



9th Annual Statewide Energy Efficiency Forum

Scaling Up and Out • June 20-21, 2018 | Sacramento, CA

Forum Theme — Scaling Up and Out



With increasingly aggressive energy and climate goals, there is a clear need for proven solutions that can be adapted and implemented at the regional scale. Scaling Up and Out emphasizes the need to identify, replicate, and scale programs and practices from communities across the state.

Keeping with the theme of Scaling Up and Out, the 9th Annual SEEC Forum has a strong focus on policies and practices that have been successfully implemented and can be adapted to fit the needs of communities elsewhere. Presenters will provide energy tools, financing models, and policies that can encourage increased adoption of energy efficiency and climate adaptation actions in your community. Come prepared to engage on efficiency and leave with energy!

About the Statewide Energy Efficiency Collaborative

The Statewide Energy Efficiency Forum is sponsored by the Statewide Energy Efficiency Collaborative (SEEC). SEEC provides support to cities and counties to help them reduce greenhouse gas (GHG) emissions and save energy. SEEC is an alliance between three statewide non-profit organizations (The Local Government Commission, ICLEI – Local Governments for Sustainability, USA, and the Institute for Local Government) and California's four Investor-Owned Utilities.

About the Local Government Commission

The Local Government Commission (LGC) is a nationally recognized non-profit organization with a rich history of connecting leaders, advancing policies and implementing solutions for sustainable communities.

For the last 35 years, LGC has been at the forefront – identifying promising approaches and fostering persuasive models that can be replicated and used to inform public policy.

Special Thanks

This forum is the culmination of months of dedication and hard work. This forum would not have been possible without the support of dozens of dedicated staff, partners, and volunteers. We would like to express our sincere gratitude and appreciation to all of our CivicSpark volunteers, advisory committee members, session organizers, speakers, SEEC partners, and LGC staff.

For full program descriptions:
CaliforniaSEEC.org/Program

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by



Wednesday, June 20

8:00 - 5:30 **Forum Registration — Glides**8:00 - 10:30 **EE 101 Pre-Forum Workshop** Tofanelli

New to local government energy efficiency and sustainability, and looking for some information to get started? Or need a refresher in this area? Join the Energy Efficiency Best Practices Coordinator and the SEEC Partners for the EE 101 workshop! This workshop will provide a quick education on policy and programs, best practices, case studies, resources, and tools relevant to local work on energy efficiency and sustainability.

10:30-12:00 **Energy Efficiency Business Plans Workshop** Tofanelli

The 2018-2025 Energy Efficiency Business Plans were approved this year bringing new changes to the implementation of energy efficiency programs and Local Government Partnerships. In this workshop utility representatives will provide an overview of the new Business Plans followed by an opportunity for open dialogue and Q&A with local partners.

12:00 - 1:00 **Networking Lunch — Ballroom**1:00 - 1:30 **Forum Welcome — Ballroom**

- **Eric Guerra**, Councilmember, City of Sacramento
- **Kate Meis**, Executive Director, Local Government Commission
- **David Poster**, Director of Energy Efficiency Programs, Pacific Gas & Electric Company

1:30 - 2:30 **Kickoff Plenary: State Leaders [CM | 1.0]** Ballroom

As California continues to lead the country in combating climate change, state leaders are focusing on making the low-carbon future accessible and affordable for all. New regulations require zero to near zero net energy buildings, solar on all new residential homes, and increased funding for hard-to-reach communities. State policies continue to place local governments at the front lines of expanding programs, providing access to funding, and developing local energy policies - the main drivers behind future savings.

- *Moderator:* **Kate Meis**, Executive Director, Local Government Commission
- **Ken Alex**, Executive Director, Governor's Office of Planning and Research
- **Yana Garcia**, Assistant Secretary for Environmental Justice and Tribal Affairs, California Environmental Protection Agency
- **Andrew McAllister**, Commissioner, California Energy Commission

2:30 - 2:45 **Networking Break**2:45 - 4:00 **Session Block 1** (See page 4)4:00 - 4:15 **Networking Break**4:15 - 5:30 **Session Block 2** (See page 5)5:30 - 6:30 **Hosted Networking Reception and Poster Session** Ballroom & Foyer6:30 - 9:00 **Optional Evening Activities**

