

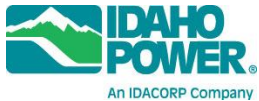


NORTHWEST  
ENERGY EFFICIENCY  
ALLIANCE



Jeff Harris  
Director, Emerging  
Technologies

# Who is NEEA?



## Funding

- ~\$192M from 2010-2014 (doubling)
- 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
- 42 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

# Efficiency: Why should you care?



## Unlocking Energy Efficiency in the U.S. Economy

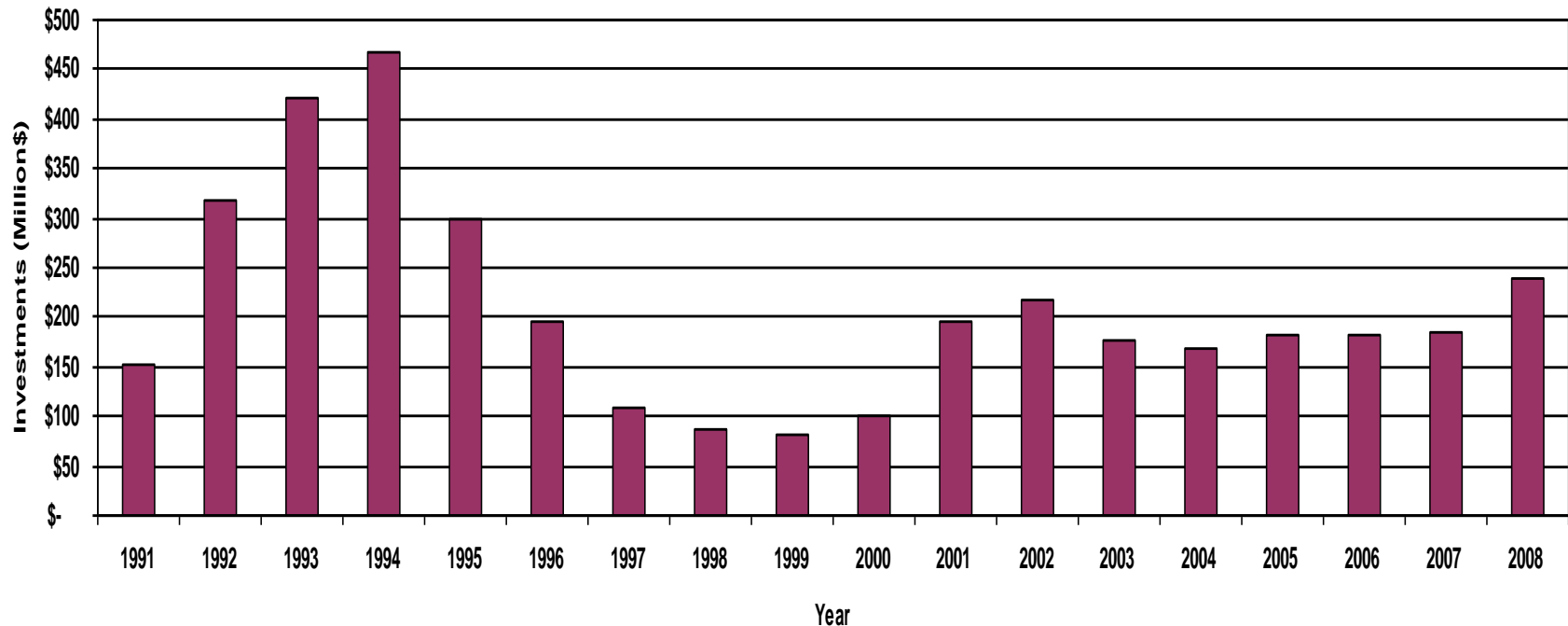
NEEA Board Presentation

Portland, Oregon  
October 14<sup>th</sup>, 2009

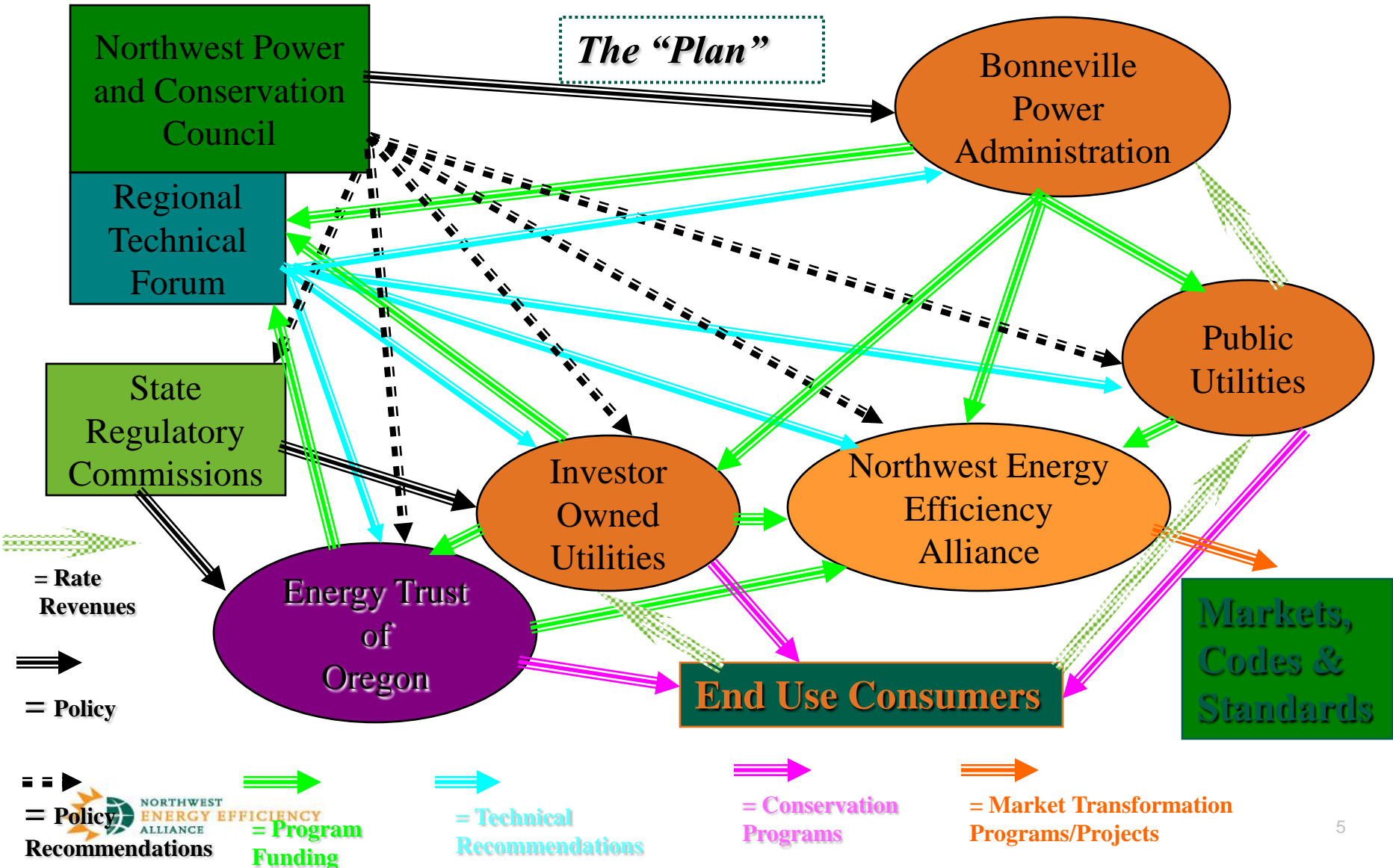
McKinsey&Company

# Efficiency in the Northwest: Not a new thing:

Annual PNW Utility Conservation Investments 1991 - 2008  
(Million 2006\$)

