



# *ESRPP Natural Market Baseline*

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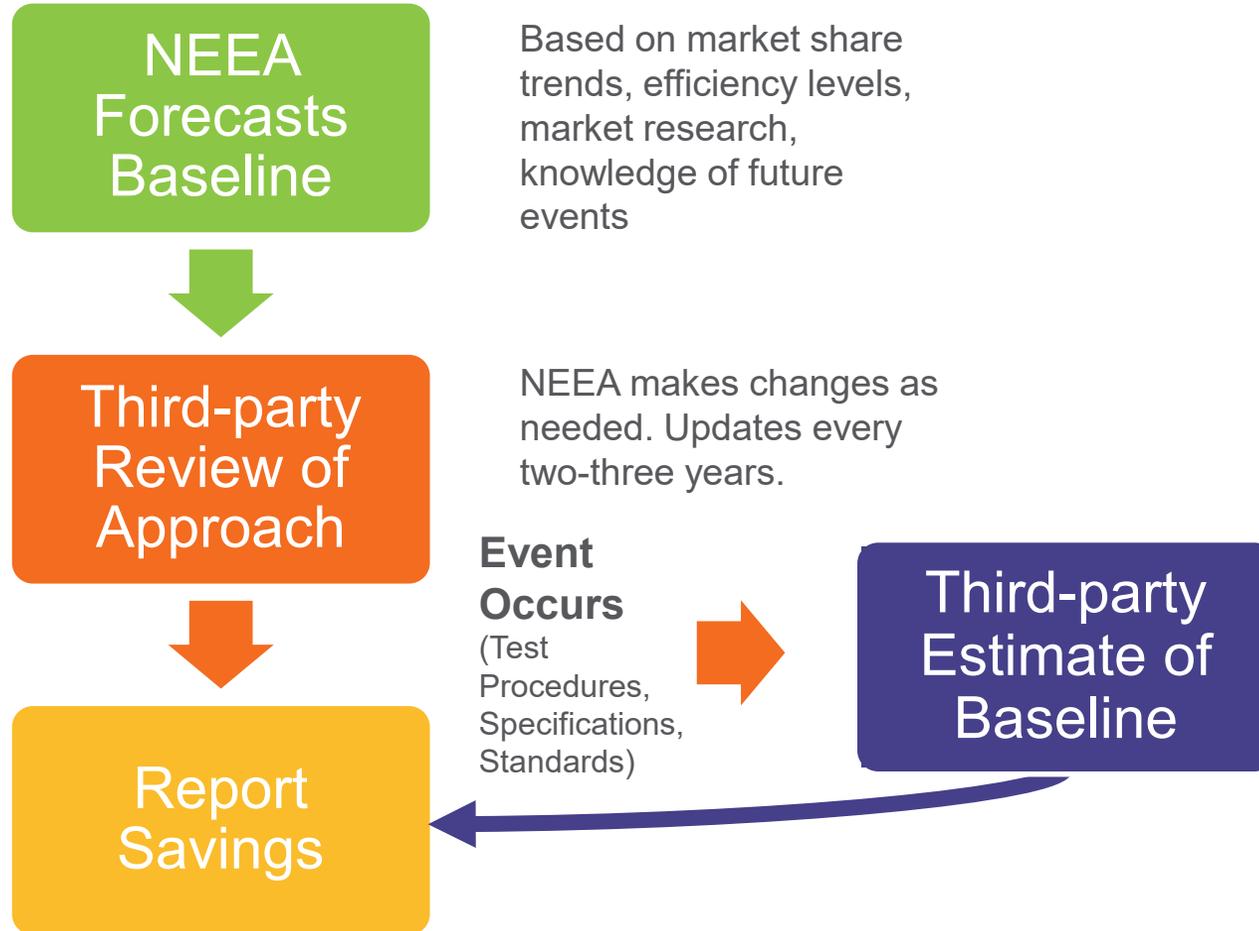
*6/29/2021*

