



One Size Does Not Fit All: An Assessment of NEEA's Midstream RPP Efforts

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Midstream Introduction



First, a big THANK YOU



- Joe Van Clock



- Dulane Moran



- Other NEEA staff (Christine Steinhoff, Beth Littlehales, Nick Leritz)
- Other Apex staff (Lauren Gage)

BACKGROUND





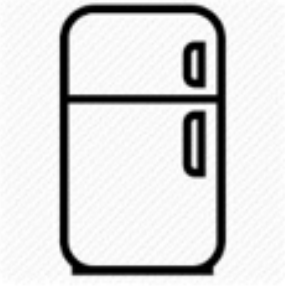






- What is RPP?

- Who is NEEA?

RPP
our role in





<p>Refrigerator</p> 	<p>Clothes washers</p> 	<p>Room air cleaners</p> 	<p>Soundbars</p> 
<p>Freezers</p> 	<p>Clothes dryers</p> 	<p>Room air conditioner</p> 	<p>Ultra-HD televisions</p> 



Midstream Incentives



Specification Revision



Standards



Measurement & Compliance

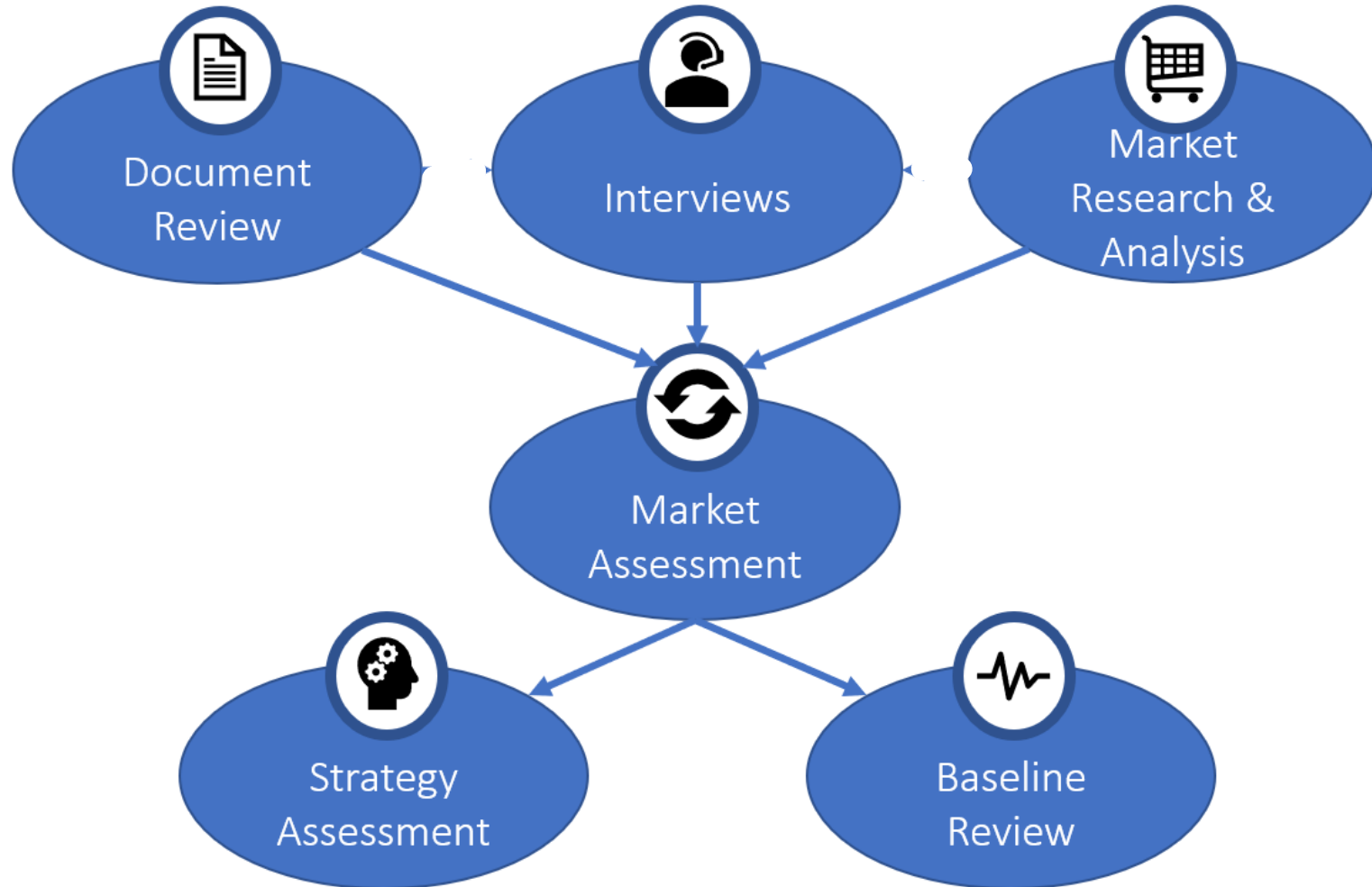


