Committees							
Finalize Strategic Plan							