



Utility Energy Forum

The Utility Energy Forum is a non-profit consortium of utility sponsors. The annual meeting provides attendees, speakers and exhibitors with a high quality, low key opportunity to exchange information and learn from the pros about the current and emerging industry issues.

The primary goal is to provide a networking and professional development forum for mid-level staff of energy utilities serving California and neighboring states who are responsible for developing and implementing customer programs related to energy efficiency, renewable energy, key account management, customer service and demand response.

Learn more at www.utilityforum.org.

Executive Committee Members

Acting President: Mary Medeiros McEnroe, Silicon Valley Power

Treasurer: Vanessa Lara, Merced Irrigation District

Secretary: Bruce Cenicerros, Sacramento Municipal Utility District

Sabrina Barber, Imperial Irrigation District

Kris Blair, City of Roseville, Roseville Electric

Jim Brands, Efficiency Services Group

Janis Erickson

Dennis Guido, Staples & Associates

Elaine Hebert

Bob Hondeville, Modesto Irrigation District

David Maul, Maul Energy Advisors

Graham Parker, Pacific Northwest National Laboratory

Paul Reid, Azusa Light and Water

Kate Schulenberg, Pacific Gas and Electric Company

33rd Annual Utility Energy Forum



Granlibakken Conference Center & Lodge
May 15-17, 2013
Tahoe City, CA

Wednesday, May 15, 2013

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| 10:00 - 12:00 | Pre-Forum Workshop for Utility and Government Attendees Only <i>Session Co-Chairs: Paul Reid, Azusa Light and Water and Mary Medeiros McEnroe, Silicon Valley Power</i> Informal discussion on topics to include Social Media and Electric Vehicles |
| 12:00 - 1:00 | LUNCH BUFFET |
| 1:00 - 2:30 | Welcoming Remarks <i>Mary Medeiros McEnroe, Silicon Valley Power and acting Utility Energy Forum, Inc. President</i> Opening Keynote Presentation Roadmap to 2020: Strengthening Customer Relationships with Energy Efficiency Services <i>Janice Berman, Senior Director of Energy Efficiency Strategy, Pacific Gas and Electric Company</i> Candid discussion of the opportunities and pitfalls in the road ahead to 2020 from her vantage point from years of experience in implementation of electricity and gas energy efficiency programs as well as renewable energy initiatives, including greenhouse gas emissions and peak load reduction as program drivers. Ms. Berman is responsible for providing strategic leadership of PG&E's Energy Efficiency portfolio. Prior to her current position, she held numerous regulatory, financial and operational positions at PG&E, including Director of Customer Generation, Director of Rates and Tariffs, Director of Revenue Requirements, Director of Business Development, and Director of Gas System Operations. Ms. Berman earned a Bachelors degree in Mathematics from Whitman College, and has a Masters degree in Operations Research from Stanford University and an MBA from the Haas School of Business at U.C. Berkeley. She joined PG&E in 1987 as an engineer working on the development of new power plants, and quickly became interested in integrating resource planning for power plants, demand-side resources, and transmission and distribution issues. |
| 2:30 - 3:00 | REFRESHMENT BREAK WITH ENERGY QUIZ hosted by Efficiency Services Group and Ruralite |
| 3:00 - 4:30 | Policy/Strategic View <i>Session Co-Chairs: Bruce Cenicerros, Sacramento Municipal Utility District and David Maul</i> <ul style="list-style-type: none"> • Commission Perspective, Dave Ashuckian, Deputy Director for Energy Efficiency, California Energy Commission • Industry Advocacy, Lauren Casentini, California Energy Efficiency Industry Council • Water and Energy Nexus, Dr. Lon House, President, Water and Energy Consulting |

EXHIBITOR DESCRIPTIONS

AM Conservation Group, Inc. is a leading manufacturer and supplier of energy and water efficient products, weatherization products, and custom kits and programs.



