



8th Annual Statewide Energy Efficiency Forum



BRIDGING THE GAP

June 14-15, 2017 | Fresno, CA

Welcome

Welcome to the **8th Annual Statewide Energy Efficiency Forum!** Whether this is your first year or your eighth, we are thrilled that you are joining us for two days packed full of mutual learning, sharing, and networking. This year's forum features four plenary sessions, sixteen breakout sessions, and a poster session during the networking reception, as well as several new activities including tours and documentary screenings.

We hope that you will take full advantage of your time here in Fresno to meet with old colleagues and connect with new peers, and hope that you find the information presented throughout the forum valuable in supporting your efforts.

Forum Theme

This year's forum will focus on Bridging the Gap. Throughout the program speakers will highlight efforts to catalyze local energy and sustainability action to meet ambitious State goals and close gaps between planning and implementation, policy and practice, urban and rural needs, and more!

Tuesday, June 13th (pre-forum events)

9:30 AM **Pre-forum Workshops**

7:00 PM **Tour and Documentary Screening at Bitwise Industries**

Wednesday, June 14th

8:00 AM Registration and Continental Breakfast

9:15 AM **Welcoming Remarks**

- **Councilmember Oliver L. Baines III** | District 3, City of Fresno
- **Kimberly Rodriguez** | Principal Manager, Community and Government Energy Assistance, Southern California Edison
- **Kate Meis** | Executive Director, Local Government Commission

9:45 AM **Opening Plenary Session: The Path to 2030**

The role of state and local governments in combating climate change is increasingly important as the world watches the Federal Government dismantle climate programs and agreements. The State of California continues to serve as an international leader through aggressive 2030 targets to: reduce statewide greenhouse gas emissions to 40% below 1990 levels, double energy savings in existing buildings, and achieve zero net energy in all new and 50% of existing commercial buildings. The challenge for state agencies and their local partners will be meeting these ambitious goals. This opening plenary session will highlight key challenges and opportunities from the State and local perspectives.

- **Kate Meis** | Executive Director, Local Government Commission
- **Leticia Perez** | Kern County Supervisor, Fifth District
- **Mindy Romero** | Founder & Director, California Civic Engagement Project, UC Davis Center for Regional Change
- **Randall Winston** | Executive Director, Strategic Growth Council

11:15 AM Networking Coffee Break

11:45 AM **Concurrent Spotlight Sessions**

12:30 PM Networking Lunch

1:30 PM **Keynote: Save Money, Save the World – The Next Level of Energy Efficiency**

Dian will review the remarkable achievements of California's energy efficiency history, which has saved billions of dollars, created thousands of new jobs, and avoided building dozens of power plants. She will highlight the critical role of local governments in these accomplishments. Participants will learn about the challenges ahead for the next level of energy efficiency and the opportunities that exist, particularly at the local level, beyond the first generation of efficiency.

- **Dian M. Grueneich** | Senior Research Scholar, Stanford University

2:00 PM **Concurrent Traditional Sessions**

3:15 PM Networking Coffee Break

3:30 PM **Concurrent Traditional Sessions**

Wednesday, June 14th (continued)

4:45 PM Break

5:30 PM **Energy Champions Networking Reception & Poster Session**

7:00 PM **Tour and Documentary Screening at Bitwise Industries**

7:00 PM **Tour and Informal Networking at the Tioga-Sequoia Beer Garden**

Thursday, June 15th

7:30 AM Registration and Continental Breakfast

8:30 AM **Plenary Session: Grid 2.0**

We have an aging grid with growing demand from an explosion of new technologies. In order for the grid to remain secure and reliable, as well as resilient to climate impacts, a host of new technologies and strategies will need to be seamlessly integrated - from distributed energy resources and microgrids to electric vehicles and smart buildings. This plenary session will dive into key considerations and approaches of grid modernization, highlighting case study examples and replicable strategies for local government.

- **Cary Garcia** | Statewide Local Government Energy Efficiency Best Practices Coordinator (moderator)
- **Gerald Braun** | Director, The IRES Network
- **Joseph Oldham** | Director, San Joaquin Valley Clean Transportation Center, CALSTART
- **Garrett Wong** | Senior Sustainability Analyst, Climate & Energy, City of Santa Monica

10:00 AM Networking Coffee Break

10:30 AM **Concurrent Working Sessions**

12:00 PM Networking Lunch

1:00 PM **Concurrent Traditional Sessions**

2:15 PM Networking Coffee Break

2:30 PM **Closing Keynote: Bridging the Mitigation-Adaptation Gap**

From extreme weather to rising tides, the threat that climate change poses to businesses and communities is becoming all too apparent. For energy providers such as PG&E, as well as customers and communities across the state, it requires taking action now to build climate resilience. Participants will learn about the key risks from a changing climate, as well as a range of emerging resilience solutions, including strategies that simultaneously reduce greenhouse gas emissions and build community resilience.

