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Dick Wallace
Vice-Chair
Washington

Tom Karier
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Melinda S. Eden
Oregon

Joan M. Dukes
Oregon

April 27, 2010

MEMORANDUM

TO: Council Members

FROM: Terry Morlan

SUBJECT: Presentation by Claire Fulenwider, Executive Director of the Northwest Energy Efficiency Alliance

Claire Fulenwider has been Executive Director of NEEA since 2008. Although most Council members likely have met Claire at some time in the last few years, she has not formally appeared before the Council. This agenda item provides an opportunity for the Council to interact with Claire and learn more about NEEA.

NEEA has accepted significantly increased responsibilities as a result of its past successes, a recently completed strategic plan, and the recommendations of the Northwest Energy Efficiency Task Force. In addition to its traditional role of accelerating the market adoption of energy-efficiency, NEEA will now take greater responsibility for cooperative regional efficiency acquisition and coordination.

NEEA was a Council spin-off in 1997. Two key Council staff members, Jeff Harris and Margie Gardener, were assigned to staff NEEA. The purpose of NEEA was to promote commercialization of improved efficiency technologies. It is funded on a voluntary basis by Bonneville, Energy Trust of Oregon, and regional utilities. Its budget recently increased from \$20 to \$40 million per year. Since its formation, NEEA has been responsible for more than 300 megawatts of savings from its market transformation activities.

Information is available on NEEA's web site including a biography for Claire Fulenwider at <http://www.nwalliance.org/aboutus/staffdetail.aspx?ContactID=isi19524> , and NEEA's strategic plan for 2010-14 at http://www.nwalliance.org/participate/docs/NEEAstrategicPlan_FinalVersion.pdf .

In addition, Claire provided the attached memorandum as background for her presentation.

Attachment



April 27, 2010

TO: Terry Morlan, Northwest Power and Conservation Council
FROM: Claire Fulenwider, Northwest Energy Efficiency Alliance
SUBJECT: The Changing Face of NEEA

As the Council has released its 6th Power Plan for the region, NEEA is commencing its 4th business plan cycle. Our 2010-2014 Business Plan builds on our historic work of market transformation and expands to add important new focal points.

NEEA is reconstituting and expanding its work on emerging technologies, adding a department of Partner Services specifically to assist our funders to achieve their energy efficiency goals. We are striving to make our work more collaborative, to outreach more effectively with the region, and to leverage opportunities to maximize value to the region.

We have six core goals:

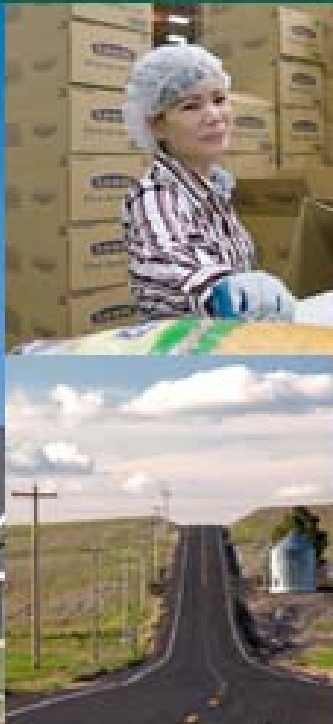
- Increase the adoption of energy efficiency technology and practice
- Help Northwest utilities and other energy efficiency organizations achieve their goals
- Build regional market knowledge and capability through education and training
- Increase regional market availability of emerging technologies
- Support the region's efforts to promote energy efficiency
- Facilitate regional energy efficiency planning and implementation

Some of our new work relates to NEET and advancing initiatives from NEET work groups. Urgency in the area of federal standards is moving us to accelerate our role in administrative rule-making proceedings and assisting the region to develop strategies to address federal legislative opportunities in this area. We are about to issue our first natural gas efficiency RFP to scope out 2011 pilot opportunities. And we intend to provide more regional thought leadership around topics of energy efficiency interest than we have done in the past.

I thank the Council for providing me an opportunity to have a conversation with them about these and other topics of efficiency that may relate to NEEA.



NORTHWEST
ENERGY EFFICIENCY
ALLIANCE



NWPCC: The Changing Face of NEEA

Claire Fulenwider
Executive Director
Northwest Energy Efficiency Alliance

May 11, 2010

Positive proof of global warming.