*CLASSIFICATION LEVEL: PUBLIC*





# NEEA's Process to Estimate Natural Market Baselines



*Note: NEEA reports savings annually to allow for review process.*



# Natural Market Baseline should Reflect Strategies

## Strategies

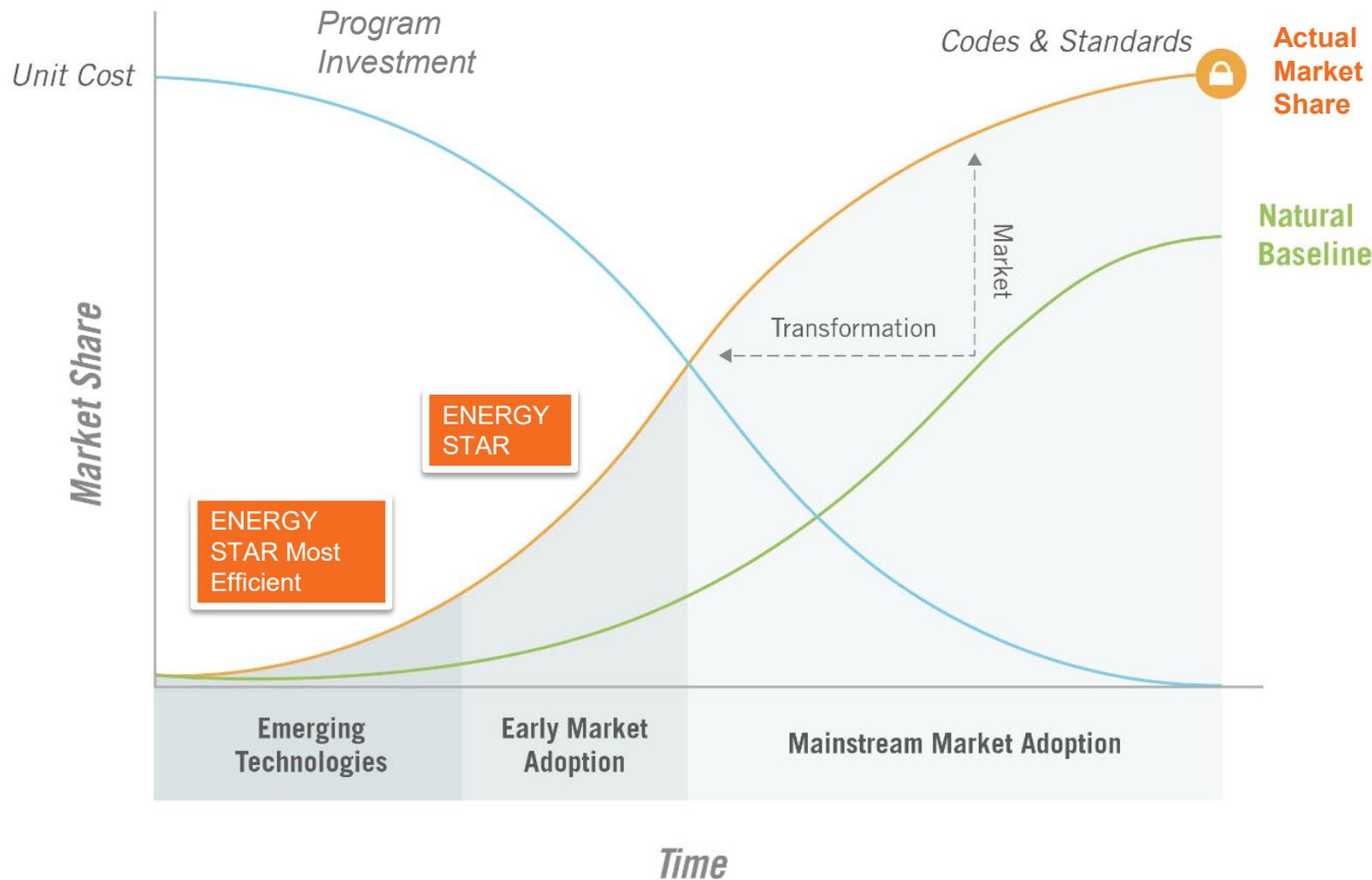
Midstream Incentives