Emerging Technology



Tracking

APPROACH



FINDINGS



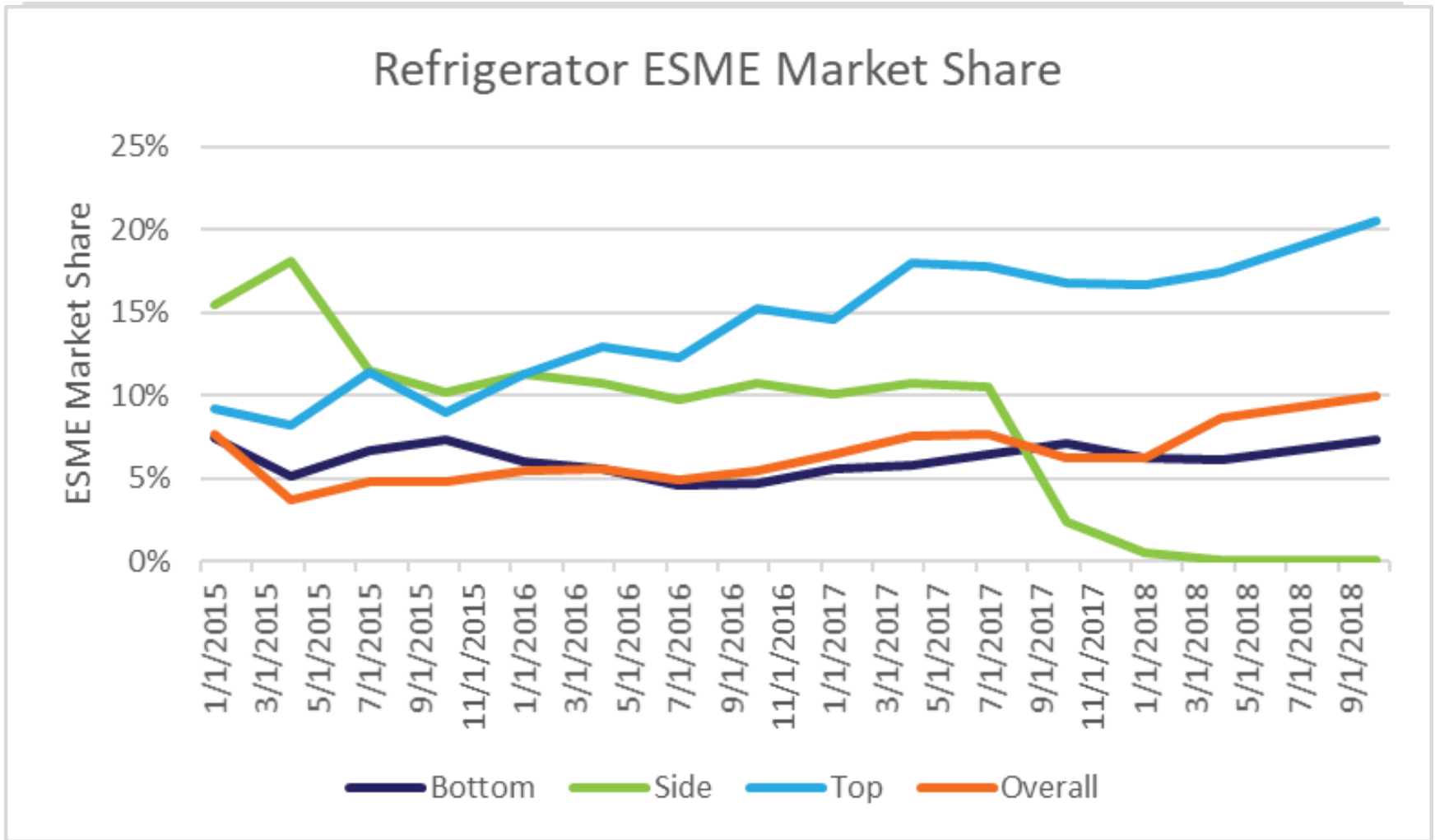
Market Segmentation

- Type/configuration
- Energy consumption
- New EE technologies
- Pricing
- Market share

Efficient/ENERGY STAR Market Share

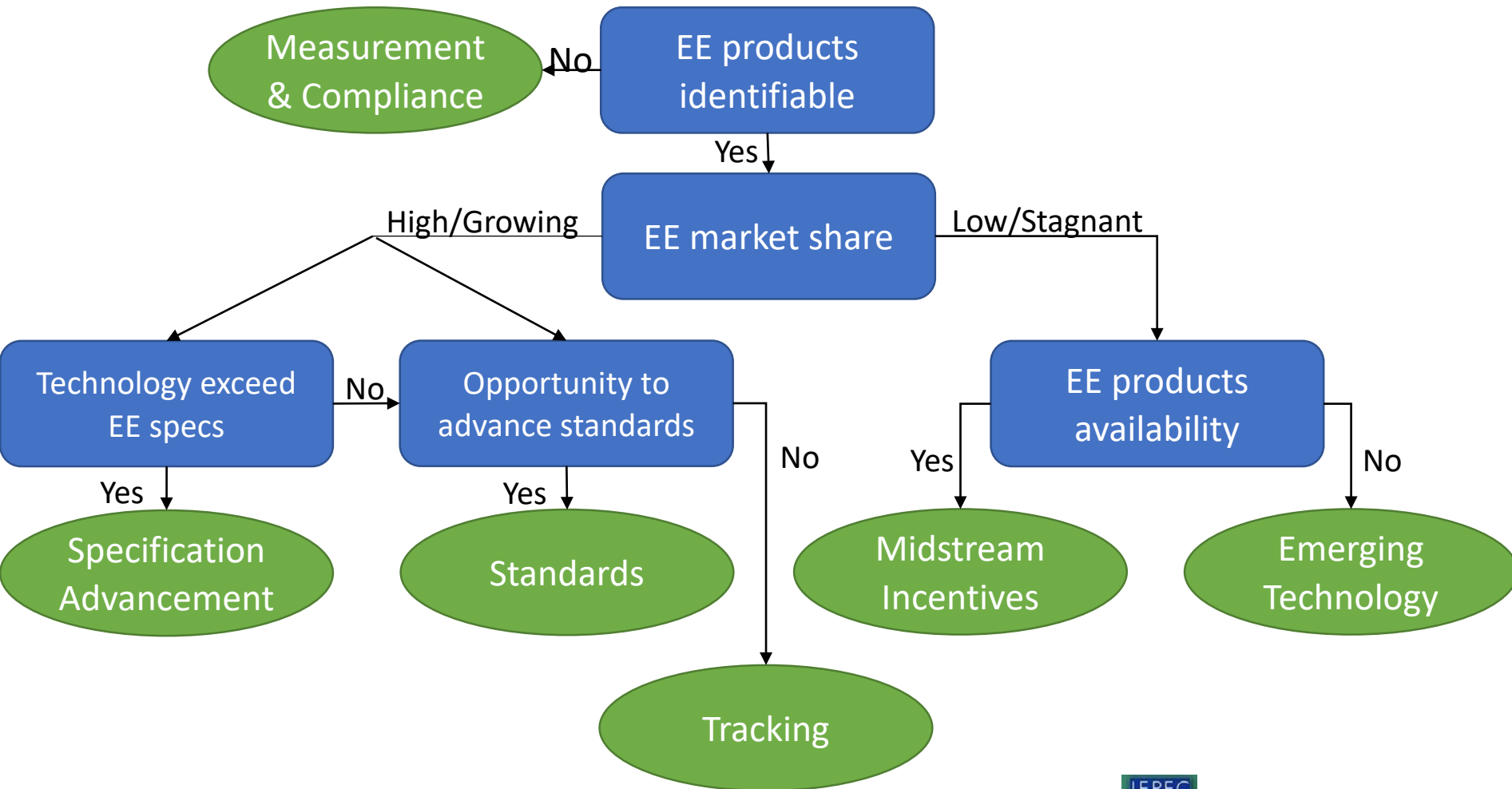
- Market share trends
- Likelihood
- Exceed requirements?
- Metrics vs energy consumption

