



NORTHWEST  
ENERGY EFFICIENCY  
ALLIANCE

***“Together We Will:” A Discussion of EE Opportunities  
in Light of the New Administration***

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# NEEA Vision and Mission



**Vision: Energy efficiency is a cornerstone of a vibrant sustainable Northwest.**

**Mission: Mobilize the Northwest to become increasingly energy efficient for a sustainable future.**

# Who We Are



## Owners:

- Bonneville Power Administration
- Energy Trust of Oregon
- More than 130 electric utilities across Wash, Ore., Mont. and Idaho

## Supported by:

- State governments
- Energy industry representatives
- Public interest groups

## Team:

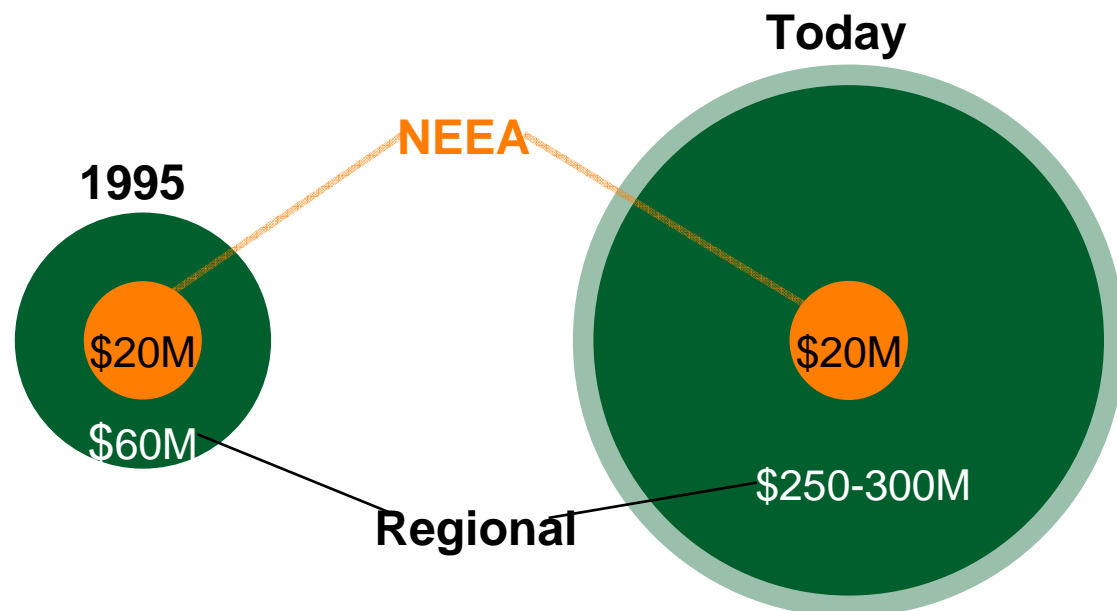
- 32 full-time staff
- Wide range of contractors

## Brands:

- Northwest ENERGY STAR
- BetterBricks
- Continuous Energy Improvement

# Planning Cycle

- Funding renewal in 5 year increments
- Annual budget approved by board
- Current cycle is 2005-2009
- Regional investment in energy efficiency has grown 500% in the last decade – NEEA budget remained steady (\$20M annually)
- Finalizing plan now for 2010-2014 – working with funders to determine which activities are best conducted regionally



# Constraints & Opportunities

## Constraints

- Tension between short-term and long-term aMW
- Scaling up quickly to meet today's demands
- Increased complexity
- Less low-hanging fruit
- “Renewables” own consumer mindshare, not EE
- Finding “Next CFL” – low investment in the pipeline

## Opportunities

- Applying regional influence increase market adoption
- Focus on business practices & behaviors
- Regional marketing platforms to simplify message for end users & market actors
- Training & ed to build region-wide market knowledge & capability
- Keep new technologies in pipeline
- Raise profile of energy efficiency
- Holistic regional energy efficiency planning and implementation

# Our Sector Focus: Reaching Upstream

## Residential



Stimulate demand & foster supply for ENERGY STAR new homes and products.