Thursday, June 21

7:30 - 8:15 **Forum Registration and Networking Breakfast**

8:15 - 9:15 **Morning Plenary: The Role of Equity in our Clean Energy Future [CM | 1.0]** Ballroom

This session will explore the need to address inequities in our local energy policies and programs and how local leaders can ensure they are providing opportunities for clean energy access to all members of their community. *Full description: CaliforniaSEEC.org/Program#p2*

- **Moderator: Cary Garcia**, Statewide Energy Efficiency Best Practices Coordinator, Local Government Commission
- **Luis Sanchez**, Chief Executive Officer, Community Resource Project, Inc.
- **Alana Matthews**, Public Advisor, California Energy Commission
- **Leslie Martinez**, Policy Advocate, Leadership Counsel for Justice and Accountability

9:15 - 9:30 **Networking Break**

9:30 - 10:45 **Session Block #3** (See page 6)

10:45 - 11:00 **Networking Break**

11:00 - 12:15 **Session Block #4** (See page 7)

12:15 - 1:00 **Networking Lunch** — Ballroom

1:00 - 2:00 **Afternoon Plenary: The Changing Electric Utility Industry - Roles & Opportunities for Local Governments [CM | 1.0]** Ballroom

In this plenary we will discuss how and why local governments should be participating in ongoing grid operations programs, how that participation is funded, and where past challenges local governments faced in this participation may be mitigated. We will also discuss the opportunities for local governments to participate in programs today and in the near future that impact the well being of the electric grid and their communities. *Full description: CaliforniaSEEC.org/Program#p3*

- **Moderator: Howard Choy**, Owner, Howard Choy Consulting, LLC, Vanir Energy
- **Craig Perkins**, President and Executive Director, The Energy Coalition
- **Gene Rodrigues**, Vice President, ICF International
- **Randy Britt**, President, Vanir Energy
- **Gary Saleba**, President/CEO, EES Consulting

2:00 - 2:15 **Networking Break**

2:15 - 3:30 **Session Block #5** (See page 8)

3:30 - 4:30 **Closing Plenary: The Revolution will be Financed: How to Run Energy Programs That Produce Results, Attract Investors and Protect Your Citizens [CM | 1.0]** Ballroom

This session will feature top financiers, utilities, implementers and practitioners offering direct and usable tools, resources and ideas that need to underpin any energy project, program or procurement that wants to attract outside capital. *Full description: CaliforniaSEEC.org/Program#p4*

- **Moderator: Panama Bartholomy**, Director, Investor Confidence Project
- **Maria Fields**, Senior Vice President, Business Development, JouleSmart
- **Peter Thompson**, Expert Program Manager, Energy Efficiency Finance, Pacific Gas and Electric
- **Courtney Kalashian**, Executive Director, San Joaquin Valley Clean Energy Organization
- **Matt Golden**, CEO, OpenEE

2:45 - 4:00 PM

Session Block 1

Regulations and Legislation Impacting Local Energy Programs [CM | 1.25]

Beavis

Local climate and energy program staff, organizational leaders and community members have a need to know about policy and regulatory proposals affecting their programs and how to engage meaningfully in policy development. This session will provide attendees with the most current information on priority legislative proposals, Public Utilities Commission proceedings, and Energy Commission building benchmarking regulations.

- *Moderator:* **Margaret Bruce**, Program Manager, Local Government Commission
- **Irene Moosen**, Regulatory Consultant, Local Government Sustainable Energy Coalition
- **Eugene Lee**, Residential Supervisor, Efficiency Division, Existing Buildings Office, California Energy Commission
- **Nidia Bautista**, Chief Consultant, California Senate Committee on Energy, Utilities and Communications

Decarbonization, Democratization, Decentralization: Tools for Implementing Climate Change Plans [CM | 1.25]

Tofanelli

This workshop will provide up to date research that can be used to help policymakers reach informed decisions about their energy source. It will also describe a practical road map, including: policies, tools and programs, that public agencies can adapt to their local conditions to cost-effectively electrify. Finally, the workshop will include several case studies demonstrating how public agencies are already launching decarbonization initiatives. *Full description:* CaliforniaSEEC.org/Program#1

