

Jenna Kay

From: Don Steinke <crvancouverusa@gmail.com>
Sent: Wednesday, September 18, 2024 1:45 PM
To: Jenna Kay; Small, Rebecca
Subject: Fwd: Q3 2024 Market Research and Evaluation Newsletter

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From Don Steinke
To Clark County Climate CAG c/o Jenna Kay,
To City of Vancouver Climate Team

The Northwest Energy Efficiency Alliance was formed around 1997 to evaluate appliance efficiency. This is relevant to our work. It seems that someone in the planning departments should try to use this information to guide policy. They've helped us save a great deal of energy over the years, but we could probably have saved much more if their recommendations had been more closely followed. See below. Don Steinke

----- Forwarded message -----

From: Northwest Energy Efficiency Alliance <bspearing@neea.org>
Date: Wed, Sep 18, 2024 at 1:05 PM
Subject: Q3 2024 Market Research and Evaluation Newsletter
To: <crvancouverusa@gmail.com>



Quarterly Newsletters

Q3 2024 Market Research and Evaluation Newsletter

The end of the year is busy for the Market Research and Evaluation team, with at least 15 studies in the field. Seven others are wrapping up and anticipating final reports. Evaluations are being fielded across nearly all of NEEA's Product Groups, including Market Progress Evaluation Reports for NEEA's two commercial HVAC programs, Luminaire Level Lighting Controls, Extended Motor Products and a few other programs. There are also a few market research efforts underway, including research into the market for agricultural pumps, a study of consumer use and attitudes toward connected consumer products, and research with home energy raters. These market research efforts deliver real time market insights that help develop strategy for new product markets or new applications of current products into NEEA's Market Transformation programs.

And finally, NEEA just launched a research project to compare and contrast market attributes across the region's rural, suburban, and urban areas to begin to understand whether and where there might be opportunities to be more equitable in the delivery of benefits of market transformation. The team is enlivened by the variety of research and evaluation topics being investigated to support the alliance's important work.

Thank you for your partnership, and please be in touch with your ideas and questions. Enjoy the fall!

~ Amy Webb, Sr. Manager, Market Research & Evaluation ~

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Northwest Energy Efficiency Alliance, 700 NE Multnomah Street, Suite 1300, Portland, OR 97232

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