The Electric & Gas Industries Association (EGIA) is a non-profit organization that serves over 3,500 installation contractors, regional distributors, product manufacturers and other trade allies delivering energy efficiency and renewable energy solutions to millions of homes and businesses. EGIA also delivers services on behalf of electric, gas, water utilities and municipalities, including financing, rebate program administration and rebate processing; contractor network management, training and certification; and sales channel development and support. EGIA has facilitated the financing of over 50,000 residential and business projects valued in excess of \$800 million, and has administered over \$300 million in rebate payments.



Embertec USA's main focus is developing intelligent, power-saving plug load management devices utilizing a unique microprocessor controlled chip and supporting platform technology. This technology reduces all forms of power wastage, including standby power usage – electricity that is used by appliances while they are turned off – and active wastage from devices left on but not being used.



Since 1982, **EFI** has been supplying energy efficient products and services including Incentive Programs, Kit Distribution and Products to Utilities, Energy Service Providers, Weatherization Programs and Contractors.



Pentair Water Pool and Spa is the world's largest manufacturer of swimming pool equipment. Our Eco Select brand offers energy saving and demand reduction opportunities through variable speed pumps and LED lights.



HOSPITALITY HOSTS

Efficiency Services Group (ESG) is a committed group of utility professionals specializing in a wide range of energy/water-efficiency and renewable-energy programs. Working with electric and gas utilities, municipal governments, electric cooperatives and public utility districts, or directly with utility end-use customers. Ruralite Services is a utility-owned, not-for-profit business that has provided assistance to publicly-owned electric utilities including cooperatives, utility districts and municipalities with media resources that educate and inform utility customers on matters of energy policy, utility programs, electric safety and efficiency for nearly 60 years.



Resource Solutions Group is a results-oriented environmental consulting firm that specializes in the design, management, and implementation of programs that promote resource efficiency to a wide variety of market sectors across the country, with an emphasis on energy, water efficiency and renewable energy.



Richard Heath and Associates, Inc. has over 30 years experience managing comprehensive energy efficiency and demand side management projects in both commercial and residential markets usually operating in the most difficult and hardest to reach customer segments (Residential, Small/Medium Commercial and Industrial, Low Income).



Staples & Associates conducts the direct installation of energy efficiency measures including lighting and water conservation equipment, energy audits and weatherization for residential, small and medium commercial buildings including efficient and environmentally sensitive Golf Course design, through our Golf Resource Group. Staples & Associates also specializes in developing and implementing customized marketing and education programs in the fields of energy and environmental awareness.



Synergy Companies' Energy Management Division serves the investor-owned utilities community (PG&E, SCE, SCG and SDG&E), as well as other municipal and local power companies. Synergy is a fully qualified contractor who works with you and your utility company to provide cost effective energy efficiency measures to residential and non-residential markets, and works to create energy-efficient homes, offices, commercial properties and a more secure energy future for California and the Nation.



Wednesday, May 15, 2013 (cont)

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| 4:30 – 5:30 | Expo Snapshots <i>Session Co-Chairs: Ed Thomas, Utility Energy Forum and Dennis Guido, Staples & Associates</i> Every organization represented in the Expo area will have up to 3 minutes for a mini-presentation that includes: <ul style="list-style-type: none"> • Background on company and product/service offering • Example of an activity where your company partners with a Western U.S. regional utility or government agency • Example of an activity where your company partners with a utility or government agency ANYWHERE in the U.S. or the world |
| 5:30 – 6:30 | RECEPTION hosted by Synergy Companies |
| 6:30 – 8:00 | Dinner, Music and Campfire hosted by RHA A full-course dinner with wine followed by music from the Rock Bottom Band and a Campfire with s'mores and hot adult beverages. |