- **Christopher Benjamin** | Director, Corporate Sustainability, Pacific Gas and Electric Company

3:00 PM **Closing Remarks**

- **Courtney Kalashian** | Executive Director, San Joaquin Valley Clean Energy Organization

Tuesday, June 13th

7:00 - 9:00 PM **Tour and Documentary Screening at Bitwise Industries**

Meet in the hotel lobby at 6:55 PM or in the Bitwise Industries lobby (700 Van Ness Ave.) at 7:00 PM.

Screening: [Time to Choose](#)

Academy Award®-Winning documentary filmmaker Charles Ferguson (Inside Job, No End in Sight) turns his lens to address worldwide climate change challenges and solutions in his new film TIME TO CHOOSE. Featuring narration by award-winning actor Oscar Isaac, TIME TO CHOOSE leaves audiences understanding not only what is wrong, but what can be done to fix this global threat. Ferguson explores the comprehensive scope of the climate change crisis and examines the power of solutions already available. Through interviews with world-renowned entrepreneurs, innovators, thought leaders and brave individuals living on the front lines of climate change, Ferguson takes an in-depth look at the remarkable people working to save our planet.



Wednesday, June 14th

5:30 - 7:00 PM **Energy Champions Networking Reception & Poster Session**

Meet in the hotel lower atrium (by the waterfall).

Join forum participants for complimentary hors d'oeuvres and an engaging poster session at the networking reception!



Wednesday, June 14th (continued)

7:00 - 9:00 PM **Tour and Documentary Screening at Bitwise Industries**

Meet in the hotel lobby at 7:00 PM or in the Bitwise Industries lobby (700 Van Ness Ave.) at 7:05 PM.

Screening: [Tomorrow](#)

TODAY, we sometimes feel powerless in front of the various crises of our times. TODAY, we know that answers lie in a wide mobilization of the human race. Over the course of a century, our dream of progress commonly called “the American Dream”, fundamentally changed the way we live and continues to inspire many developing countries. We are now aware of the setbacks and limits of such development policies. We urgently need to focus our efforts on changing our dreams before something irreversible happens to our planet. TODAY, we need a new direction, objective... A new dream! The documentary Tomorrow sets out to showcase alternative and creative ways of viewing agriculture, economics, energy and education. It offers constructive solutions to act on a local level to make a difference on a global level. So far, no other documentary has gone down such an optimistic road... TOMORROW is not just a film, it is the beginning of a movement seeking to encourage local communities around the world to change the way they live for the sake of our planet.



7:00 - 9:00 PM **Tour and Informal Networking at the Tioga-Sequoia Beer Garden**

Meet in the hotel lobby at 7:00 PM or at Tioga-Sequoia Brewing Company Beer Garden (745 Fulton St.) at 7:05 PM.

Join forum participants at the Tioga-Sequoia Brewing Company Beer Garden for a tour of their facilities and a night of informal networking. Special discounts will be offered to forum participants courtesy of Tioga-Sequoia Brewing Company.

Tioga-Sequoia Brewing Company was founded in 2007 with a mission of producing world class beers that could bring awareness and resources to the preservation of the Southern Sierra Nevada Mountains in California. Tioga-Sequoia’s beer and brands reflect the greatness of the region they brew in, highlighting the beauty of the Southern Sierras that run along the Eastern side of the San Joaquin Valley that include landmarks such as Yosemite National Park, Sierra National Forest, and Sequoia National Forest. They also integrate and feature local flavor, creativity, and culture in their products to give valley residents a sense of pride in what they drink and support.