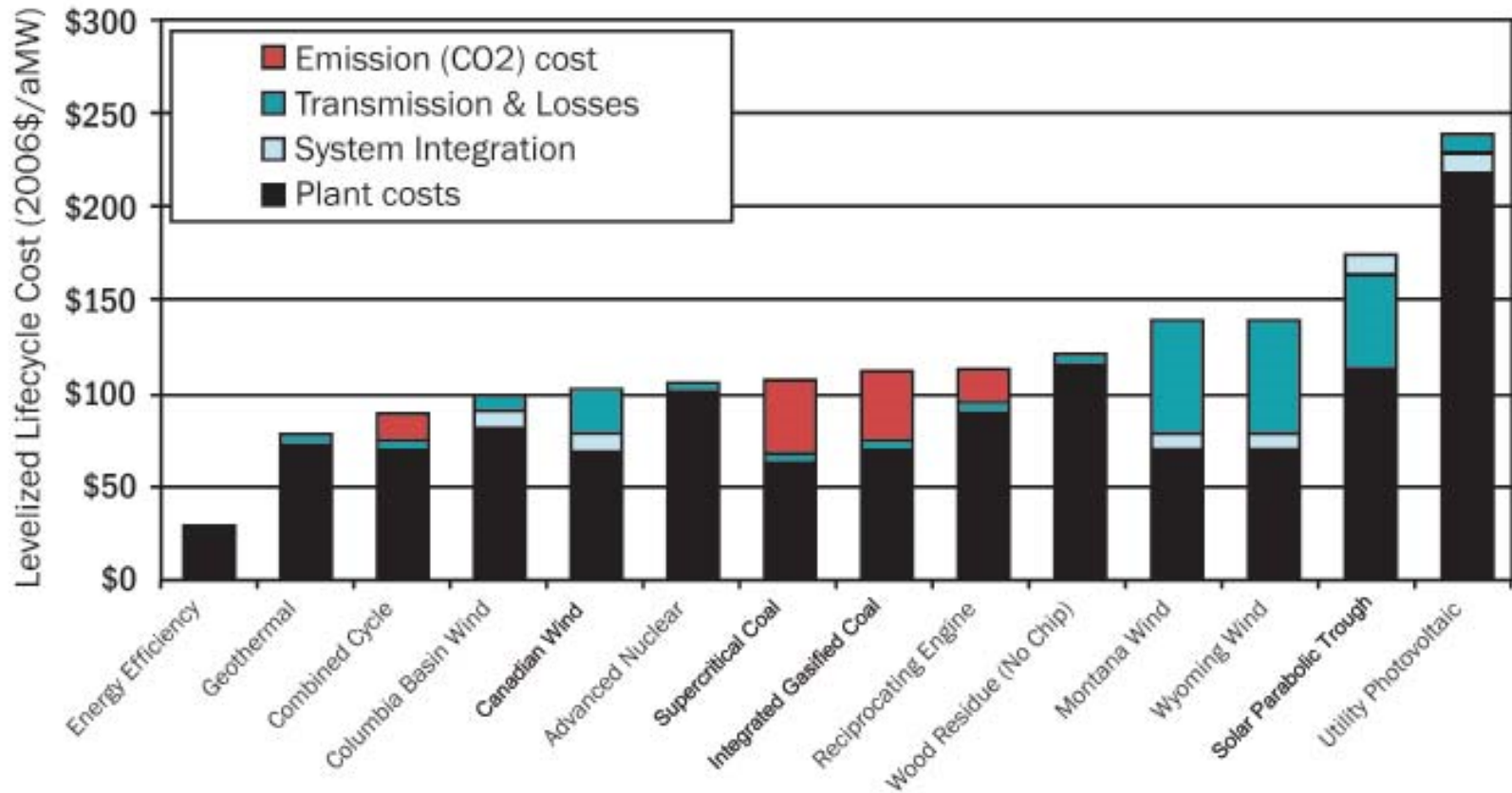


# Northwest Energy Efficiency: Who's Who?



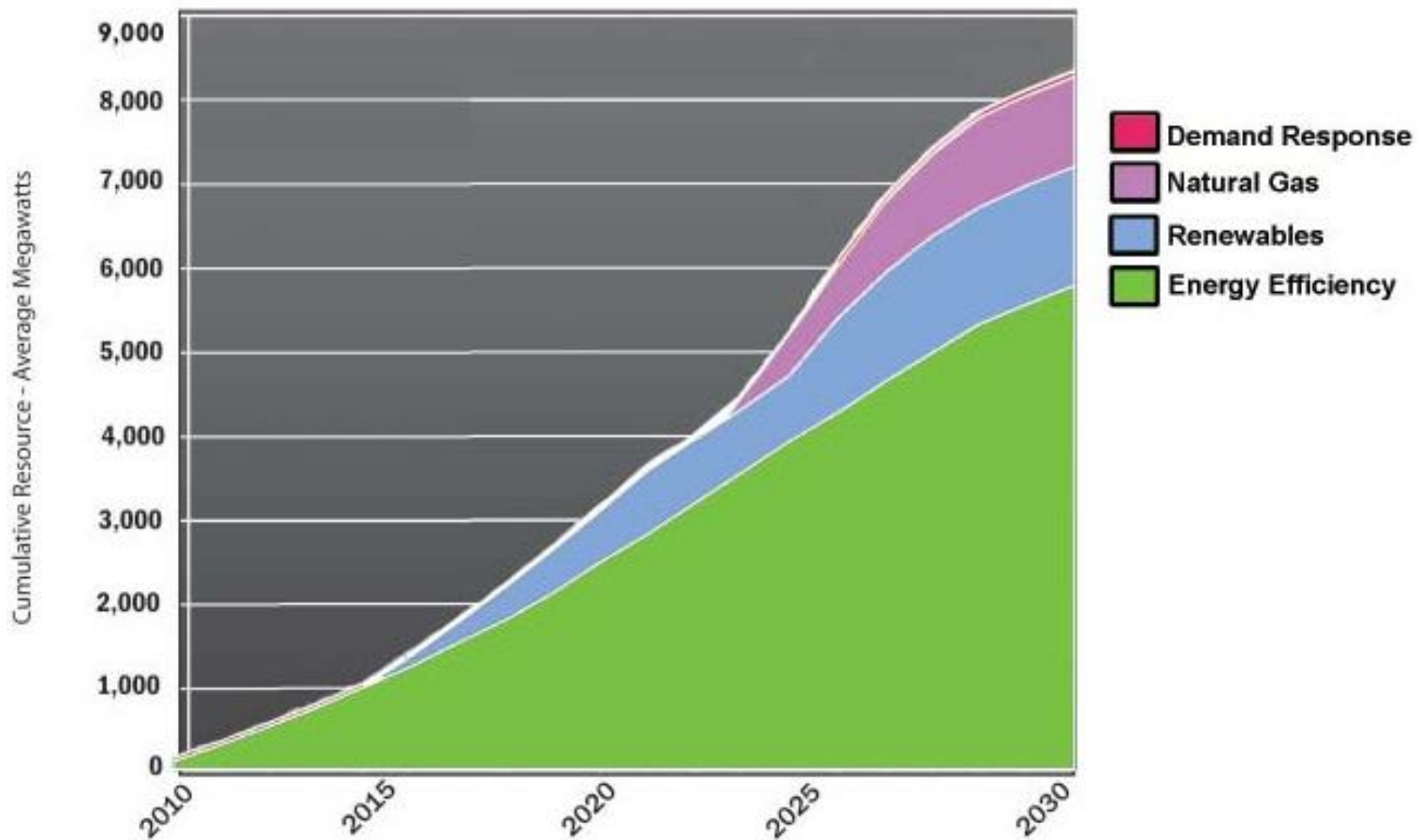
# Why Efficiency?

## Energy Efficiency is Still the Cheapest Option

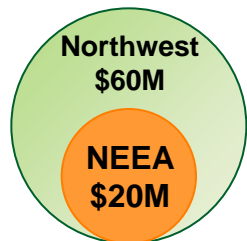


# Looking Towards the Future:

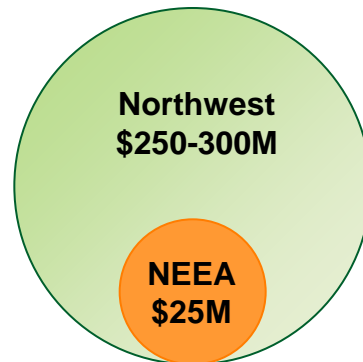
## Sixth Power Plan Resource Portfolio\*



