

# 7th Annual Statewide Energy Efficiency Forum

June 15-16, 2016 | Riverside, CA

## Taking a Holistic Approach Toward a Sustainable Future

### Welcome

Welcome to the 7th Annual Statewide Energy Efficiency Forum! We are thrilled that you have joined us for two exciting days packed with new information, best practice sharing and networking opportunities to connect you with the resources you need to advance your climate and energy initiatives.

This year's forum will feature four plenary sessions to hear from state and community leaders, sixteen informative and interactive breakout sessions and a new poster session to showcase innovative projects and tools. To support your immediate needs, we have also included a new one-on-one mentorship component, *Ask the Experts*, to help you troubleshoot specific challenges. In addition to learning from your local government peers, we encourage you to share about your own experience during the networking opportunities provided throughout the forum, including the networking breakout rooms, evening reception and informal bar crawls through downtown Riverside. Whether you are a new or returning participant, we hope you find the information and tools presented throughout the forum valuable in supporting your efforts.

### Forum Theme

*Taking a Holistic Approach Toward a Sustainable Future* underscores the multi-dimensional, interconnected nature of energy efficiency within the greater climate action framework, and the need to take a systems approach to create a lasting impact in our communities. We highlight this through the main plenary sessions by creating a vision for California's future, illustrating current trends in local climate action, exploring environmental justice frameworks and strategies, and showcasing innovative practices and technologies to advance our shared vision. The breakout sessions also cover a wide range of topics and demonstrate the importance of integration to drive deeper energy savings and respond to climate change more effectively.

### Forum Tracks and Indicators



Finance and Funding



Implementation Approaches



Outreach and Engagement



Regulatory Processes and Compliance



Technologies



All Levels



Intermediate



Advanced

## Wednesday, June 15, 2016

7:30 AM **Registration and Continental Breakfast**

8:30 AM **Welcoming Remarks**

- Mayor Rusty Bailey | City of Riverside
- Kate Meis | Executive Director, Local Government Commission (LGC)
- Kim Rodriguez | Portfolio Manager, Public Sector DSM, Southern California Edison

9:10 AM **Creating a Vision for California: A Conversation with State Leaders** Raincross

To meet the State's ambitious goals to reduce greenhouse gas emissions, we need a dramatic shift from business as usual to take a more holistic approach to climate action and embrace innovation and new technologies. This opening plenary session seeks to paint a picture of what a low-carbon, resilient future for California looks like for leaders from key state agencies. With an extended Q&A portion, participants will also have the opportunity to ask questions on specific energy and climate change policies and the role of local government. **CM | 1.00**

- Moderator: Kate Meis | Executive Director, LGC
- Patrick Saxton | Advisor to Commissioner McAllister, California Energy Commission (CEC)
- Tim Sullivan | Executive Director, California Public Utilities Commission
- Randall Winston | Executive Director, Strategic Growth Council

10:30 AM **Networking Coffee Break**

11:00 AM **Concurrent Morning Breakout Sessions** see page 4

12:30 PM **Networking Lunch**

1:30 PM **The State of Local Climate Action in California** Raincross

To better understand where we're going and how we're getting there, it helps to have a sense of where things currently stand. This plenary session will explore trends in climate action across California local governments and how we can overcome barriers and replicate successes to accelerate action. **CM | 1.00**

- Moderator: Jordan Decker | Statewide Local Government Energy Efficiency Best Practices Coordinator, LGC
- Brian Holland | Director of Climate Programs, ICLEI - Local Governments for Sustainability
- Michael McCormick | Senior Planner, Governor's Office of Planning and Research
- Steve Sanders | Program Director, Institute for Local Government

2:30 PM **Networking Coffee Break**

2:45 PM **Concurrent Afternoon Breakout Sessions** see page 5

4:15 PM **Poster Session and Ask the Experts** Lower and Upper Concourse

5:30 PM **Energy Champions Networking Reception** Marriott

7:00 PM **Downtown Riverside Informal Bar Crawl**

## Thursday, June 16, 2016

7:30 AM **Registration and Continental Breakfast**

8:30 AM **Opening Remarks**

- Dan Rendler | Director, Customer Programs & Assistance, Southern California Gas Company

8:40 AM **Prioritizing Justice: Making an Equitable Transition for All Californians** Raincross