- *Moderator:* **Rick Brown**, President, TerraVerde Energy, LLC
- **Panama Bartholomy**, Founder, Building Decarbonization Coalition
- **Jessie Denver**, Energy Program Manager, San Francisco Department of the Environment
- **Jonathan Parfrey**, Executive Director, Climate Resolve

Connecting with the State's Financing Pilots and Reaching Underserved Communities [CM | 1.25]

Falor

CAEATFA, in partnership with the Investor Owned Utilities, is launching innovative financing pilot programs, designed to make more private capital available for energy efficiency retrofits. The workshop will cover what financing is, and will be available for homeowners, renters and small businesses so that local government participants can connect constituents with these resources. *Full description:* CaliforniaSEEC.org/Program#1

- *Moderator:* **Andrew Nih**, Financing Supervisor, Southern California Gas Company
- **Miriam Joffe-Block**, Program Manager, California Alternative Energy and Advanced Transportation Financing Authority
- **Carmelita Miller**, Legal Counsel, The Greenlining Institute
- **Ben Brown**, Senior Program Manager, On Bill Financing, Pacific Gas & Electric
- **Siew Yee Lee**, Business Development Officer, Minority Business Development Agency

California Energy Commission Updates: Building Energy Use Benchmarking Program (AB 802) [CM | 1.25]

Bondi

California has launched its Statewide Benchmarking Program under AB 802 which was approved by the Governor in 2015. With the regulations enacted in April of 2018, and enforcement commencing June 1st, 2018 building owners must submit benchmarking data to the California Energy Commission. Learn the long awaited details on compliance procedures, available resources, intersection with existing local government ordinances, and participate in Q&A directly with the California Energy Commission staff. The conversation will wrap up with how benchmarking is uniquely applied in the local government sector.

- *Moderator:* **Marc Costa**, Policy & Regulatory Manager, The Energy Coalition
- **Erik Jensen**, Energy Specialist, California Energy Commission
- **Daniele Horton**, Founder and President, Verdani Partners
- **Barry Hooper**, Green Built Environment Senior Coordinator, City of San Francisco
- **Sarah Farell**, Energy Policy Advisor, San Joaquin Valley Clean Energy Organization

4:15 - 5:30 PM

Session Block 2

Role of Renewable Gas in Climate Action and Resiliency Planning [CM | 1.25]

Falor

What are PG&E and SoCalGas doing to help cities and counties achieve their climate action and resiliency goals? How can communities combine organic waste diversion with renewable energy development while reducing emissions from transportation? How can utilities assist local governments embarking on resiliency plans and incorporating climate adaptation strategies into their General Plans? Please join to learn about existing utility programs as well as R+D efforts related to: renewable gas (organic waste, landfills, wastewater, dairies, agriculture), Power-to-Gas and renewable hydrogen technologies, renewable gas vehicles and fueling infrastructure, and distributed energy resources (fuel cells, combined heat and power systems)

- *Moderator:* **Geoffrey Danker**, Franchise, Fees & Planning Manager, SoCalGas
- **David Lewis**, Director, Wholesale Marketing & Business Development, Pacific Gas & Electric

Partnering with Chambers of Commerce to Reach the Business Community [CM | 1.25]

Bondi

This session will have a brief presentation and a panel discussion. The speakers will represent local government and the business community bringing chamber of commerce representatives and a business representative, the discussion will be facilitated by a representative from the local utility SDG&E. The panel will speak about the journey of the cities of Chula Vista and National City in becoming energy efficiency outreach partners in the local business community.

- *Moderator:* **Eric Drabb**, Local Government Partnership Advisor, San Diego Gas & Electric
- **Barbara Locci**, Conservation Specialist, City of Chula Vista
- **Jacqueline Reinoso**, President and CEO, National City Chamber of Commerce
- **Lisa Cohen**, Chief Executive Officer, Chula Vista Chamber of Commerce
- **Dee Baker**, Director of Sales, Pery Plumbing Heating & Air

Drivers of Change Analysis for Cities GHG Emissions Inventories [CM | 1.25]

Beavis

Since the mid-1990s, local governments have engaged in periodic inventories of municipal and community greenhouse gas (GHG) emissions with the ultimate goal of achieving emission reductions. The field has matured with documented protocols for performing and reporting inventories, and many communities are now conducting inventory updates to establish trends. ICLEI - Local Governments for Sustainability and the City of Bellevue, Washington, with funding from the U.S. Department of Energy's Cities Leading through Energy Analysis and Planning (Cities-LEAP) Program, are creating methods and tools to attribute changes between two inventories to the impacts of policies and programs along with other external drivers, such as economic activity and weather. Specifically, ICLEI has developed a "contribution analysis" that is now in testing by a set of participating communities. By eliminating as much uncertainty as possible through normalizing for factors like weather and economic activity that isolate out the "noise" of external factors, the impact of actions or programs can be reasonably inferred.

