

**Statewide Energy Efficiency Best Practices Forum**  
**June 19, 2014 ■ 8:30am – 5:00pm**  
**Four Points by Sheraton San Diego – Pavilion A**

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

**8:30am**  
Pavilion A      **Forum Welcome**

- Kate Meis, Executive Director, Local Government Commission
- Supervisor Ron Roberts, County of San Diego; CARB Board member
- Caroline Winn, Vice President of Customer Services and Chief Customer Privacy Officer, San Diego Gas & Electric

**9:00am**      **Morning Plenary – Working Together to Innovate and Implement: A Conversation with Our State Partners** [CM 1.00]

*This plenary session will feature a facilitated discussion with key representatives from the California Public Utilities Commission, the California Energy Commission, the California Air Resources Board and the Governor’s Office of Planning and Research. The purpose of this plenary is to provide local governments from across the state an opportunity to hear from key state agencies about the state’s energy and climate change policies and the important role local governments play in helping the state meet these climate and energy goals.*

- Moderator: Kate Meis, Executive Director, Local Government Commission
- Commissioner Mike Florio, California Public Utilities Commission
- Commissioner Andrew McAllister, California Energy Commission
- Executive Officer Richard Corey, California Air Resources Board
- Director Ken Alex, Governor’s Office of Planning and Research

**9:50am**      **Participant Table Discussions**

- 1) How can the state better encourage innovation at the local level to help us meet our energy and climate goals?
- 2) What legal or regulatory barriers could be changed or removed to better support your energy and climate implementation efforts?

**10:15am**      **Participant Report Back**

**10:45am**      **Networking Coffee Break**

11:15am

**Concurrent Morning Breakout Sessions**

Palm B/C

**Breakout #1: It's All About the Money: Everything You Need to Know about Residential Energy Efficiency Financing [CM 1.00]**

*Financing plays a critical role in the success of residential energy efficiency programs. This breakout session will provide an overview of key residential energy efficiency financing options. Participants will learn about the Bay REN's Multifamily Financing Product, residential PACE programs, On Bill Repayment, and private sector financing opportunities. Participants will walk away with a stronger understanding of the available residential financing products and their similarities and differences.*

- Moderator: Neal DeSnoo, City of Berkeley
- Demetra McBride, County of Santa Clara
- Lori Bamberger, Saving Neighborhood Energy
- Miya Kitahara, StopWaste
- Angela Hacker, County of Santa Barbara

Palm A

**Breakout #2: Sparking Their Interest: Developing Successful Business Outreach and Engagement Campaigns [CM 1.00]**

*This breakout session will provide attendees the opportunity to learn about developing business outreach and engagement campaigns. Participants will hear about successes and lesson learned from a marketing firm with experience in helping local governments develop business outreach campaigns, the Association of Monterey Bay Area Governments, and the Sierra Business Council.*

- Moderator: Linda Pratt, City of San Diego
- Stephanie Gray and Elisia Choi, Conservation Services Group
- Elisabeth Russell, Association of Monterey Bay Area Governments
- Greg Jones, Sierra Business Council

Pavilion A

**Breakout #3: "Hot Topics" at the CPUC, CEC, CARB, and OPR [CM 1.00]**

*It can be challenging to stay up to date about all of the activities undertaken by State agencies. This breakout session will provide an overview of some of the "hot topics" at the California Public Utilities Commission, the California Energy Commission, the California Air Resources Board and the Governor's Office of Planning and Research. Participants will also have the opportunity to discuss these topics in more depth following brief presentations.*

- Moderator: Courtney Kalashian, San Joaquin Valley Clean Energy Organization
- Courtney Smith, California Air Resources Board
- Louise Bedsworth, Governor's Office of Planning and Research
- Jeremy Battis, California Public Utilities Commission
- Daniel Johnson, California Energy Commission

**12:30pm**  
Pavilion A

### **Networking Lunch and Discussion Tables**

Discussion Tables: CARB, CPUC, CEC, ICLEI, ILG, LGC, PG&E, SDG&E, SCE, SCG, The Energy Network and the BayREN.