11:45 AM – 12:30 PM

Concurrent Spotlight Sessions

The Cannabis Industry and Energy

Salon D

- **Liz Yager** | Sustainability Manager, County of Sonoma
- **Hezekiah Allen** | Executive Director, California Growers Association
- **Nicholas Maderas** | Energy Efficiency and Development Adviser, Sonoma County Growers Alliance

The cannabis industry in California is growing and many local governments are facing a steep learning curve. This session aims to provide a crash course on the industry, the regulatory landscape, and production methods. Participants will also learn about the energy aspects of cannabis cultivation, energy efficiency strategies, and how energy program administrators can participate in this industry transition. **AICP CM | 0.75**

The Seven Habits of Highly-Effective Municipal Sustainability Professionals

Salon A1

- **Brendan Havenar-Daughton** | Local Government Energy Efficiency Strategy Lead, Pacific Gas and Electric Company (moderator)
- **Dan Schoenholz** | Deputy Community Development Director, City of Fremont
- **Rachel DiFranco** | Sustainability Manager, City of Fremont

Competing priorities, tight budgets, a lack of formal organizational status, and inertia can make it a challenge to translate climate action goals into concrete and meaningful action. The purpose of this session is to acknowledge these barriers and present strategies for how to overcome them. This session will focus on examples from the City of Fremont, where, with minimal staffing and a small budget, the city has successfully implemented significant sustainability programs over the past few years including efficiency upgrades; solar installations; a battery storage pilot program; community car share; a community group solar purchase program; and installation of EV charging infrastructure. **AICP CM | 0.75**

Live Demo – Public Tools to Improve Building Energy Efficiency

Salon A2

- **Josh Wentz** | Technical Product Manager, Lucid (moderator)
- **Tianzhen Hong** | Staff Scientist, Lawrence Berkeley National Lab

This session will demonstrate two public tools to support city or utility building energy efficiency programs. The first tool is LBNL's City Building Energy Saver, a data and computing platform built on open data and modeling standards to visualize building performance and conduct retrofit analyses at the district or city scale. The second tool is Lucid's BenchmarkMyBuilding.com, which was created in collaboration with U.S. Department of Energy and Lawrence Berkeley National Laboratory, BenchmarkMyBuilding leverages ENERGY STAR and the DOE to benchmark annual energy cost and consumption against a dataset representative of 4.8 million buildings across 68 billion square feet. **AICP CM | 0.75**

2:00 PM – 3:15 PM

Concurrent Traditional Sessions

CA Climate Investments: Putting Cap-and-Trade Dollars to Work

Salon D

- **Monica Palmeira** | Sustainable Communities Outreach Coordinator, Strategic Growth Council (moderator)
- **Ambreen Afshan** | Disadvantaged Communities Liaison, Air Resources Board
- **Glen Baird** | LIWP Project Manager, Department of Community Services and Development

In this session, State agency representatives from a variety of Climate Investments programs will present case studies of how local governments have accessed these funds to support local sustainability and equity efforts. These cases will walk through concrete examples of unique on-the-ground partnerships, effective community engagement, and creative leveraging strategies. For the second half of the session, agency staff will lead a strategic discussion to explore how outreach, engagement, and technical assistance can improve the spread of Climate Investments across California. The discussion will result in key take-aways and follow-up items for future collaboration. **AICP CM | 1.25**

Unlocking the Potential of Smart Cities for Smart Energy Efficiency

Salon A1

- **Betty Seto** | Head of Department, DNV GL (moderator)
- **Parita Ammerlahn** | Senior Engineer, City of San Diego
- **Sally Barros** | Sustainability Manager, City of San Leandro
- **Coleen Wisniewski** | Senior Conservation Specialist, City of Chula Vista

The new buzz word seems to be “smart cities” – but what does it mean and how do cities effectively achieve the vision of a smart, efficient city? This session will examine real-world case studies, highlighting smart city projects with a focus on vendor engagement strategies for energy efficiency projects to help cities sift through the myriad of energy efficiency offerings in the market related to smart LED street lights, predictive analytics, and community engagement. This panel will examine what has worked to date and help cities to understand how new smart city technologies can support climate action and energy efficiency. **AICP CM | 1.25**

Energy Efficiency and Adaptation: Coordination for Mutually Beneficial Outcomes

Salon A2

- **Michael McCormick** | Senior Planner, Governor’s Office of Planning and Research (moderator)
- **Kathleen Bryan** | Senior Energy Efficiency Specialist, City and County of San Francisco
- **Lauren Casey** | Deputy Director, Sonoma County Regional Climate Protection Authority
- **Kristine Lloyd** | Senior Environmental Policy Advisor, Southern California Gas Company