**18th
Century**

1900

1950

1970

1980

1990

2006

Fast Facts



Eugene Water & Electric Board



Funding

- ~\$192M from 2010-2014
- Bonneville Power Administration (on behalf of ~130 publics)
- Public (Direct Publics): 6
- IOUs: 5
- Energy Trust of Oregon

Board Oversight and Supporters

- State governments
- Energy industry representatives
- Public interest groups

Team

- Deep bench of expertise
- 49 full-time staff
- National and local partners
- Extensive contractor base

Results

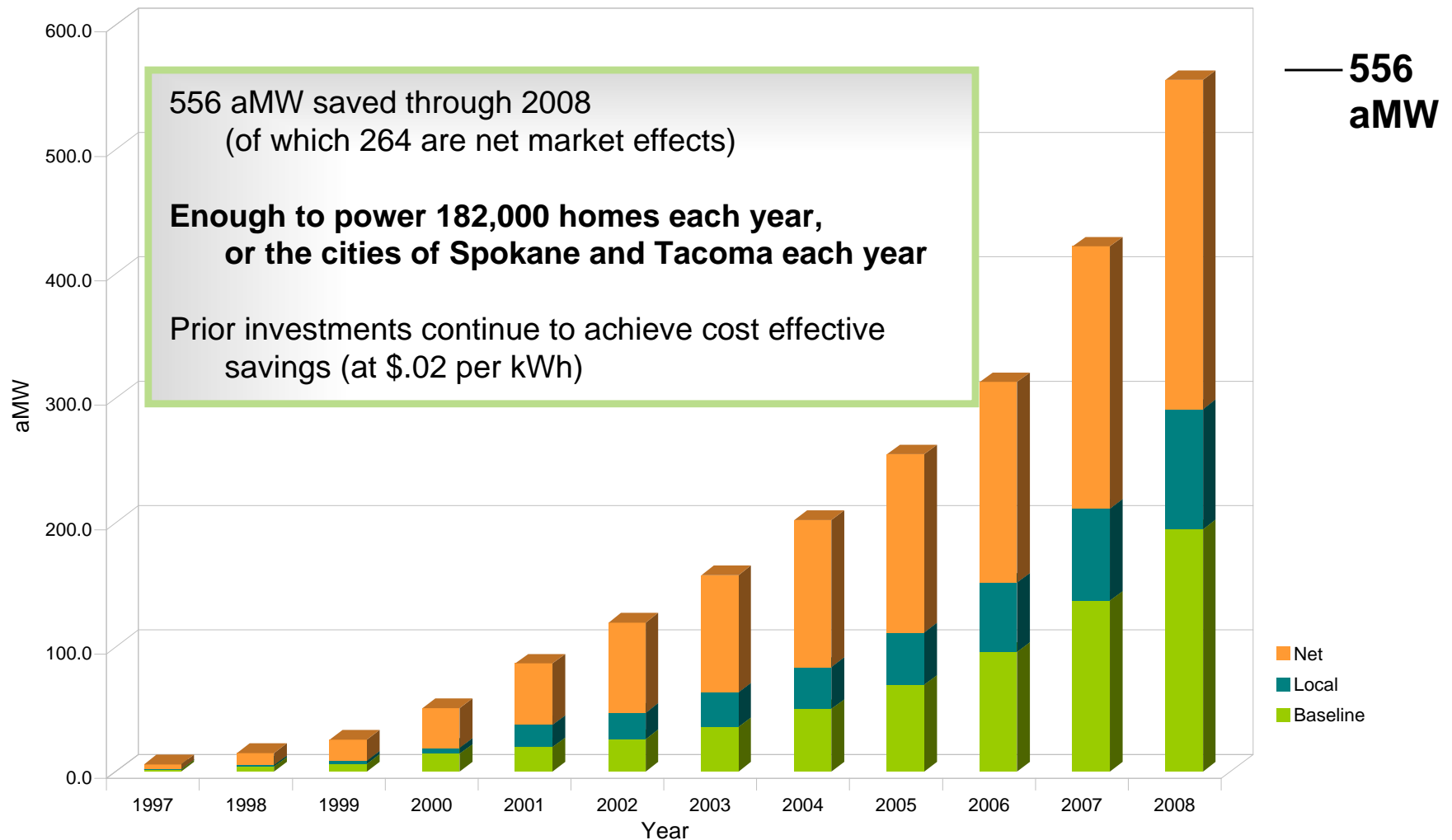
- 1997-2008 – 264 aMW netted
- Enough to power cities of Spokane and Tacoma each year