As efforts to reduce greenhouse gas emissions and build resilience to climate impacts accelerate, we must engage stakeholders equitably at all stages of program design and delivery to ensure that we transition to a low-carbon, climate-ready future together. This plenary session will feature a facilitated discussion on environmental justice frameworks and best practices for integrating equity into local government programs, projects and activities. **CM | 1.00**

- Moderator: Kristen Holdsworth | Regional Planning Assistant II, Los Angeles County Department of Regional Planning
- Arsenio Mataka | Assistant Secretary for Environmental Justice and Tribal Affairs, CA Environmental Protection Agency
- Carolina Martinez | Policy Advocate - Toxic Free Neighborhoods, Environmental Health Coalition
- Penny Newman | Executive Director and Founder, Center for Community Action and Environmental Justice

10:00 AM **Networking Coffee Break**

10:30 AM **Concurrent Morning Breakout Sessions** see page 6

12:00 PM **Networking Lunch**

1:00 PM **Breakout Discussion Rooms and Networking**

- Workforce Education and Training – MR 123
- Zero Net Energy and Whole Building Strategies – MR 45
- Data Collection, Access, Analysis and Visualization – MR 910
- Open Networking – Raincross

1:30 PM **Concurrent Afternoon Breakout Sessions** see page 7

3:15 PM **From Policy to Practice: Soaring Pilots and Innovation on the Ground** Raincross

From smart technologies and the Internet of things to new program delivery models, innovation is key to creating low carbon, climate-ready communities. Local governments in particular play a key role in spurring innovation by acting as laboratories to put policy and theory into practice. This closing plenary will feature a candid discussion on accelerating the adoption of new technologies and innovative practices, and showcase new initiatives, mechanisms and programs that are transforming the energy landscape. **CM | 1.00**

- Moderator: Erik Stokes | Manager of the Energy Deployment and Market Facilitation Office, CEC
- Lea Deesing | Chief Innovation Officer, City of Riverside; Executive Director, SmartRiverside
- Barry Hooper | Green Built Environment Manager, San Francisco Department of the Environment
- Christopher Malotte | Senior Marketing Analyst, Public Sector DSM Programs, Southern California Edison

4:15 PM **Adjourn**

11:00 AM

## Concurrent Morning Breakout Sessions

**Getting a Piece of the Cap-and-Trade Pie**

MR 123

An overview of the Greenhouse Gas Reduction Fund and programmatic priorities for the Affordable Housing and Sustainable Communities Program and Low-Income Weatherization Program. This session will share technical assistance opportunities and best practices to strengthen your application. **CM | 1.50**

- **Glen Baird** | Project Manager, Low-Income Weatherization Program, California Department of Community Services and Development
- **Allison Joe** | Deputy Director, Strategic Growth Council
- **Ellah Ronen** | Program Administrator, LA n Sync, Annenberg Foundation
- **Steve Sanders** | Program Director, Institute for Local Government

**Integrated Planning to Leverage Limited Resources and Maximize Results**

MR 45

It takes vision, strategic planning and, most importantly, climate and energy champions to integrate sustainability into the core of programs and operations. This session will dive into examples of and tools for successful integration and feature a participant exercise to help you integrate energy efficiency into other initiatives with substantial time for peer-to-peer discussion. **CM | 1.50**

- **Rick Brown** | President, TerraVerde Renewable Partners
- **Craig Schlatter** | Development and Sustainability Manager, Community Development Commission of Mendocino County
- **Kim Springer** | Resource Conservation Program Manager, County of San Mateo
- **Liz Yager** | Sustainability Program Manager, Sonoma County

**Motivating Energy Efficiency: Model Behavior Change Strategies**

MR 910

The human dimension of energy efficiency is critical to drive deep energy savings and meet State goals. This session will dive into successful behavior-based strategies and tools, exploring the role of data, the value of competition, and the potential to educate through games. Participants will have the opportunity to engage in table discussions to develop non-traditional, creative strategies to motivate behavior change. **CM | 1.50**

- **Cory Downs** | Conservation Specialist, City of Chula Vista
- **Kirstin Pinit** | Director, Empower Efficiency
- **Robin Squier** | Project Manager, The Energy Coalition
- **Mitch Sears** | Sustainability Programs Manager, City of Davis

**What You Need to Know: Key Updates on Hot Regulatory Topics**

Raincross

Updates on the Rolling Portfolio Cycle, business planning process, AB 802 data access and benchmarking provisions, and the Energy Efficiency Coordinating Committee, highlighting implications for local governments, as well as opportunities for engagement. The session will also feature a panel discussion on strategies to engaging in key regulatory processes in a resource-constrained environment. **CM | 1.50**

