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Washington

July 30, 2013

MEMORANDUM

TO: Council Members

FROM: Charlie Grist

SUBJECT: NEEA Strategic Plan

The Northwest Energy Efficiency Alliance (NEEA) plays a key role in the energy efficiency implementation web in the Pacific Northwest. NEEA's work scanning for new efficiency technologies and practices, removing barriers to accelerate efficiency markets and leveraging Northwest resources has been an influential and productive part of the mix since 1997. NEEA's current business plan and funding cycle covers the five-years from 2010-2014.

NEEA is developing a strategic plan and business plan for its next funding cycle which begins in 2015. Susan Stratton, NEEA's executive director, will brief the Council on the issues, challenges and opportunities facing NEEA and the region in the development of the strategic plan and accompanying business plan. The presentation will also give an overview of how NEEA plans to engage regional stakeholders in the process and how NEEA and the Council can work together in the development and planning effort.

NEEA's 2010-2014 business plan, strategic plan and other resources are available at:
<http://neea.org/resource-center>



NEEA Strategic Planning 2015-2019

Susan E. Stratton, NEEA Executive Director

August 6, 2013

NORTHWEST ENERGY EFFICIENCY ALLIANCE

Today's Talk



- About NEEA
- Strategic Planning Process
- Key Issues
- NWPEC Role



About NEEA



Accelerating energy efficiency in partnership with Northwest utilities



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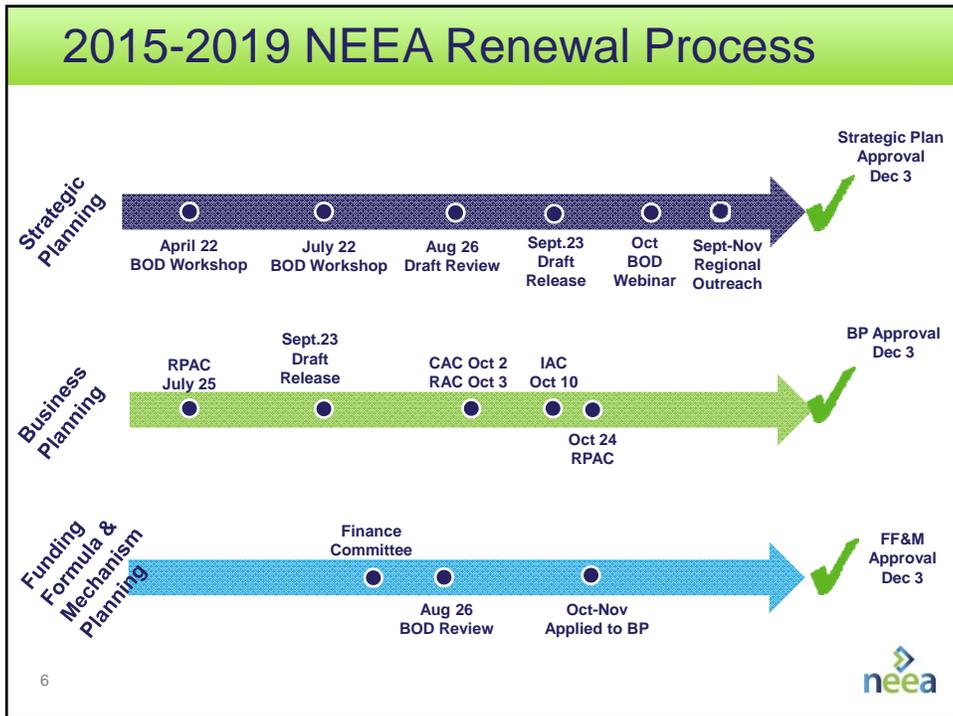
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Key Strategic Planning Issues

- Defining NEEA's unique value and role in the region's energy efficiency efforts
- Determining NEEA's continued involvement in delivering regional information services and coordination efforts, i.e. Conduit, regional conferences, market research, marketing toolkits, and utility training
- Reconciling (relatively) short-term investment decisions with NEEA's long-term value delivery
- Balancing needs of small/rural vs. large/urban utilities

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NWPCC Participation

How do you think NEEA should evolve/ adapt in the next 5 years?

How can NEEA and the Council work together to achieve our goals?



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Questions or Comments?

Filling the
Energy
Efficiency
Pipeline

Accelerating
Market
Adoption

Delivering
Regional
Advantage



Thank You!

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