Thursday, May 16, 2013

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| 7:30 – 8:30 | BREAKFAST BUFFET |
| 8:30 – 10:00 | Customer View <i>Session Co-Chairs: Vanessa Lara, Merced Irrigation District and Janis Erickson</i> <ul style="list-style-type: none"> • Commercial Perspective, Ray Agah, Save Mart Supermarkets • EECBG in Sacramento: Success Stories and Lessons Learned, Erik de Kok, Ascent Environmental • Industrial Perspective, David W. Johnson, Allied Nevada Gold Corp. |
| 10:00 – 10:30 | REFRESHMENT BREAK WITH ENERGY QUIZ hosted by Efficiency Services Group and Ruralite |
| 10:30 – 12:00 | Customer View (continued) |
| 12:00 – 1:00 | LUNCH |
| 1:00 – 2:00 | Keynote Presentation: Why Don't Customers Do What I Want Them To, Even if I Talk Really Loud? <i>William LeBlanc, Senior Advisor, E Source</i> While technology has long been the focus of efficiency and renewables programs, our coming challenge will be to shift that focus squarely on the customer. However, customers tend to be irrational, easily distracted, and suspicious creatures. But through better marketing, and using the power of social norms and behavior change science, we can embrace these customer challenges and use them to boost efficiency and renewables success...and have some fun along the way. (cont) |

Thursday, May 16, 2013 (cont)

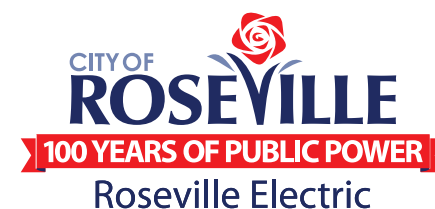
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| 1:00 – 2:00 (cont) | <p>Keynote Presentation: Why Don't Customers Do What I Want Them To, Even if I Talk Really Loud? (cont)</p> <p>Bill LeBlanc is a recognized leader in energy efficiency programs, with particular expertise in program design, marketing, market research, new product development, and strategy. He assists utility clients in understanding their customer markets, providing tools and messages to sway customer demand, and creating overall market strategies. He has been a leader and innovator in energy efficiency and load management throughout his 20 year career, working for PG&E, EPRI, E Source, and consulting firms.</p> <p>ENERGY QUIZ hosted by Efficiency Services Group and Ruralite</p> |
| 2:00 – 3:30 | <p>Utility Program Snapshots</p> <p><i>Session Chairs: Mary Medeiros McEnroe, Silicon Valley Power and Sabrina Barber, Imperial Irrigation District</i></p> <ul style="list-style-type: none"> • SMUD's Advanced Controllable Lighting Program, Jim Parks, SMUD • Learning Energy Efficiency Academic Program — Call for Projects, Sabrina Barber, Imperial Irrigation District • Low-Income Program, Francis Thompson, Pacific Gas and Electric Company • Rapid Audit: Reaching the Hard to Reach, Mark Riffey, Roseville Electric • Take Action! A Video Contest Promoting Energy Efficiency, Monique Hampton, Turlock Irrigation District |
| 3:30 – 5:00 | <p>Utility Program Stand-Up Challenge with Ice Cream Social Session</p> <p><i>Co-Chairs: Bob Hondeville, Modesto Irrigation District and Elaine Hebert</i></p> <p>Join us for the craziest round of concurrent sessions ever! Imagine speed dating meets the lightning round of a TV game show! You choose from storyboards detailing utility-sponsored program initiatives or projects. Each storyboard presenter has 5 minutes to share with you the program's successes and lessons learned. A bell rings, you choose another storyboard, and the 5-minute clock starts again.</p> <p>Uncovering the Truth About Base Loads, Lisa Schmidt, High Energy Audits. Discover the results of the measurement of base loads in 1600 households through EE programs in 7 Bay Area communities. Learn how base loads vary widely from 30W to in excess of 3.5kW, and what's even more surprising, base loads do not correlate strongly to house size or overall energy consumption.</p> <p>Walking the Home Performance Talk, Tiger Adolf, Building Performance Institute and Ed Thomas, UtilityExchange.org with David Price, Synergy Companies. Follow along as new homeowners and whole-house veterans walk the talk. Hear an Energy Upgrade California adventure involving a 12-year old home with life-threatening energy issues that became a marketing best practice platform for the formation of a "Comfort Club" of like-minded neighbors.</p> <p>Deeper is Cheaper, Brian Kimball and Josiah Adam, Ecology Action. Learn how a program has delivered over 370GWh of energy savings in California with 2 to 4.7 times more energy savings per site at up to 30% lower cost to utilities than typical direct install programs.</p> <p>(cont)</p> |