- *Moderator:* **Hoi-Fei Mok**, Program Officer, ICLEI USA
- **Garrett Wong**, Senior Sustainability Analyst, City of Santa Monica
- **Mike Steinhoff**, Program Manager, Tools & Technical Innovation, ICLEI USA

Microgrids for Community Resilience: Integrating Generation, Storage and Interoperability [CM | 1.5]

Tofanelli

Recent disasters have driven home the importance of maintaining energy service to critical systems: water, communications, refuges, life safety systems, etc. Microgrids, including energy generation, storage and grid interoperability, can provide resilience and reliability for vital public safety, communications and economic functions. This session will explore the experiences of three microgrid implementers from diverse situations: their motivations, decision-making, cost/benefit and risk/benefit criteria, and their key take-aways and advice.

- *Moderator:* **Margaret Bruce**, Program Manager, Local Government Commission
- **Rachel DiFranco**, Sustainability Manager & Smart City Co-Facilitator, City of Fremont
- **Dr. Shelly Morr**, Superintendent, Santa Rita Unified School District
- **Matthew Marshall**, Executive Director, Redwood Coast Energy Authority

9:30 - 10:45 AM

Session Block 3

Advancing the Skills of Your Building Operations Workforce to Achieve Carbon Goals [CM | 1.25]

Compagno

Join this session to learn about energy efficiency skill building for your workforce, the elements of successful workforce partnerships, pitfalls to avoid in building partnerships, and lessons learned. Participants in this session will come away with ideas and resources for building the capacity of their workforce through partnerships in their own communities.

Full description: CaliforniaSEEC.org/Program#3

- **Moderator: Robert Marcial**, Director, Pacific Energy Center
- **Leigh Lain Walker**, Program Manager, Ventura County Regional Energy Alliance
- **Katie Ward**, Program Associate, San Gabriel County Council of Governments
- **Rosie Kang**, Sustainability Program Manager, Willdan
- **Samantha Miller**, Business Services, Alameda County Workforce Development Board
- **Melanie Danuser**, Project Director, Northwest Energy Efficiency Council

Energy Efficiency Incentive Programs: Evolving Policy, Requirements, and Challenges [CM | 1.25]

Tofanelli

This session will open with a presentation on the origins and evolution of efficiency programs and will include a highlight of the end-user experiences gathered from agencies who have leveraged ratepayer resources to achieve efficiency. Its goal is to serve as an educational forum and workshop for sharing dialogue among local government customers, energy efficiency program implementers and service providers, IOU program stakeholders and California Public Utilities Commission staff. *Full description: CaliforniaSEEC.org/Program#3*

- **Moderator: Laurel Rothschild**, Director, The Energy Coalition
- **Nils Strindberg**, Energy Division, California Public Utilities Commission
- **John Rossi**, Program Manager, TRC Solutions
- **Brendan Havenar-Daughton**, Local Government Energy Efficiency Strategy Lead, Pacific Gas & Electric Company
- **Athena Besa**, Manager, San Diego Gas & Electric

Reaching Up and Out: Advancing Reach Codes Together [CM | 1.25]

Bondi

Local governments frequently adopt amendments to the California Building Code (sometimes called reach codes) to leverage jurisdictions' ability to act quickly to advance energy efficiency and emissions reduction goals. This session provides an overview of the adoption process, documentation requirements, and shared experiences from other jurisdictions. The session also introduces resources to streamline adoption to help individual jurisdictions "scale up" the reach code mountain, and "scale out", enabling many jurisdictions to leverage one set of materials rather than duplicating the process each time. *Full description: CaliforniaSEEC.org/Program#3*

