

**4<sup>th</sup> Annual Statewide Energy Efficiency Best Practices Forum**  
**State Overview-Table Discussion**  
**June 20, 2013**

**1. What is your top energy/climate change priority?**

- Focus on implementing goals, rather than just developing goals.
- Developing common metrics and strategies for prioritizing and reaching goals.
- Understanding market drivers.
- Energy Efficiency Projects
  - Implementation. (4x)
  - Focus on low hanging fruit.
  - Retrofits
    - Supporting energy efficiency retrofits in existing residential and commercial buildings (5x)
  - Energy efficiency, as it relates to water and pumps.
  - More local control.
  - Work with hard to reach cities
  - Provide support in a localized way (4x)
  - Look into the correlation between energy efficiency and health. Maximize the health benefits of energy efficiency efforts.
  - Contractor outreach regarding HVACs.
  - Benchmarking.
  - Third-party programs did not offer deep energy efficiency measures for the JMB sector, only really for the large commercial and industrial facilities. This would achieve deeper, whole-building energy performance goals for existing buildings comprising this large customer class.
  - Access to data and insights captures to determine progress in markets and allow for customer engagement in relevant ways.
  - Determine how to meet and exceed compliance and implementation for existing buildings.
  - Small business deep retrofits
  - Retrofit streetlights. Determine who maintains them and retro profits.
- Integrate portfolio with climate action goals, put in place policies to advance and pursue measures with details or link with other policies and coordinate efforts.
- ZNE and Renewables (3x)
- Residential and Business Efforts and Support
  - Outreach to youth.
  - Get business engaged and invested in energy efficiency.
  - Education, engagement and training. (4x) Education can be used to remind people of the bigger picture and the importance of a long-term focus on the impact on future generations. It can also help encourage the public to take part in voluntary CAP measures.
  - Educate landlords and tenants about their relationship to determine who pays for energy efficiency efforts.
- Government Efforts and Support

- Coordinate regional efforts and ensure that all governments within a region are supportive. (2x)
- Use communication/messaging to overcome political barriers. (2x)
- Gain support of leadership and understand their goals
- Determine the right stakeholders that need to be at the table to move toward action/policies/projects, etc. (2x)
- Integrate energy efficiency into the normal business process (2x)
- Educate all branches of government so they have the same vision.
- Education, training, and capacity building (3x)
- Work with local governments to stop waste.
- Shift city behavior to serve as a model for the community.
- Messaging
  - The ability for energy efficiency to compete with economic stimulus and job creation in struggling local government city service prioritization.
  - Reframing climate change planning to emphasize economic benefits, health benefits and measures.
- Project Costs/Cost Effectiveness
  - Revisit TRC and how energy savings are tracked and calculated.
  - Greater focus on life cycle costs.
  - Find economies of scale.
  - Determine cost/benefits of projects.
- Funding
  - Additional financing and funding (2x)
  - Funding to support implementation (2x)
  - Incremental funding for projects so the total cost isn't overwhelming
  - Coordination of funding for different/competing sustainability revenues.
  - Funding to support innovative technologies.
  - Funding to support meeting RPS requirements and ensure a reliable smart grid while maintaining cost effectiveness.
  - Establish loan fund for investors who are interested in residential PACE.
  - Free audits and low interest loans that cities and counties can use to identify and implement energy savings measures.
  - Aggregate account numbers to reach the \$5000 min for OBF funded projects.
- Climate Action Plans and GHG Emissions
  - Data from utilities to implement and develop CAPs. (3x)
  - Develop and implement CAPs, community wide CAPs. (3x)
  - Use utilities as collaborative resource to achieve climate action goals.
  - Carbon neutrality. (2x)
  - Address transportation GHG emissions.
  - Meet AB 32 GHG goals. Many communities, however, are not on target to meet their goals due to challenges with older buildings and retrocommissioning, fewer newer energy efficiency building and staff reductions and funding cutbacks.
- Transportation
  - Walkability of commercial and residential districts.
  - Address mass transit issues and reducing vehicle miles traveled.

