



Northwest Energy Efficiency Alliance (NEEA) 2015-2019 Master Agreement

Conservation Resources Division
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www.seattle.gov/light/conserve



NEEA – NORTHWEST ENERGY EFFICIENCY ALLIANCE

- **The Northwest Energy Efficiency Alliance (NEEA) is a non-profit organization jointly funded by the region’s investor and public-owned utilities, the Bonneville Power Administration, and the Energy Trust of Oregon**
- **NEEA’s purpose is to transform energy efficiency markets through market leverage, economies of scale and risk pooling to collectively accomplish effects not achievable by a single utility**
- **Transforming regional markets is cost-effective and efficient**
- **NEEA has been successful over the years across many fronts, including:**
 - Increasing the availability of residential heat pump water heaters and ductless heat pumps
 - Increasing the availability of Energy Star televisions across the region
 - Research that defines certain markets i.e., the Residential Building Stock Assessment and the Commercial Building Stock Assessment

NEEA – SCL INVOLVEMENT

- **SCL has been a member of NEEA since its inception in 1996**
- **As a funder, SCL has a representative on NEEA’s Board of Directors**
- **SCL’s energy conservation staff have been involved in many of NEEA’s initiatives over the years**
- **In 2012-2013, NEEA delivered 25% of SCL’s energy savings**
- **Energy savings are very cost effective; NEEA’s savings are less than one cent per kWh**
- **The market transformation services that NEEA provides ensure that SCL has the tools and products to support our local energy efficiency efforts**

THE 2015-2019 NEEA – SCL MASTER AGREEMENT

- **NEEA operates on a five year funding cycle**
- **SCL would provide total funding of \$6,167,825 over the time period (average \$1.2 million per year – based on SCL’s proportionate share of retail sales)**
- **Funding is included in the six year strategic plan**
- **Program components**
 - Market scanning and concept identification and assessment
 - Market and product assessment
 - Market transformation activities
 - Long term monitoring and tracking