- **Michelle Costello** | Manager, San Diego Gas and Electric Company
- **Hanna Grene** | Senior Government Affairs Manager, Center for Sustainable Energy
- **Jon Griesser** | Supervisor, Energy and Climate Programs, County of San Luis Obispo
- **Lou Jacobson** | Energy Specialist, Redwood Coast Energy Authority
- **Courtney Kalashian** | Executive Director, San Joaquin Valley Clean Energy Organization
- **Lena Luna** | Senior Energy Project Manager, South Bay Cities Council of Governments
- **Alex Porteshawver** | Senior Sustainability Planner, Michael Baker International

2:45 PM

## Concurrent Afternoon Breakout Sessions


**Code and Compliance Tools that Work**

MR 910

This session will provide an overview of 2016 code changes, and opportunities and resources available to local governments. The session will also dive into challenges that building departments face regarding energy code compliance and strategies to overcome these challenges. **CM | 1.50**

- **Jason Crapo** | Chief Building Official, Contra Costa County
- **Gina Rodda** | Principal, Gabel Associates LLC
- **Heriberto Rosales** | Energy Specialist, California Energy Commission
- **Gary Shushnar** | Project Manager, Southern California Edison


**Energy Efficiency and Demand Management in Planning EV Technologies**

MR 45

Local government leaders working in the electric vehicle space will share key considerations in planning for the accelerated adoption of electric vehicles, from existing funding opportunities and best practices for installing charging stations to balancing grid load – in both rural and urban areas. **CM | 1.50**

- **Matthew Marshall** | Executive Director, Redwood Coast Energy Authority
- **Joseph Oldham** | Director San Joaquin Valley Clean Transportation Center, CALSTART
- **Raef Porter** | Climate and Energy Team Manager, Sacramento Area Council of Governments
- **Rick Teebay** | Fleet & Transportation Specialist, Los Angeles County


**Innovative Financing for Energy Efficiency**

Raincross

An exploration of financing programs and mechanisms that are currently available now local governments to utilize. From CLEEN to CHEEF and PACE standardization, this session will cover a wide range of opportunities and provide ample time for Q&A and discussion. **CM | 1.50**

- **Rich Chien** | Senior Program Manager, City and County of San Francisco
- **Nathalie Nestor** | Managing Principal, Design-Manage-Sustain on behalf of Center for Sustainable Energy
- **Alejandro Ruiz** | Program Manager, California Alternative Energy and Advanced Transportation Financing Authority
- **Nancee Trombley** | Chief Deputy Executive Director, California Infrastructure and Economic Development Bank


**It's Better Together: Regional Collaboration to Advance Climate and Energy Initiatives**

MR 123

To meet State and community goals to aggressively reduce greenhouse gas emissions, collaboration is key to leveraging limited resources to work towards shared goals. This session will feature approaches, best practices and lessons learned for efficiency gains through regional coordination and collaboration across jurisdictional boundaries, as well as strategies for equitable regional stakeholder engagement. **CM | 1.50**

- **Greg Jones** | Vice President, Sierra Business Council
- **Tyler Masters** | Program Manager, Western Riverside Council of Governments
- **Craig Perkins** | Executive Director, The Energy Coalition
- **Allison Wood** | Associate Regional Energy/Climate Planner, San Diego Association of Governments

10:30 AM

## Concurrent Morning Breakout Sessions



### Applying Building Technologies to Realize Savings

MR 123

From zero net energy new construction to practical retrofits in existing buildings, this session will cover approaches and best practices for gaining efficiencies through smart building technologies and design. Speakers will share key takeaways from specific projects and share tips for success, as well as common pitfalls, misconceptions and lessons learned. **CM | 1.50**

- Susan Freed | Project Manager, County of San Diego
- Alice La Pierre | Energy Efficiency Coordinator, City of Berkeley
- Jim Parks | Program Manager, Sacramento Municipal Utility District
- Garrett Wong | Sustainability Analyst, City of Santa Monica



### Beyond the Energy Code: Exploring the Value of Forging Ahead

MR 45

An exploration of the opportunities and challenges of setting voluntary and mandatory requirements in municipal, residential, and commercial sectors, as well as code enforcement best practices. Participants will have the opportunity to engage in candid discussions on challenges and resources desired. **CM | 1.50**