Energy efficiency is one of the state’s pillars for GHG mitigation but is less well-recognized as a climate adaptation strategy. However, demand management is also an important strategy to reduce climate vulnerabilities, particularly as temperatures increase and power outages from wildfires, storms, and other disasters put strain on our energy systems. This session will bring together practitioners and policy-makers to discuss how energy efficiency and adaptation can be coordinated to reduce demand and also increase resiliency and reliability. Panelists will highlight specific projects, tangible strategies, and lessons learned. **AICP CM | 1.25**

3:30 PM – 4:45 PM

Tales from the Other California – the Rural EE-xperience

Salon B/C

- **Cary Garcia** | Statewide Local Government Energy Efficiency Best Practices Coordinator, Local Government Commission (moderator)
- **Pam Bold** | Executive Director, High Sierra Energy Foundation
- **Steve Campbell** | Special Projects Associate, Association of Monterey Bay Area Governments
- **Kimberly Fleming** | Special Projects Manager, County of Kern
- **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
- **Thomas Pickering** | Program Director, Sierra Business Council
- **Jeremy Terhune** | Program Manager, Valley Vision
- **Bryan Titzler** | Sustainability and Energy Efficiency Specialist, Community Development Commission of Mendocino County

It was the best of times, it was the worst of times; it was the age of market transformation, it was the age of political divide; it was the season of happy EE warriors, it was the season of strict cost effective guidelines; it was the spring of innovation, it was the winter of outsourced programs; we had everything together, we had nothing on our own.

The Rural Hard to Reach LGP Working Group members share how joining together made it possible to serve the most remote and hard to reach parts of the state; what's so different about rural California that they needed their own support group; what exactly is "hyper-rural"; why 'disadvantaged communities' gets it all wrong; and how they're not changing, but just being rural and succeeding. **AICP CM | 1.25**

Reaching Towards Zero: Local Energy Ordinances Forge a Path

Salon D

- **Misti Bruceri** | Principal, Misti Bruceri & Associates, LLC (moderator)
- **Rachel DiFranco** | Sustainability Manager, City of Fremont
- **Chris Kuch** | Engineer, Codes and Standards Program, Southern California Edison
- **Kim Springer** | Interim Deputy Director, Office of Sustainability, County of San Mateo
- **Garrett Wong** | Senior Sustainability Analyst, Climate & Energy, City of Santa Monica

Building energy use, along with transportation, is a major contributor to greenhouse gas (GHG) emissions throughout the state. As local jurisdictions implement Climate Action Plans, many are looking to building energy codes and construction as a method to cost-effectively achieve their climate-related objectives. The California investor-owned utilities (IOUs) are partnering with local governments, the Energy Commission, Regional Energy Networks, and others to provide technical and policy support to jurisdictions that wish to adopt a local energy ordinance. This session will explore the evolution of ZNE policies, local ordinance adoption considerations, implementation challenges, resources and support available, and lessons learned. **AICP CM | 1.25**

Concurrent Traditional Sessions

Demystifying Energy Benchmarking in the Age of AB 802 for Public Agencies

Salon A1

- **Marc Costa** | Program Manager, The Energy Network Public Agency Program (moderator)
- **Jake Anderson** | Project Manager, The Energy Coalition
- **Ravi Bajaj** | Project Manager, Sustainability, Healthy Buildings International
- **Erik Jensen** | Energy Specialist, California Energy Commission

Public agencies are faced with meeting new facility energy benchmarking and disclosure requirements brought about by the passage of AB 802. However, many public agencies are unfamiliar with the process of facility energy benchmarking, the specifics of AB 802, and available facility benchmarking resources. In an effort to lay a foundational understanding of facility energy benchmarking and what has worked for other public agencies, The Energy Network's session will give attendees the opportunity to hear about and share best practices, learn how to meet AB 802 requirements, and understand how Local Government Partnership cities can secure funding for these efforts.

AICP CM | 1.25

Property Assessed Clean Energy (PACE) 2.0

Salon A2

- **James Hamill** | Managing Director, California Statewide Communities Development Authority (moderator)
- **Crystal Adams** | Program Manager, Western Riverside Council of Governments
- **Josh Brock** | Director of Market Development, Renovate America
- **Jeff Deason** | Program Manager, Lawrence Berkeley National Lab
- **Cliff Staton** | Executive Vice President, Renew Financial

Over the past three years, PACE has grown dramatically in California. This session will explore how PACE is helping California meet its environmental goals, and how the local government sponsors of PACE programs are evolving with the growing marketplace. Participants will also learn about current legislation, and the challenges and solutions local governments are now facing with PACE. **AICP CM | 1.25**