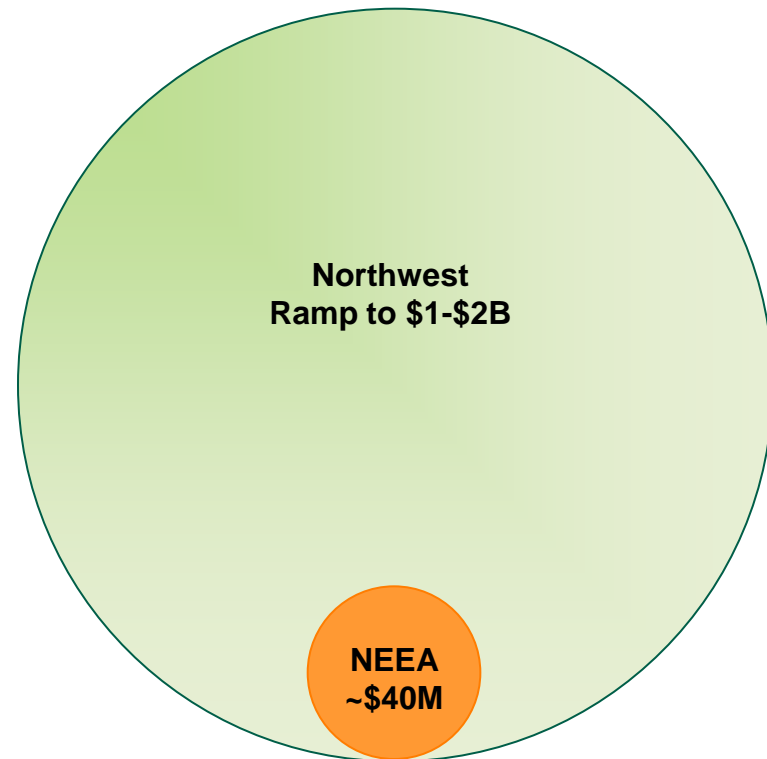
# Annual Northwest Energy Efficiency Investment