- Hilary Firestone | Senior Project Manager, Los Angeles Mayor's Office
- Barry Hooper | Green Build Environment Manager, San Francisco Department of the Environment
- Javier Mariscal | Program Manager, Southern California Edison
- Billi Romain | Sustainability Program Manager, City of Berkeley



### Engaging the Local Business Community

MR 910

The business community plays a critical role in reducing greenhouse gas emissions by lowering energy consumption through conservation and energy efficiency. This session will dive into three different local government green business programs, covering all aspects from funding to specific strategies to overcome common challenges. Participants will walk away with strategies to overcome challenges and specific resources available to local governments. **CM | 1.50**

- Kellie Carlson | Environmental Specialist, Port of San Diego
- Marisa Creter | Assistant Executive Director, San Gabriel Valley Council of Governments
- Jo Fleming | Executive Director, California Green Business Network
- Antonia Castro-Graham | Assistant to the City Manager, City of Huntington Beach



### The EE Foundation of Integrated Demand-Side Management

Raincross

Strategies for pursuing energy efficiency opportunities in cross-cutting management of all demand-side resources, including demand response, storage, and distributed generation. This session will dive into specific technologies and trends, as well as common challenges and best practices. **CM | 1.50**

- Michael Bacich | Assistant General Manager, City of Riverside Public Utilities
- Marc Costa | Program Manager, The Energy Coalition
- Joe Herr | Principal Strategic Planner, Pacific Gas and Electric Company
- Audrey Lee | Vice President of Analytics and Design, Advanced Microgrid Solutions

1:30 PM

## Concurrent Afternoon Breakout Sessions


**Developing a Sustainable Internal Fund to Sustain Your Impact**

MR 123

From simple to complex and more traditional to innovative, this session will feature case study presentations packed full of best practices and lessons learned on a range of different types of funding models that generate greater energy savings and support climate action. Participants will have the opportunity to dive into table discussions to explore opportunities to start their own internal fund to advance sustainability. **CM | 1.50**

- **Gabriel Diaz** | Associate Planner, City of Moreno Valley
- **Lee Johnson** | Natural Resource Conservation Analyst, City of Visalia
- **Suzi Merriam** | Assistant Community Development Department Director, City of Watsonville
- **Barbara Spoonhour** | Director of Energy and Environmental Programs, Western Riverside Council of Governments
- **Renée Yarmy** | Program Manager, Energy and Sustainability, Port of San Diego


**Energy Efficiency and the Integration of Distributed Energy Resources**

MR 910

A dive into specific projects, technologies and experiences that showcase the connection, and friction, between energy efficiency and distributed generation. Speakers will highlight specific projects, resources, best practices and challenges. Participants will have substantial time for discussion to Q&A with the panel. **CM | 1.50**

- **Rick Brown** | President, TerraVerde Renewable Partners
- **Ken Chawkins** | Business/Policy Manager, Southern California Gas Company
- **Anna Levitt** | Energy Manager, University of California, San Diego
- **Janet Purchase** | Energy Manager, County of Riverside


**Engaging Local Elected Officials and Community Leaders**

MR 45

Through stories and interactive exercises, this session aims to explore frameworks and best practices for engaging local elected officials and community leaders, focusing on how you can increase your ask and expectations of council and board participation in your efforts. Participants will have opportunities throughout the session to discuss with peers and to ask candid questions to the panel of current and former elected officials. **CM | 1.50**

- **Rex Burkholder** | Former Councilor, Portland Metro; Author, *The Activist's Toolkit*
- **Nicholas Josefowitz** | BART Board Director, District 8, Bay Area Rapid Transit
- **Councilmember Joe Lyons** | City of Claremont


**Gaining Efficiencies at the Water-Energy Nexus**

Raincross

Starting from opportunities for water and energy conservation statewide and ending with concrete results from one city's multi-pronged programming efforts, this session will cover it all. Participants will learn about specific projects, approaches, and resources to strengthen the water-energy connection. **CM | 1.50**