10:30 AM – 12:00 PM

Concurrent Working Sessions

Getting to Net-Zero Energy in Affordable Multifamily

Salon D

- **Lowell Chu** | Senior Energy Efficiency Specialist, City and County of San Francisco (moderator)
- **Martha Campbell** | Project Manager, Rocky Mountain Institute
- **Nick Young** | Project Manager, Association for Affordability

Existing multifamily buildings represent a significant opportunity for implementing comprehensive upgrade solutions that result in energy savings and lead to properties becoming Zero Net Energy (ZNE). This session will demonstrate why ZNE is a compelling goal to existing affordable multifamily property owners and managers, as well as local governments. Presenters will highlight case studies and pathways to leverage incentive programs and financial resources to complete ZNE projects. Participants will be guided through a hands-on exercise to develop hypothetical ZNE plans. Participants will take away a deeper understanding of the feasibility of ZNE retrofits in the existing affordable multifamily sector. **AICP CM | 1.50**

Best Practices for Climate Action Planning, Implementation, and Tracking

Salon A1

- **Hoi-Fei Mok** | Program Officer, ICLEI – Local Governments for Sustainability (moderator)
- **Noe Adalberto Martinez-Diaz** | CivicSpark Fellow, Gateway Cities Council of Governments
- **Matthew Anderson** | Environmental Programs, City of Emeryville
- **Michael Steinhoff** | Program Director, ICLEI – Local Governments for Sustainability

This session provides an overview of ICLEI's climate action planning framework and demonstration of ClearPath's inventory, forecasting, and planning modules for intermediate users of the tool. ClearPath is a holistic tool for climate action planning with sophisticated analysis and decision-support. Following the demo, the City of Emeryville and LA Gateway Cities Region will present case studies from their climate action planning. Emeryville developed its Climate Action Plan (CAP) 2.0 last year and is currently implementing various CAP measures. The Gateway Cities work includes energy action plan development and energy efficiency measures implementation as well as the development of a preliminary regional climate action planning framework. **AICP CM | 1.50**

Driving Energy Savings in Businesses Through Behavioral Changes and Business Licenses

Salon A2

- **Cory Downs** | Conservation Specialist, City of Chula Vista (moderator)
- **Ariel Carpenter** | Associate Environmental Specialist, City of San José
- **Barbara Locci** | Conservation Specialist, City of Chula Vista
- **Jillian Rich** | Manager, Workforce Education and Training Customer Energy Solutions, Pacific Gas and Electric Company

Focusing on two different programs, the Free Resource & Energy Business Evaluation (FREBE) and Step Up and Power Down, this session will showcase how these programs delivered energy efficiency savings to small and large businesses. The FREBE program leverages the business licenses process to require energy evaluations and drive program participation. Step Up and Power Down is a behavior-based marketing campaign that aimed to transform how communities thought about and used energy in their businesses. Session participants will be walked through a remote FREBE business evaluation and a Step Up and Power Down behavior-based energy reduction campaign. **AICP CM | 1.50**

1:00 PM – 2:15 PM

Concurrent Traditional Sessions

Replicable Water-Energy Solutions

Salon D

- **Danielle Dolan** | Water Program Manager, Local Government Commission (moderator)
- **Cody Coeckelenbergh** | Director of Program Services, Lincus
- **Cory Downs** | Conservation Specialist, City of Chula Vista
- **Susan Wright** | Program Manager, Ecology Action

Water and energy systems are highly interdependent – water is used in all phases of energy production and electricity generation, and energy is required to extract, convey, and deliver water. This session will highlight three programs and initiatives: the Water Infrastructure and System Efficiency program, the WaterLink program, and the City of Chula Vista's recently adopted Water Stewardship Plan. Speakers will highlight replicable strategies and lessons learned. **AICP CM | 1.25**

Environmental Justice and Energy: Strategies For Collaborating With Vulnerable Communities

Salon A1

- **Hoi-Fei Mok** | Program Officer, ICLEI (moderator)
- **Tom Esqueda** | Executive Director, Grid Alternatives
- **Jessica Guadalupe Tovar** | Organizer, Local Clean Energy Alliance
- **Julia Hatton** | Director of Programs, Rising Sun Energy Center