- **Moderator: Misti Bruceri**, Principal, Misti Bruceri & Associates, LLC
- **Christopher Kuch**, Codes and Standards Engineer, Southern California Edison
- **Ingrid Neumann**, Associate Energy Specialist, California Energy Commission
- **Mike Grim**, Senior Programs Manager, City of Carlsbad
- **Lindsey Tillisch**, Program Manager, Pacific Gas and Electric Company
- **Garrett Wong**, Senior Sustainability Analyst, City of Santa Monica

Top Measures to Accelerate Local Clean Energy Programs: How to Push the Envelope on a Budget [CM | 1.25]

Beavis

This panel will highlight our top findings on the best practices, costs, and benefits for encouraging development of a clean energy future across five areas: energy efficiency, renewable energy, zero net energy, energy storage, and electric vehicle (EV) charging infrastructure. The panel will also discuss how model policies can be adapted for local use in the most cost-effective way. *Full description: CaliforniaSEEC.org/Program#3*

- **Moderator: Cary Garcia**, Statewide Local Government Energy Efficiency Best Practices Coordinator, Local Government Commission
- **Diane Bailey**, Executive Director, Menlo Spark
- **Betty Seto**, Sustainable Buildings and Communities Department Head, DNV GL
- **Justine Burt**, Founder and CEO, Appraccel

11:00 AM - 12:15 PM

Session Block 4

Controlled Environment Agriculture: Facility Types, Carbon Footprint and Electricity Benchmarking [CM | 1.25]

Compagno

Fresh, year-round fruits, vegetables and herb cultivation is driving controlled environment agriculture (CEA) facility development. How shall we approach carbon labeling and reward CEA farmers for achieving energy efficiency? Come see the latest examples and CEA case studies from across California! *Full description: CaliforniaSEEC.org/Program#4*

- *Moderator: Liz Yager*, Program Manager, County of Sonoma Energy and Sustainability Division
- **Nicholas Maderas**, Owner, F4DESIGN
- **Stefan McCulloch**, Owner, iPonix

A Recipe for Making a ZNE Building: Lessons Learned from New Construction and Existing Building Renovations [CM | 1.25]

Beavis

Faced with the reality of changing codes and energy reduction requirements, the County of San Diego and the City of San Diego have been proactively practicing Zero Net Energy. The County chose to start practicing early, with two new ZNE facilities already occupied and 4 more in the making. The City was awarded a grant to retrofit several existing buildings to demonstrate cost-effective pathways in the small commercial and municipal building sector. These local governments have learned some hard lessons about why the process of getting a ZNE building is very different from any other industry-standard building. A recipe of best practices will be presented for getting from the idea of ZNE to occupancy and on into performance monitoring and certification.

- *Moderator: Susan Freed*, Project Manager, County of San Diego
- **Bryan Olson**, Senior Civil Engineer- Energy & Sustainability, City of San Diego

Youth Engagement for Climate Action Implementation [CM | 1.25]

Bondi

Many California communities have robust climate action goals, but lack the resources necessary to achieve them. By leveraging the unbridled enthusiasm of the youth population, the City of Fremont, Strategic Energy Innovations, Rising Sun Energy Center, and The Energy Coalition have proven successful in implementing environmental sustainability efforts while also providing climate literacy and green training opportunities. The speakers will discuss an array of effective engagement projects, programs, and strategies that empower youth, foster community connections, provide workforce development opportunities, and deliver on climate action targets, all while providing a fun and meaningful experience for kids!

- *Moderator: Rachel DiFranco*, Sustainability Manager, City of Fremont
- **Chelsea Marcell**, CivicSpark Climate Fellow, City of Fremont
- **Emily Courtney**, Program Director, Education, Strategic Energy Innovations
- **Rachael Van Schoik**, Project Coordinator, The Energy Coalition
- **Julia Hatton**, Director of Programs, Rising Sun Energy Center

EV-Ready Communities: Blueprints for Accessible EV Charging [CM | 1.25]

Tofanelli

California cities are working hard to respond to an increasing demand for EV charging infrastructure. Sacramento, San Francisco, and LA County each recently received proposed awards from the California Energy Commission to develop EV Ready Community Blueprints. This session will explore key planning areas of these Blueprints and highlight specific solutions and projects from the cities of Sacramento, San Francisco, West Hollywood, and Santa Monica. We will also discuss some of the most pressing challenges facing urban areas, such as identifying viable EV charging sites, meeting the needs of residents in multi-family dwellings, and addressing competing interests in the public right-of-way (e.g. curbside charging).