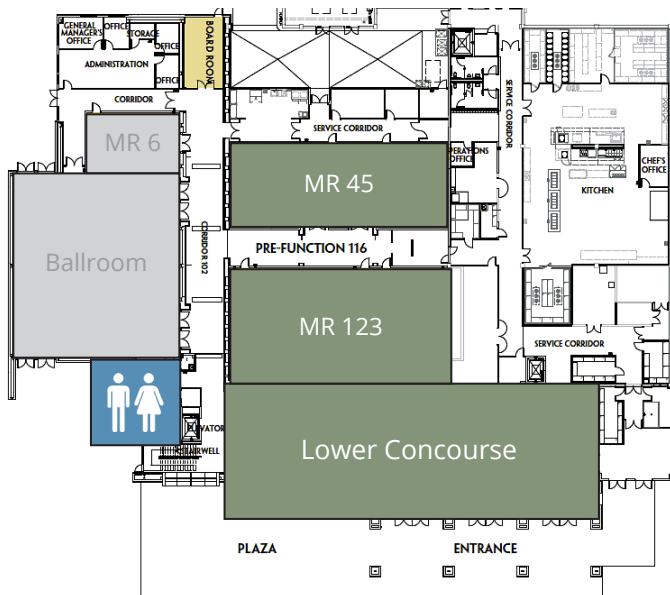
- **Mike Antos** | Watershed Manager, Santa Ana Watershed Project Authority
- **Mo Lahsaie** | Environmental Officer, Water Utilities Department, City of Oceanside
- **Cody Coeckelenbergh** | Director of Program Services, Lincus, Inc.
- **Alex Porteshawver** | Senior Sustainability Planner, Michael Baker International



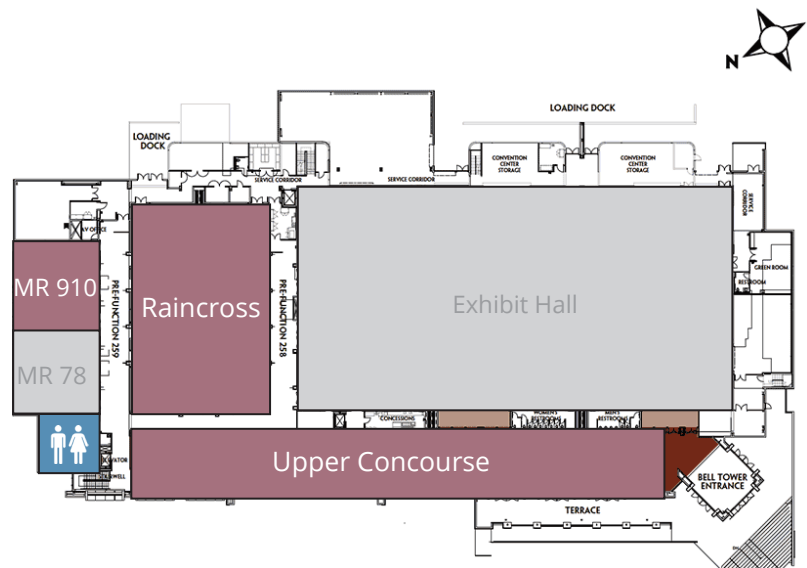
## Welcome to the Riverside Convention Center

This year's forum is taking a holistic approach toward a sustainable future in theory and in practice - starting with the venue. The Riverside Convention Center's sustainable design boasts high-efficiency LED lighting, occupant sensors for advanced energy management, recycled materials and drought-tolerant landscaping. The convention center also offers electric vehicle parking for visitors and employees, and routinely inspects and maintains lighting fixtures, weather stripping and appliances to ensure the highest efficiency possible.

### Lower Level



### Upper Level



## About the Forum

The Statewide Energy Efficiency Forum is designed to showcase and catalyze local government action to save energy and reduce greenhouse gas emissions in communities throughout California. This forum is organized and hosted by the Local Government Commission through the Statewide Energy Efficiency Collaborative (SEEC), an alliance between three statewide nonprofit organizations - the Local Government Commission, Institute for Local Government and ICLEI - Local Governments for Sustainability - and California's four investor-owned utilities. The program is funded by California ratepayers and administered by the investor-owned utilities under the auspices of the California Public Utilities Commission.

**Special thanks** to the Forum Advisory Committee, speakers and partners who have provided valuable guidance to help shape the forum program and format. We couldn't have done it without you!

## About the Local Government Commission

The Local Government Commission (LGC) works to build livable communities and local leadership by connecting leaders via innovative programs and network opportunities, advancing policies through participation at the local and state level, and implementing solutions as a technical assistance provider and advisor to local jurisdictions. With roots in California and a national reputation, LGC offers inspiration, information, and partnership for local and regional champions dedicated to building thriving communities that integrate civic engagement with environmental, social and economic priorities.