- Determine how to crack the transportation code. How does cultural change occur? How do we get people to embrace these ideas in their daily habits?
- All electric fleet vehicles.

## 2. What is the number one thing that the state could do to support this priority?

- Think more collaboratively; work together more (local and state agencies). More communication in key.
- A greater understanding of rural challenges and opportunities.
- Policy
  - Keep the regulatory framework up to pace with innovation and ensure flexibility to support innovation (3x)
  - Ensure consistency among state goals and policies
    - There are conflicting approaches to goals DG vs. RPS, AB 32 vs. RPS, no GHG in RPS. Truly integrated DR/EE comprehensive projects proceedings.
    - Ensure that ARB strategies do not conflict with one another and that they are implemented in a sustainable fashion.
    - State agency coordination in regards to holistic emissions reduction, like transportation.
    - Consistency from the CPUC on goals for carbon emissions.
  - Fix the regulatory process (ex – fast tracking funding).
  - Translate policy into everyday language.
  - Support localized approaches.
  - Regulate what local governments can't do.
  - Title 24
    - Reformat Title 24 so it is easier to follow.
    - Title 24 is not going to get us to the mandated goals. It should be strengthened with updated standards next year and should be more applicable to small changes.
  - Mandatory disclosure for energy use in residential at time of sale.
  - Energy efficiency standards for landlords.
  - Provide direction on unifying the innovation of energy efficiency measures and their delivery, such that they can be easily scaled across building systems/equipment, leaving no gaps in the market.
  - The procurement process is not set up for net zero projects. It is based upon previous cost estimates so there is often no room for extra energy efficiency design/measures.
  - Find a way to develop consistency over funding cycles to minimize disruptions in program implementation.
  - Create policies that put funding into projects that drive economic growth and opportunity.
  - Create regionalized savings goals.
  - Energy efficiency efforts shouldn't focus solely on return on investment.
- Funding and Incentives
  - Additional funding (2x)
  - CEC loans (2x)
  - User friendly & available tools for financing (i.e.. coolcalifornia.org).

- Financial analysis.
- Funding for implementation. (6x)
  - CAP implementation
  - Commit to use CAP and Trade money to support local planning and implementation.
- Keep funding flexible to support innovation (4x)
- Funding to pull together the different sustainability programs that complement green development but compete for resources.
- Effective marketing of funding resources. Use regional marketing driven by local organizations
- Additional financing options (creative financing with more flexibility).
- Lower the minimum (\$5000) threshold for OBF projects, financing is the key to getting projects done.
- Target incentives toward specific needs.
- Messaging/Gaining Support
  - Outreach and education campaign for elected officials (2x)
  - Help develop local champions and support local community partners.
  - Develop clean coordinated strategies. State agencies should collaborate with local governments to do this.
  - How to reach out to property owners to upgrade.
  - How to engage the community and gain their support.
  - Focus on the message of saving public dollars.
- Data
  - Guidance on data (granular data on water, energy, VMT, GHG)
  - Access to energy use data (2x)
  - Data and tools that deliver relevant insights. Support the use of this tool.
- Programs and Tools
  - Simplify/streamline programs to reduce customer confusion (3x).
  - Audit assistance.
  - Adding a suite of implementation tools to complement planning efforts.
  - Benchmarking.
  - Support pilot projects to get to the levels of success.
  - Code enforcement initiatives.(2x)
  - Programs that will support retrocommissioning/retrofits.
- Other
  - Support the development of jobs focused on sustainability (3x).
    - Local government sustainability coordinators.
  - Work with real estate groups
    - To lobby with energy audits-network.
    - Behavioral change programs
    - RECP/CECO disclosure
  - Look to local governments to implement ZNE
  - Continue the development and management of smart grid, integrated with RPS.
  - Incentivize the real estate industry to encourage sellers to go through energy efficiency retrofits.
- Incentivize small business owners.