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July 30, 2013

## MEMORANDUM

**TO:** Power Committee

**FROM:** Charlie Grist

**SUBJECT:** Emerging trends in energy efficiency markets

Jeff Harris is director of emerging technologies and market strategies at the Northwest Energy Efficiency Alliance (NEEA) in his work, Jeff gets a leading edge view of trends in energy efficiency markets. NEEA's work scanning for emerging technologies provides a perspective on changes in technology and practices. As a market transformation agent, NEEA also analyzes how efficient products and practices get to market and where market interventions can best leverage adoption.

At the August meeting Jeff Harris will brief the Power Committee on emerging trends he and his staff see as a result of their work. These trends will help provide context for Susan Stratton's presentation at the Council meeting of NEEA's current strategic planning effort. The trends may influence the shape of NEEA and utility programs going forward. The review of emerging trends may also give the Council some insight on energy efficiency opportunities or analyses for the Seventh Power Plan.