There are many low-income communities of color who have faced historical and current disadvantages in securing sustainable, affordable, and reliable energy access. Serving vulnerable communities is a critical aspect of bridging the gap on energy policy planning and implementation. How do we ensure sustainable and affordable energy access? How do we overcome systemic environmental racism? What are best practices for community engagement in places with multiple languages or families with young children? What infrastructure is needed for green job development? The panel will discuss these questions and present some case studies on supporting vulnerable communities on energy costs, solar installations, clean energy organizing, and green job training. **AICP CM | 1.25**

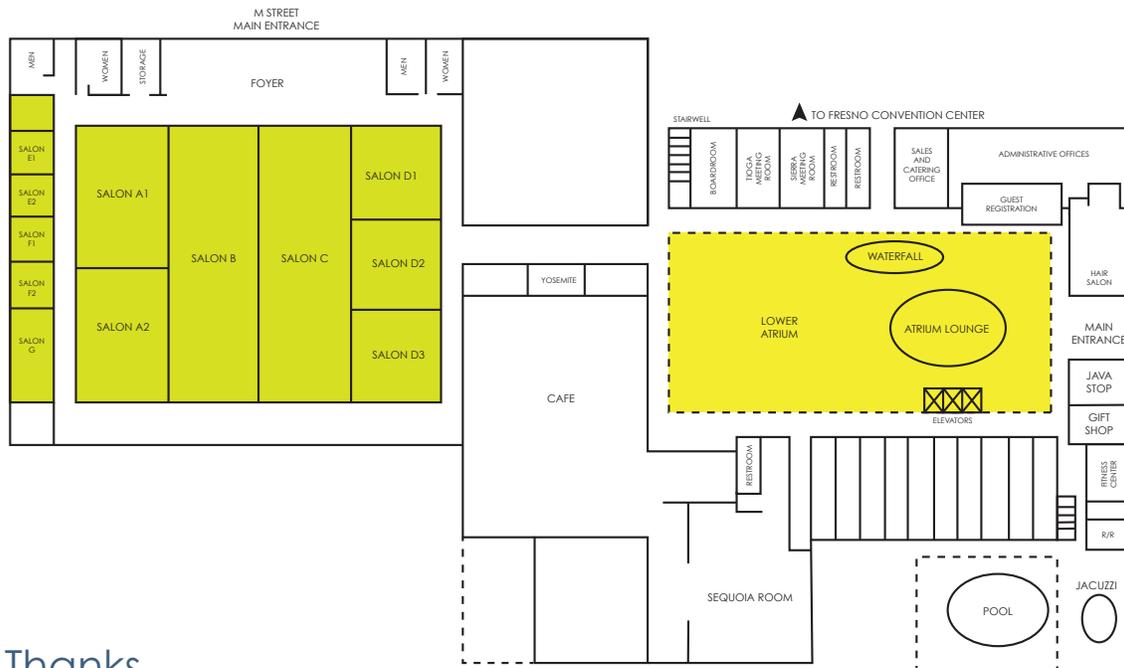
Varied Approaches, Unifying Goals: Behavior Change & Local Government Partnerships

Salon A2

- **Courtney Kalashian** | Executive Director, San Joaquin Valley Clean Energy Organization (moderator)
- **Rachel DiFranco** | Sustainability Manager, City of Fremont
- **Ivana Dorin** | Program Manager, The Energy Coalition
- **Trevor Keith** | Energy Program Coordinator, County of San Luis Obispo
- **Tyler Masters** | Program Manager, Western Riverside Council of Governments

Local Government Partnerships are unique in that there is a large space for program autonomy under an overarching structure. This model allows for the impact of subtle and overt behavior change over the course of one's energy journey. Behavior change takes place not just in the customer, but in the community, local government, program implementer, or utility. Changes are often the result of behavior modification rather than regulatory direction. During this discussion, we bring together representatives who have all modified programs and customer end use through direct and indirect behavior modification through the structure of the Local Government Partnership program. **AICP CM | 1.25**

Map



Special Thanks

This forum is the culmination of months of dedication and hard work... and a lot of emails and coordination calls. Without the support from dozens of dedicated staff, partners, and volunteers, this forum would not have been possible. 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. We would also like to recognize the following individuals who went above and beyond in providing valuable guidance and support throughout the planning process.

- **Alicia Brown** and **Khrystyna Platte** | Local Government Commission
- **Sam Dodero** and **Courtney Kalashian** | San Joaquin Valley Clean Energy Organization
- **Cory Downs** | City of Chula Vista
- **Jon Griesser** | County of San Luis Obispo
- **Michael McCormick** | Governor's Office of Planning and Research

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