Mission

- Mobilize the Northwest to become increasingly energy efficient for a sustainable future

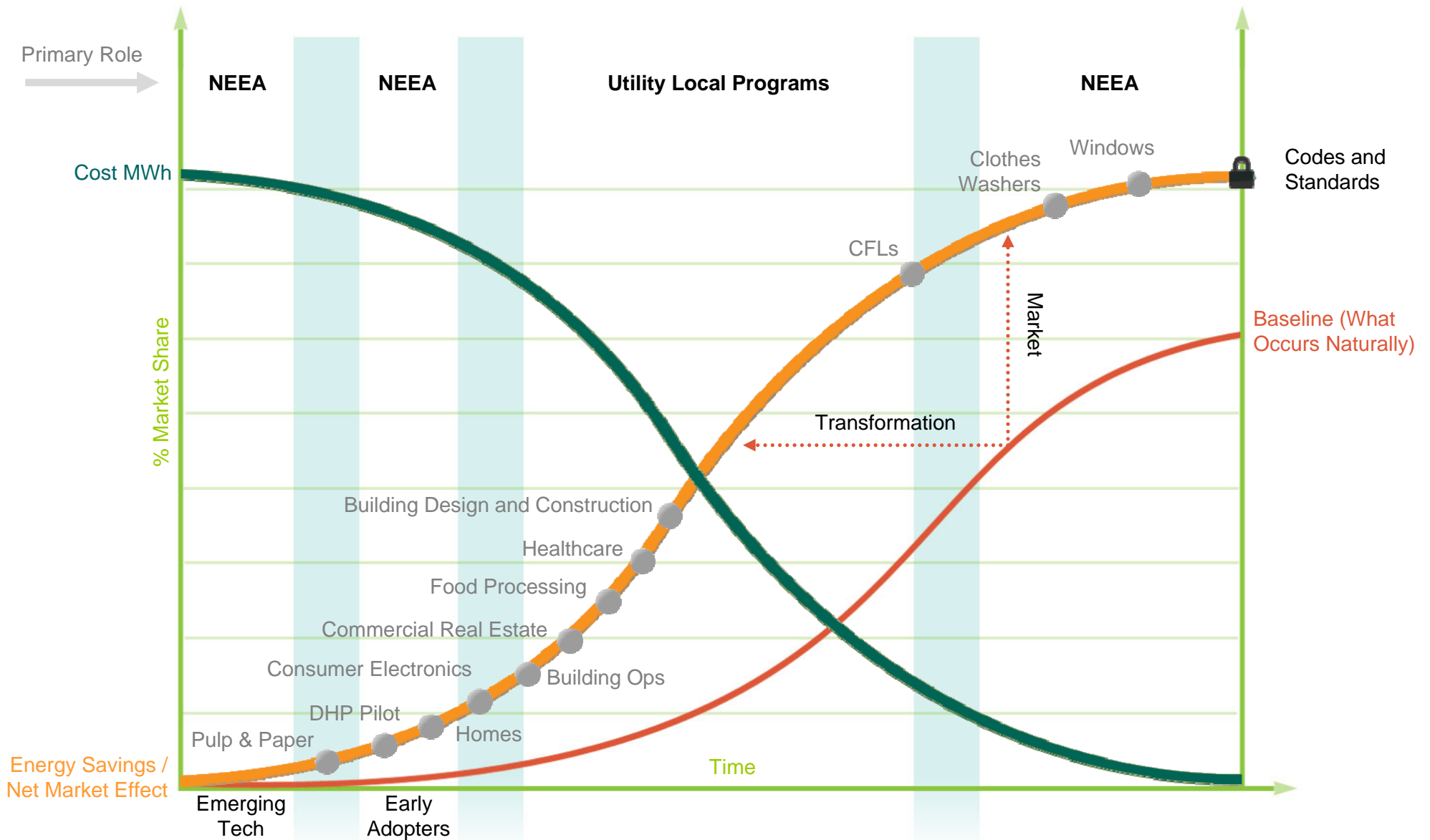
DIRECT FUNDERS

Historic Results



Total Regional Cumulative Savings

Market Transformation Strategy



2010-2014 Strategic Goals

1. Increase Market Adoption
2. Help NW Utilities and other EE Orgs Achieve their EE Goals
3. Build Regional Market Capability via Education, Training, and Technical Support
4. Facilitate Emerging Technologies & Solutions
5. Promote Energy Efficiency
6. Facilitate Regional EE Planning and Implementation