Refrigerator example



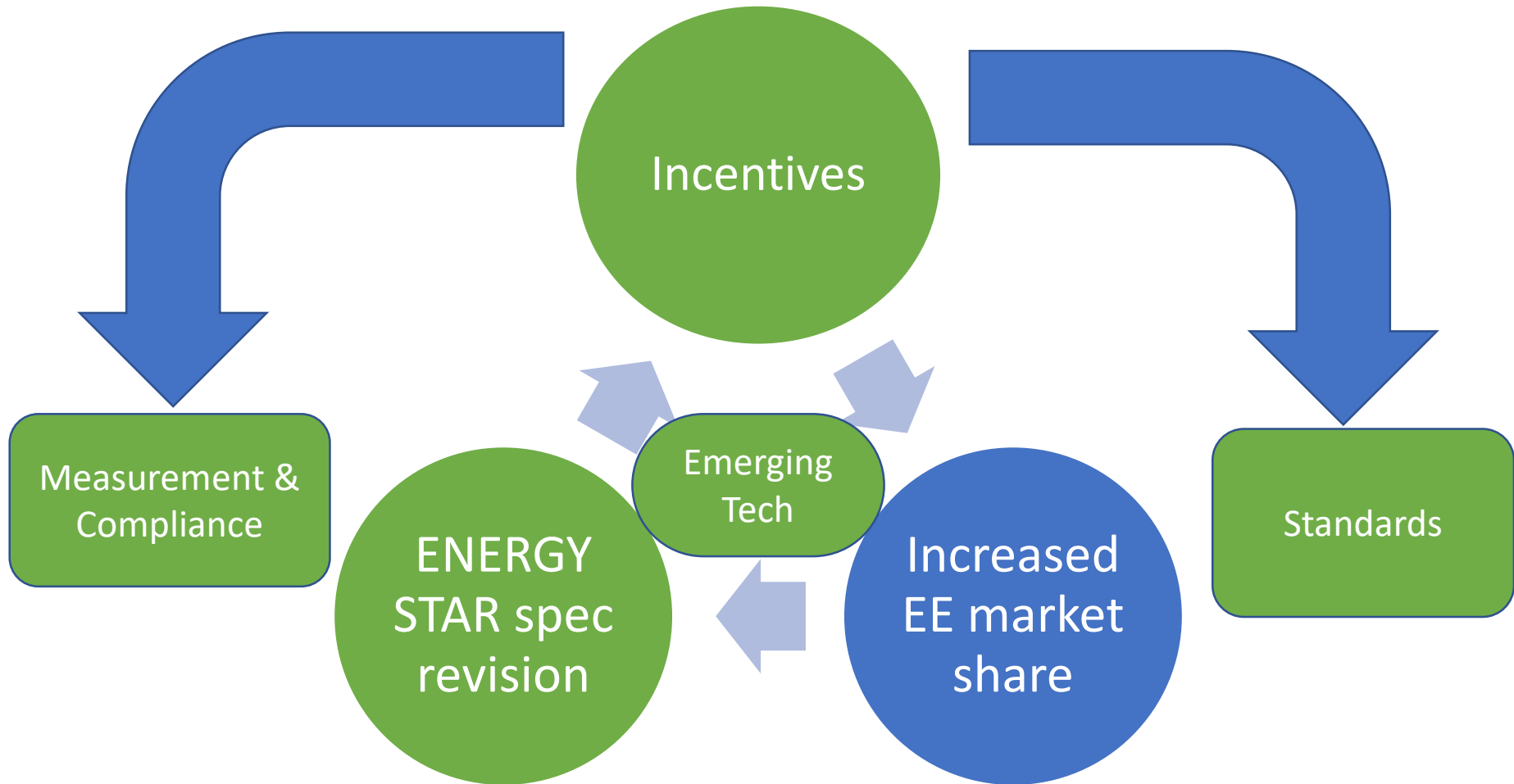


Market Conditions dictate NEEAs strategies



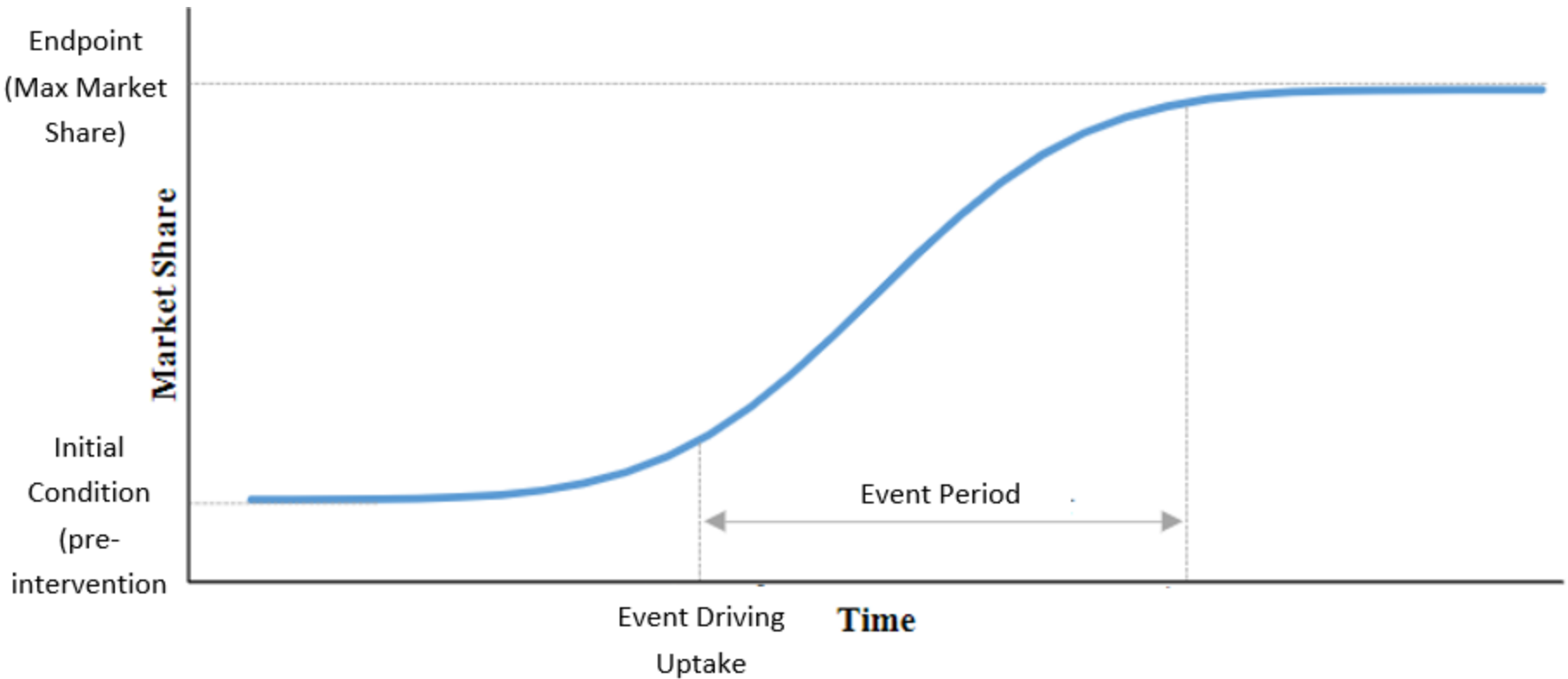


Strategies Evolve Over Product Lifecycle



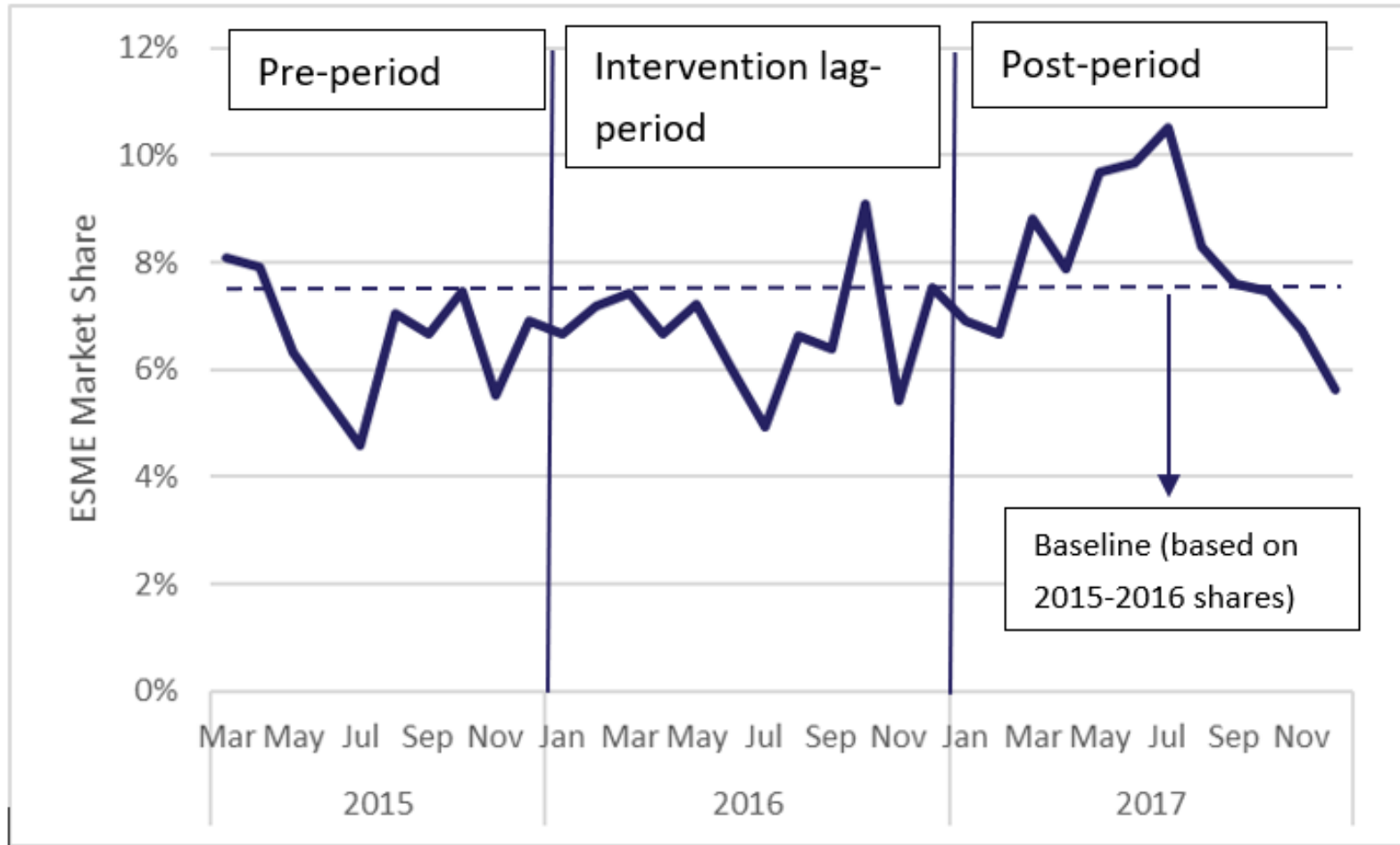


