Regional Energy Efficiency Organizations
13 Million Energy Consumers
Why an Alliance?

- Economies of Scale
- Risk Pooling
- Market Leverage
Vision and Mission

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

Our Mission:
Mobilize the Northwest to become increasingly energy efficient for a sustainable future.
What does NEEA do?

Strategic Goals:

1. Fill the energy efficiency pipeline with new products, services, practices and approaches

2. Create market conditions that will accelerate and sustain the market adoption of emerging energy efficiency products, services, and practices
Market Transformation

Market Share

Dollars Invested

Time

Early Adopters
Early Majority
Late Majority
Laggards

Transformation

Codes & Standards

Natural Baseline
Influencing Codes & Standards

Voluntary Energy Efficiency Programs

Time

Market Penetration
Regional Impact

Homes built after 1980 are significantly larger than their predecessors but energy consumption has stayed roughly the same.

- 2011 Residential Building Stock Assessment
1,142 aMW Savings

- **2010–2014 Funded Initiatives**
- **2005–2009 Funded Initiatives**
- **1997-2004 Funded Initiatives**
Residential New Construction
Northwest ENERGY STAR Homes

Building capability and expertise among regional market partners and paving the way for code adoption.
Program Oversight and Support

- Northwest Specification Development
- Market Partner Recruitment
- Technical Support and Training
- Consumer Awareness
“Northwest ENERGY STAR Homes are more comfortable and save money on utility bills every month”

- Quail Homes, Vancouver WA
# Program Timeline

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
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</thead>
<tbody>
<tr>
<td>2004</td>
<td>Program launches</td>
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<tr>
<td>2007</td>
<td>Consumer awareness reaches 51%</td>
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<tr>
<td>2009</td>
<td>More than 1,600 Real estate agents trained</td>
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<tr>
<td>2011</td>
<td>10,000 + certified homes</td>
</tr>
<tr>
<td>2013</td>
<td>25,000 + certified homes</td>
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<tr>
<td>2015</td>
<td>High Performance Pilot Launches</td>
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- 72% of Builders report NWESH makes homes more marketable
- 2009 ENERGY STAR Award Winner: Partner of the Year
Working closely with EPA

Aligning Northwest and national oversight to ensure a vibrant market for ENERGY STAR homes
Increasing Performance

As Northwest code gets increasingly stringent, we are looking toward new strategies and technologies.
“The comfort level is superior. No drafts, no sweaters, no slippers” - Richard, Seattle WA
Thank you

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Together We Are Transforming the Northwest