## Commercial



Make energy efficiency a part of commercial sector decision making

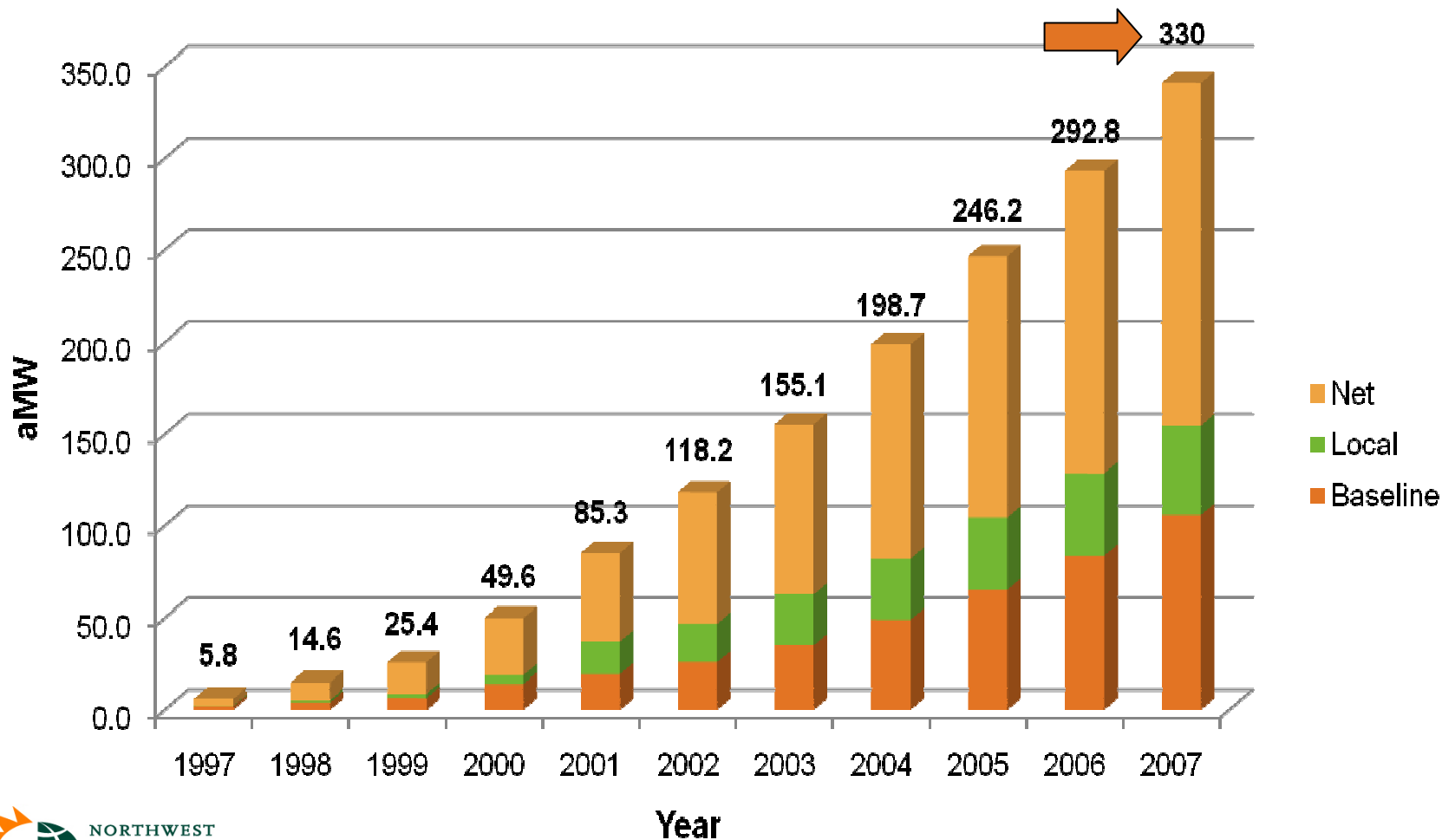
## Industrial



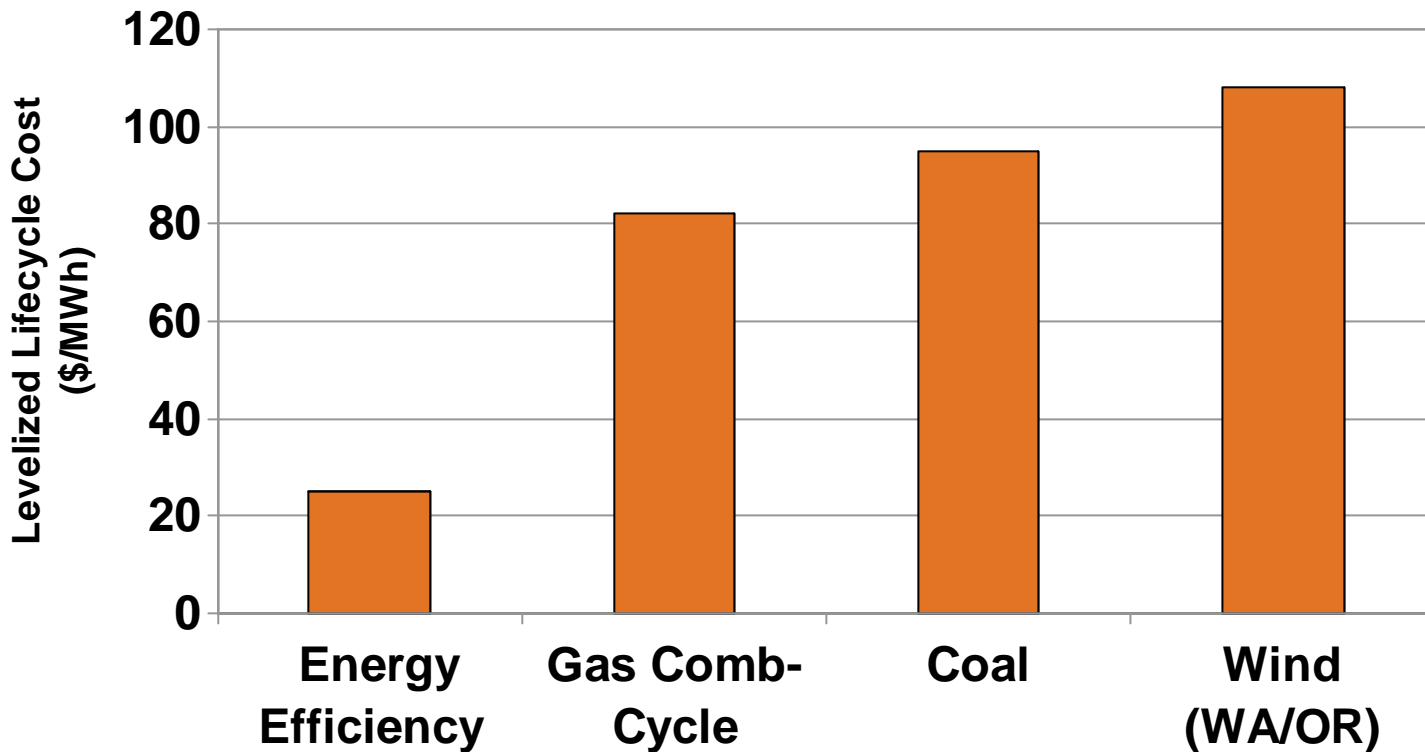
Incorporate the philosophy of Continuous Energy Improvement into the industrial sector

# It's Working: Regional Cumulative Savings from Prior Investments

## Cumulative Savings from Previous Investments



## New Electric Energy Resource Options



# Northwest Energy Efficiency Taskforce (NEET)

- NEET: A regional model of energy efficiency transformation
  - Process leading to regional decision-making
  - Focus is on outcomes
- Potential impacts
  - Regional energy efficiency efforts better focused and coordinated
  - Increased role for NEEA
  - Greater regional commitment

# Advice for the Obama Administration

- Obama's goal: "Improve energy efficiency by 50% by 2030"
- How?
  - Policy changes
  - Changing consumer behaviors
  - New technologies
- Huge opportunity – need to make sure we get it right
  - Public and private sector must work together
  - Make sure that technologies and products are sound before they go to market
  - Train and certify the professionals that build our spaces
  - Educate residents and employees that occupy those spaces
  - Inspire the younger generation to create an ethic of energy efficiency

# Suggestions for CEE

- Behavior change/business practice initiatives & measurement
- Links between retail channels (nationally and regionally) and utilities
- Regional models and best practices



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Thank You

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