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January 7, 2003

MEMORANDUM

TO: Council Members

FROM: Dick Watson

SUBJECT: Briefing on the Northwest Energy Efficiency Alliance

Northwest Energy Efficiency Alliance Executive Director Margie Gardner will be briefing you on the activities and accomplishments of the Northwest Energy Efficiency Alliance (NEEA). NEEA was formed in 1996 to help transform markets for key energy efficient goods and services. The concept of market transformation is based on the idea of creating sustained changes in the ways in which these products are bought and sold, moving away from perpetual utility incentives toward creating markets in which these products can compete on their own. The concept also recognizes that in many instances the markets for energy efficiency do not conform to the boundaries of utility service territories. Market transformation requires coordinated efforts that cut across service territory boundaries and that build partnerships among utilities and the manufacturers, distributors, retailers and installers of these products and services.

The Council played a seminal role in establishing NEEA. The Council facilitated the meetings that established the NEEA game plan and brokered the agreement among Bonneville and the Investor-owned utilities that still funds NEEA's activities. The Council also loaned staff to NEEA during its startup years and its Executive Director, Margie Gardner, is a former Council staff member. Council Member Hines, Idaho staff member Lindstrom, and Council staff member Grist have served on its Board of Directors.

In the years since its formation, NEEA has built an impressive record and is an important part of the Northwest's efforts to improve the efficiency with which we use electricity. By 2010, the Alliance and related utility efforts are expected to save the region over 500 aMW-enough to offset the need to build two new power plants. Reduction in carbon dioxide emission from the energy savings is estimated at over 2 million tons. I am sure you will find Ms. Gardner's presentation of interest.