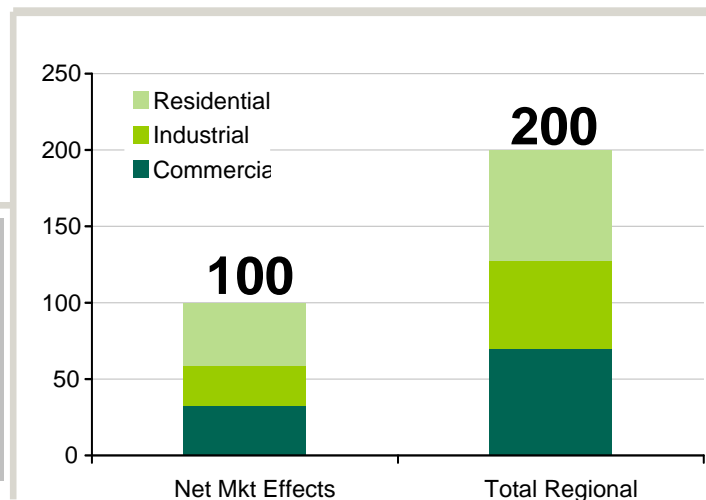


2010-2014 Savings Goals

5-Year Savings

Total Resource Cost:
2.5 – 3.5
cents/kWh

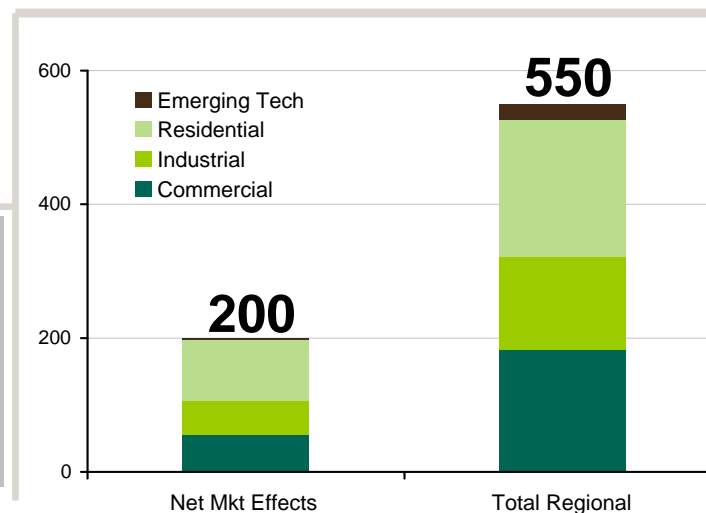
NEEA Levelized Cost:



10-Year Savings (Cumulative)

Total Resource Cost:
2.5 – 3.5 cents/kWh

NEEA Levelized Cost:
2.0 – 2.5 cents/kWh



What's New?



- Rebuild residential (consumer products)
- Prove concept on behavior change initiatives
- Focus on pipeline – emerging tech
- Increased focus on codes and standards
- Launch Partner Services initiatives
- ARRA
- Regional coordination (re: 6th Power Plan)
- Federal Standards

Regional Coordination

- Comprehensive Proposal Developed – Not Adopted
- RPAC committee now formed
- Facilitated by NEEA
- Next Step - Subgroup to revise proposal – by May 22
- Will be reported back shortly thereafter to group

NEET Update

WORKGROUPS

10 ACTION ITEMS

1. Measuring What Matters	RTF Evaluation Data Collection Gap Analysis
2. Emerging Solutions and Technologies	Emerging Technologies Development Plan
3. High Impact Energy Efficiency Initiatives	Regional Collaboration Forum
4. Marketing and Public Awareness	Secondary research on behavior change initiatives
5. Building the Energy Efficiency Workforce	Define energy efficiency jobs, standards Create clearinghouse for job openings
6. Governance and Energy Efficiency Policies	Review cost-effectiveness policies and create guide Increase collaboration on key programs Develop voluntary decoupling pilot program

Conclusion



- More Regional coordination is critical – support is not always clear
- How does the Council fit into implementation?
- How can NEEA/Council work together more effectively?