**1995**  
Deregulation

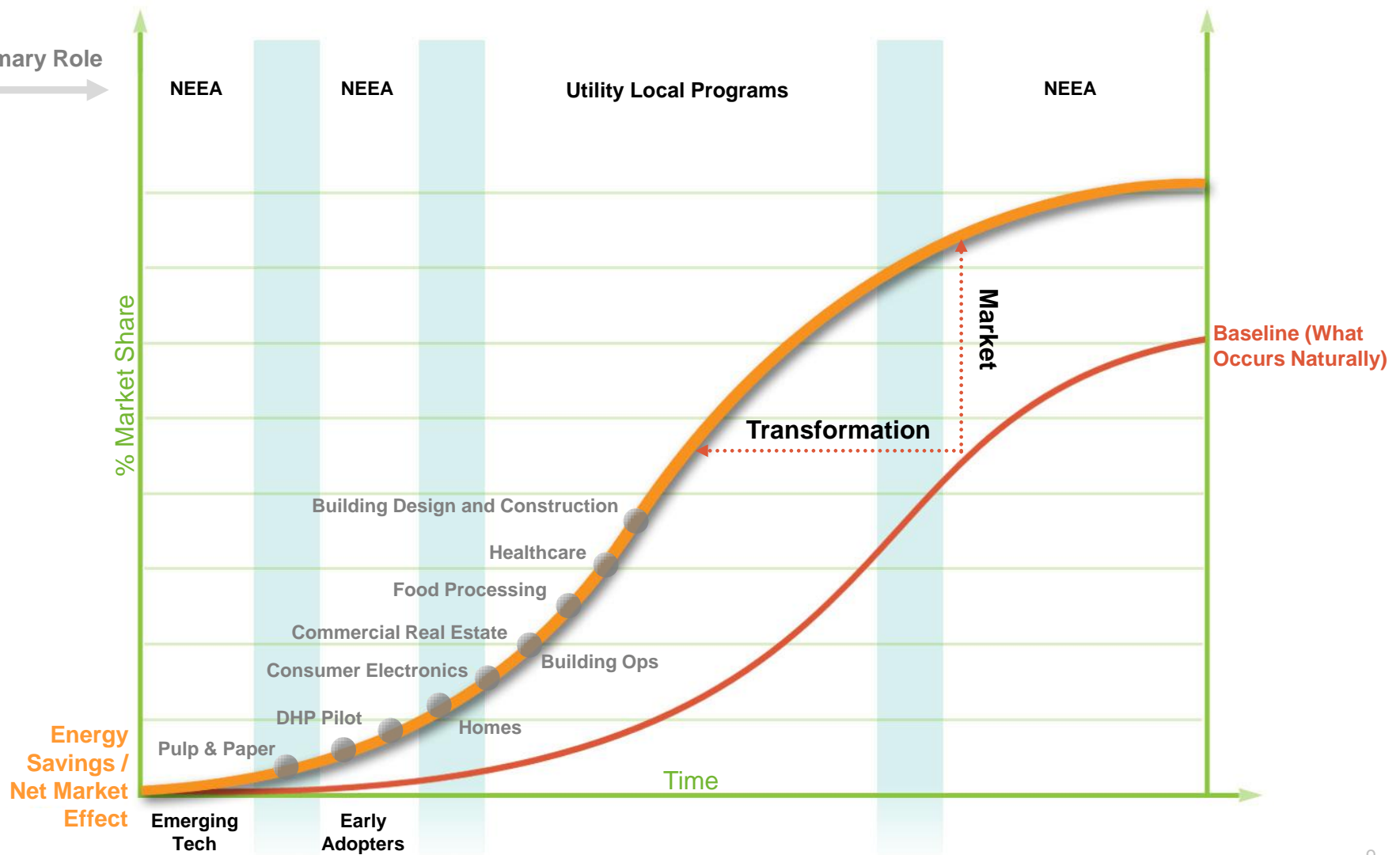


**2005-2009**  
Codes and standards accelerate  
Climate change awareness

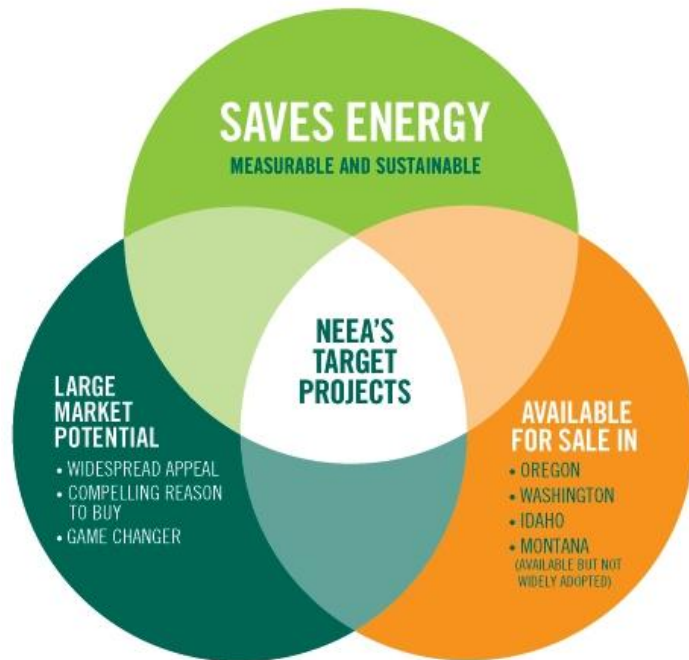


**2010-2014**  
Economic Challenge  
Climate Change  
Increased EE Investment and Awareness

# The Goal: Market Transformation



# Emerging Technologies – Filling the pipeline



- Finding, Developing & Transitioning new opportunities
- Ensuring sustained savings
- Acting as regional champion to supply chain



#### WHAT'S NEW AT NEEA

- "Ductless Heat Pumps" Could Replace Baseboard Heaters, *National Public Radio*
- NEEA Funded Research Study Shows How Hospitals Can Reduce Energy Use by up to 60 Percent with Little Additional