Emerging Technology

Measurement and Compliance

ENERGY STAR Specification

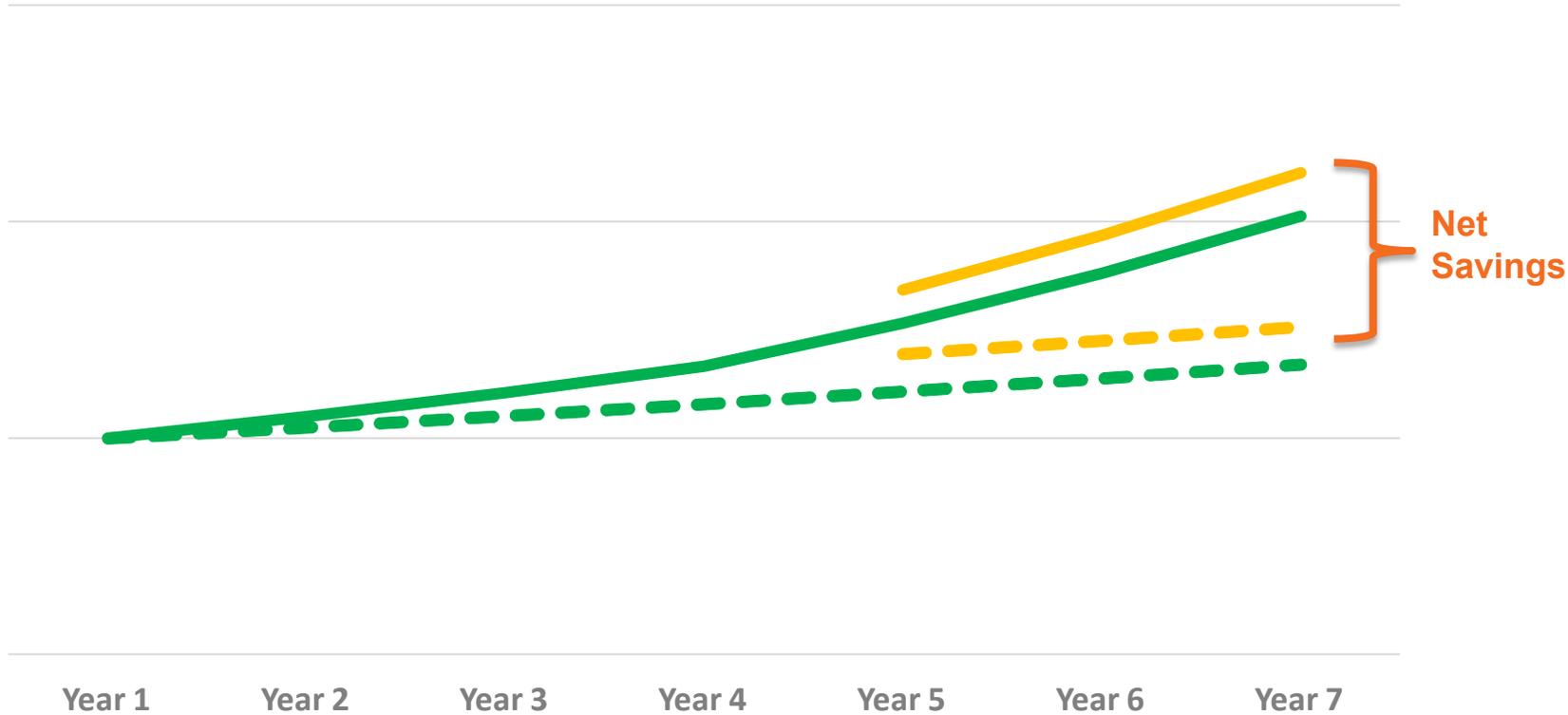
Standards





# Sponsor's Effects

Market Share



— ESRPP Initial Participants

- - ESRPP Initial Participants Baseline

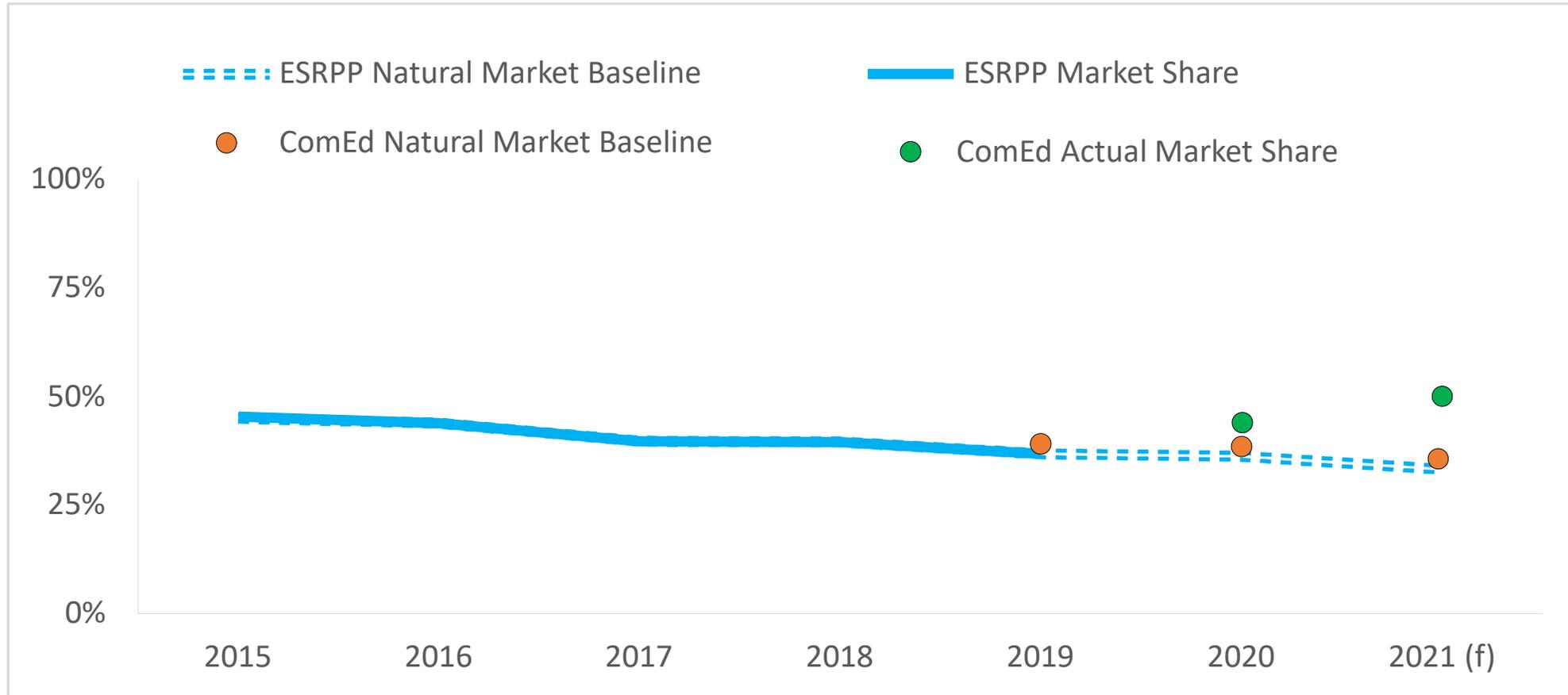
— Added Participant

- - Added Participants Baseline

- Retailer stocking patterns,
- ENERGY STAR specification advancements, and
- DOE's update to federally regulated standards.



# ENERGY STAR Clothes Washers (top-loading)



Note: NEEA is using Northwest data to represent ESRPP.