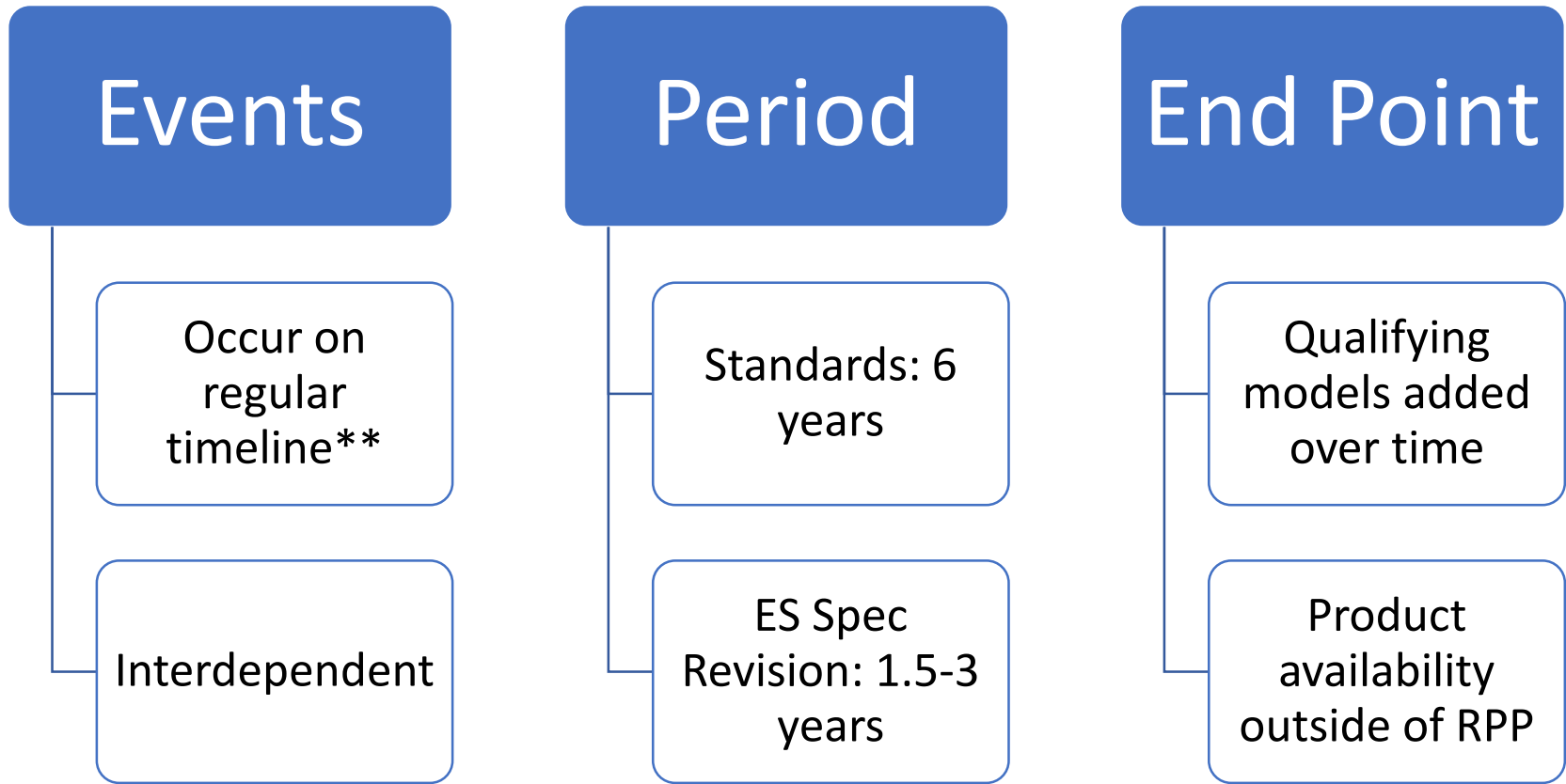
Baselines represent market share of non-intervention





Shelf life, turnover determines lag period





**Current political uncertainty

CLOSING





- Specific market conditions required for midstream incentives
- Proactive planning for a market transformation-focused evaluation
- Product configurations often critical to select intervention strategies
- Measurement & compliance critical to the success of all other intervention strategies
- An abundance of data != cohesive findings

Forget Midstream – go UPHILL!





- Review the IEPEC paper

- Read the full report:

<https://neea.org/img/documents/RPP-Evaluation-Final-Report.pdf>

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Questions?