 **CLICK HERE TO SIGN UP  
FOR NEEA NEWS**

**SPOTLIGHT: NEEA'S  
RESIDENTIAL SECTOR**

# www.nwalliance.org

- 05.26.2010: Are You an Energy Hog? Microsoft Eyes 60 Million Homes, *USA Today*
- 05.26.2010: Portland Office Building Earns Green Globes Rating, *CoStar Group*
- 05.26.2010: "Ductless Heat Pumps" Could Replace Baseboard Heaters, *KPLU*
- 05.24.2010: Free Energy Savings for Southern Idaho Businesses, *Earth Times*

#### UPCOMING EVENTS

- 05.28.2010 [Fundamentals of Compressed Air Systems WE \(web-edition\) - Session: 3 of 4](#)
- 06.01.2010 [CEE Summer Program Meeting](#)
- 06.01.2010 [Regional Technical Forum](#)
- 06.02.2010 [Best of BOMA's Energy Efficiency Program \(BEEP\)](#)
- 06.02.2010 [Cost Effectiveness Advisory Committee](#)

#### TOP WEEKLY CONTENT

1. [NEEA Newsletter - March 2010](#)
2. [EPA Recognizes Northwest Energy Efficiency Alliance with 2010 Energy Star® Sustained Excellence Award](#)
3. [Request for Proposals: Agricultural Market Survey](#)
4. [Winners of the Seventh Annual BetterBricks Awards Announced](#)
5. [Northwest Energy Efficiency Alliance Names R. Peter Wilcox Commercial Sector Manager](#)



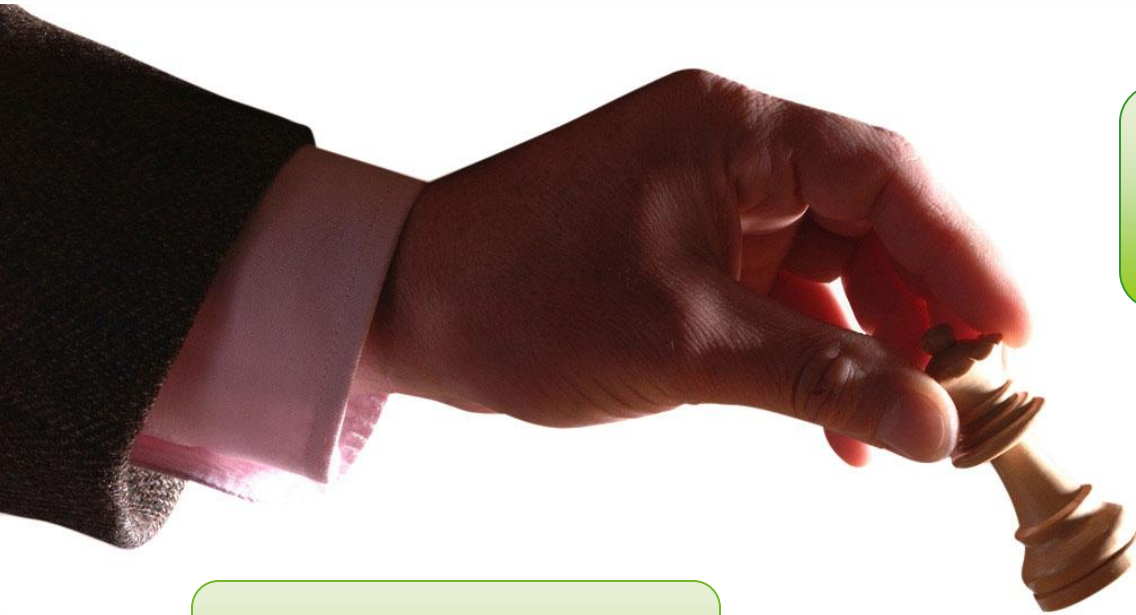
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Thank You

# Extra Slides



# Market Transformation Strategies



Develop relationships that help influence energy codes and standards

Build market knowledge and capability

Encourage emerging Technologies

Create strategic partnerships

Strategically intervene in markets to remove barriers and increase adoption

# Market Transformation Success: CFLs