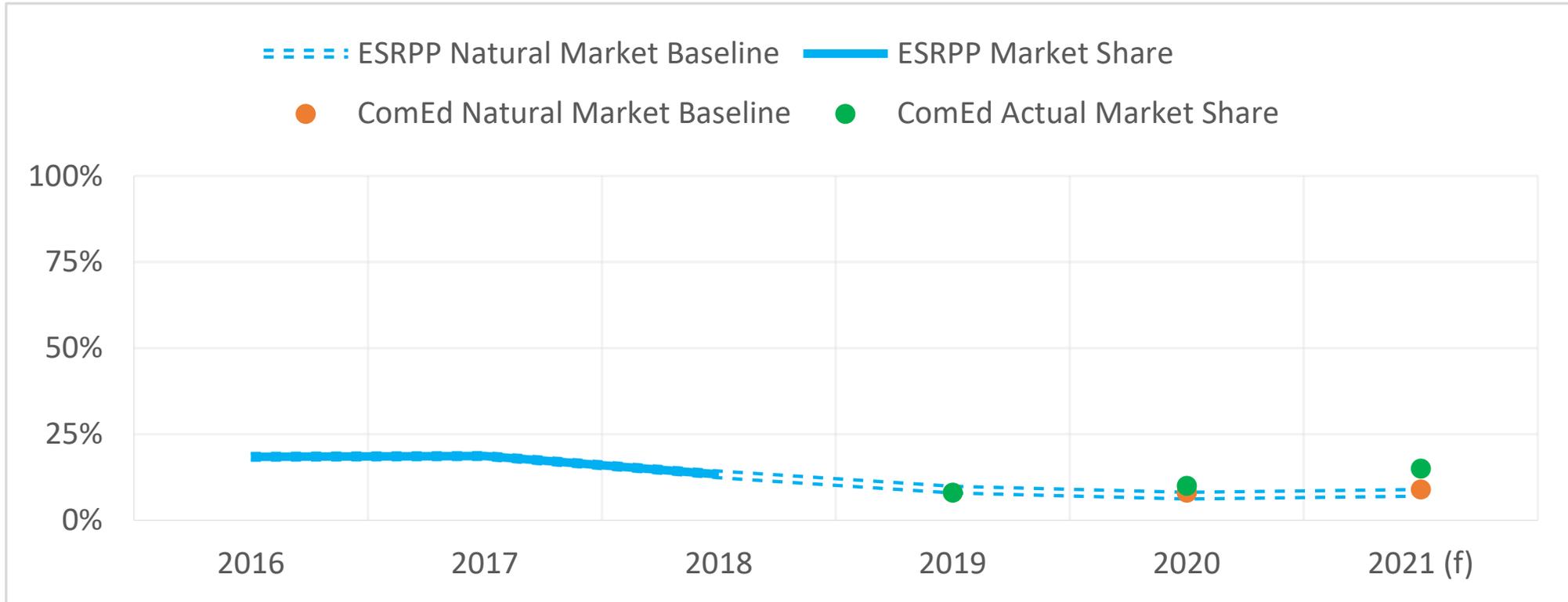


## *Events*

- Refrigerators Emerging Tech Award 2021
- ENERGY STAR Clothes Washers Update 2023
- Federal Standards Effective as early as 2026

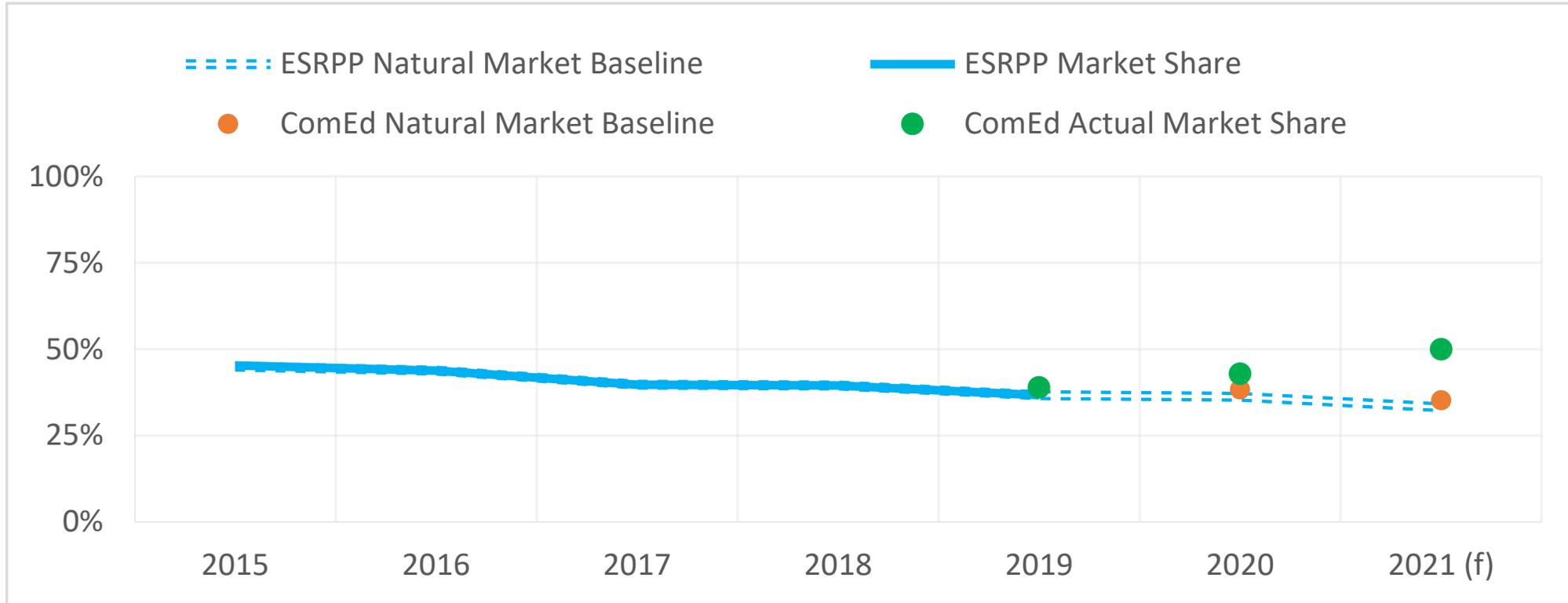


# ENERGY STAR Refrigerators (Side-mounted Freezers)





# ENERGY STAR Refrigerators (Other/Top-mounted Freezers)





# ENERGY STAR Refrigerators (Bottom-mounted Freezers)