- *Moderator: Jessie Denver*, Energy Program Manager, San Francisco Department of the Environment
- **Ariana Vito**, EV Program Coordinator, City of Santa Monica
- **Sami Taylor**, Assistant Sustainability Planner, City of West Hollywood
- **Jennifer Venema**, Sustainability Manager, City of Sacramento

2:15 - 3:30 PM

Session Block 5

Leading by Example: Municipal Zero Net Energy [CM | 1.25]

Bondi

This panel describes different approaches to ZNE municipal buildings and portfolios, ranging from large-scale ZNE plans to municipal ordinances to building or retrofitting individual municipal buildings. From design through implementation, this panel will provide practical tools and stories to assist other local jurisdictions to explore a range of approaches to ZNE.

- **Moderator: Chris Nanson**, LGP Program Adviser, San Diego Gas & Electric
- **Susan Freed**, Project Manager, County of San Diego
- **Betty Seto**, Sustainable Buildings and Communities Department Head, DNV GL
- **Rachael Londer**, Sustainability Coordinator, County of San Mateo
- **Barry Hooper**, Green Built Environment Senior Coordinator, San Francisco Department of the Environment

Driving Forward: Accelerating Opportunity and Equity for Communities through EVs [CM | 1.25]

Beavis

Low-income communities often lack access to zero-emissions vehicles (ZEVs), yet clean transportation solutions are most needed in these mobility deserts. When designed with equity as a goal – and not an afterthought – ZEV programs can simultaneously address the challenges of air quality, equity, and opportunity access. In Sacramento, public, private, and non-profit partnerships are developing California's first low-income ZEV car-share, micro-transit, community charging, and other innovative programs. Panelists will share how Sacramento's collaborative model has positioned the region for ZEV deployment, working from a regional policy framework to on-the-ground pilots and projects, and discuss lessons learned, successful partnerships, financing, and scalability.

- **Moderator: Raef Porter**, Climate and Energy Team Manager, Sacramento Area Council of Governments
- **Jennifer Venema**, Sustainability Manager, City of Sacramento
- **Steffani Charkiewicz**, Air Quality Engineer, Sacramento Metropolitan Air Quality Management District
- **Judy Robinson**, Sustainability Manager, County of Sacramento
- **Simeon Gant**, Executive Director, Greentech Education & Employment

How Community Choice Agencies Can Advance Energy Efficiency Goals [CM | 1.25]

Tofanelli

This session will explore the challenges and opportunities for local governments advancing energy efficiency goals via Community Choice agencies (CCAs). This session will also highlight CCAs that have acted on this and explore the potential that all such agencies, prospective and operational, have in this regard. Many of the newly operational and emerging agencies are considering to self-fund as well as the option to elect to receive state EE funds. *Full description: CaliforniaSEEC.org/Program#5*

- **Moderator: Woody Hastings**, Energy Program Manager, Center for Climate Protection
- **Kathy Wells**, Energy Projects Coordinator, Lancaster Choice Energy
- **Alice Stover**, Director of Customer Programs, MCE Clean Energy
- **Rick Brown**, President, TerraVerde Energy, LLC

Learning to Scale in the Great Wide Open: Lessons Learned from Non-EE Organizations [CM | 1.25]

Compagno

This session will focus on learning from other organizations outside of the energy efficiency industry that operate in the rural and rural-urban connected environments. The panelists will focus on best practices that can be scaled up and out to energy efficiency implementers serving all California communities. *Full description: CaliforniaSEEC.org/Program#5*

- **Moderator: Lou Jacobsen**, Director of Demand Side Management, Redwood Coast Energy Authority; Co-Chair, Rural Hard to Reach Working Group
- **Connie Stewart**, Executive Director, California Center for Rural Policy, Humboldt State University
- **Ismael Herrera**, Executive Director, San Joaquin Valley Rural Development Center, CSU Fresno
- **Leslie Botos**, Director of Community Relations and Development, Central California Blood Center
- **Marisol Aguilar**, Community Equity Initiative Programs Director
- **Courtney Kalashian**, Executive Director, San Joaquin Valley Clean Energy Organization