**1:30pm**  
Pavilion A

### **Afternoon Plenary Session – Don't Waste Your Energy: Adapting Our Energy System for a More Resilient Tomorrow** [CM 1.00]

*Although California is actively working to reduce statewide greenhouse gas emissions to minimize the impacts of climate change, we must also acknowledge that our climate is already changing and that our governments and communities need to respond urgently in order to reduce the impacts the changing climate will cause. This facilitated dialogue will provide local governments the opportunity to learn more about the potential climate impacts on energy infrastructure, the role of energy efficiency in supporting resiliency in our communities, and the opportunity to marry mitigation and adaptation activities and see the long term resiliency benefits while also creating a more robust energy system. Local governments will also walk away with a better understanding of how they can support a more resilient energy system in their community.*

- Moderator: Nicola Hedge, San Diego Foundation
- Brendan Reed, City of Chula Vista
- Robert Anderson, San Diego Gas and Electric
- Jonathan Parfrey, Climate Resolve

**2:30pm**

### **Networking Coffee Break**

**2:45pm**

### **Concurrent Afternoon Breakout Sessions**

Palm B/C

#### **Breakout #1: Every Drop Counts: Local Action to Save Energy, Water and Money** [CM 1.00]

*Water related energy use accounts for approximately 19% of California's electricity usage, emphasizing the opportunity to conserve energy through water efficiency measures. And with California facing an extreme drought, saving water is even more important to pursue. This breakout session will provide an overview of the water-energy nexus, including a regulatory update, as well as share successes and lessons learned from local agencies that are implementing programs that aim to save both energy and water.*

- Moderator: Rory Cox, California Public Utilities Commission
- Lori Swanson, San Diego County Water Authority
- Scott Miller, City of Westminster
- Misty Mersich, Sonoma County Regional Climate Protection Authority and Chris Bradt, BKI

Palm A

**Breakout #2: Getting to Zero in the Municipal Sector [CM 1.00]**

*Pursuing zero net energy buildings is a critical strategy to help California reach its' bold climate and energy goals. This breakout session will allow participants to learn more about, and discuss, pursuing zero net energy in the municipal sector, both through new construction as well as through the retrofit of existing buildings. It will also highlight the policies, activities, and strategies that local entities are utilizing to gain support and move toward more municipal ZNE buildings.*

- Moderator: Cathy Fogel, California Public Utilities Commission
- Dave Hewitt, New Buildings Institute
- Neal De Snoo, City of Berkeley and Gerard Lee, Harley Ellis Devereaux
- Chip Fox, San Diego Gas and Electric

Pavilion A

**Breakout #3: Just Do It: Implementing Your Climate Action Plans [CM 1.00]**

*Developing climate action plans is only the first step towards reducing greenhouse gas emissions in your community. Once the plan is approved, local entities must begin the challenging and long-term effort of implementing the plan. This session will provide participants the opportunity to hear about successes and lessons learned from communities across California who are in the process of implementing their climate action plans. Following these short presentations, participants will have the opportunity to engage in in-depth table discussions to share their climate action plan implementation experiences.*

- Moderator: Jillian Rich, Pacific Gas and Electronic Company
- Matt Henigan, City of Santa Monica
- Ross Clark, City of Santa Cruz
- Ben Lucha, City of Palmdale

Palm D

**Breakout #4: Hot State, Cool Roofs: Working with the CEC and Utilities to Mitigate the Urban Heat Island Effect (CM 1.00)**

*Urban Heat Islands can have significant health, economic, ecological and social impacts on our local communities. This session will highlight the benefits of Cool Roofs for mitigating Urban Heat Island effects, including an overview of the California Energy Commission's review process for Locally Adopted Reach Codes, and will provide awareness of free technical assistance available to support locally adopted cool roof ordinances through the Statewide Codes & Standards Subprogram.*

- Moderator: Javier Mariscal, Southern California Edison
- Jonathan Parfrey, Climate Resolve
- Joe Loyer, California Energy Commission

**4:00pm**

**Open Networking**

**5:00pm**

**Adjourn**