Established in 1895, **Riverside Public Utilities**

is owned by the customers we serve. The utility governed by a board of nine community volunteers and the City Council. We provide high quality, reliable services to over 106,000 metered electric customers and over 64,000 metered water customers throughout the City of Riverside. The Utility is committed to increased use of renewable energy resources and sustainable living practices that help reduce environmental impacts within the City of Riverside and the state of California.



Roseville Electric has been providing public power since 1912. The utility has grown from 150 customers to more than 54,000 business and residential customers and has earned the American Public Power Association's RP3 award for reliability. Additionally, Roseville Electric has been honored by the California Municipal Utility Association for its innovative programs and services.



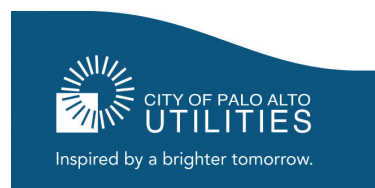
Silicon Valley Power works hard to help its customers reach their goals and enjoy brighter lives. We follow a basic set of principles that have served as our core values for over one hundred years: Service, Stability, Reliability and Quality. Today, the people in our organization embody these values, embrace them, and bring them to life.



Mark Your Calendar
for the 34th Annual Utility Energy Forum
Granlibakken, May 14-16, 2014

GOLD SPONSORS

City of Palo Alto Utilities (CPAU) is the only municipal utility in California that operates city-owned utility services that include electric, fiber optic, natural gas, water and wastewater services. Since 1896, CPAU has been providing quality services to the citizens and businesses of Palo Alto.



Energy and Resource Solutions (ERS) is a progressive energy consulting firm with an established reputation for solid and innovative project development and energy assessment work in the area of commercial and industrial energy efficiency. Since 1995, we have been providing services in energy program design, implementation, evaluation, and rebate management as well as custom energy audits and sustainable building development. Our thoughtful and inventive energy solutions help more than fifty different utility, business, and industry clients improve efficiency, minimize environmental impacts, and maximize economic competitiveness. ERS's 60+ member staff includes professional engineers, certified energy managers, and LEED-accredited professionals that serve clients from our offices in Massachusetts, Oregon, Maine, New York, Texas, and California.



Imperial Irrigation District (IID) was established in 1911 and entered the power business in 1936. Proudly serving Imperial and Coachella Valleys and a portion of San Diego County, IID's 6,471-square mile service area is one of the fastest growing regions in California. IID controls over 1,100 MW of energy, derived from a diverse resource portfolio that includes native generation, SCPPA partnerships, and long- and short-term power purchases. A valuable public resource, IID is regarded as an affordable and reliable service provider serving over 145,000 customers.



Thursday, May 16, 2013 (cont)

Utility Program Stand-Up Challenge with Ice Cream Social Session (cont)

Lessons Learned from \$24 million in Home Energy Financing, *Craig Ferguson, CRHMFA Homebuyers Fund (CHF)*. Often times the availability of financing is what discourages homeowners from making energy efficiency retrofits to their residential properties. Starting in 2010, the CHF Residential Energy Retrofit Program utilized funding from the California Energy Commission to help over 1,050 homeowners make deep energy retrofits. The lessons learned and current challenges of the Program are numerous. We will share what we learned about what works and doesn't work in the goal towards market transformation, how leveraging the customer outreach of contractors reduces marketing and advertising costs, yet creates challenges as the housing market rebounds. We will talk about the fine balancing of the public-private sector to provide current funding and the need for deeper partnerships with utility providers and other incentive programs.

Community Solar: the Next Generation of Green Pricing Programs, *Dan Lieberman, 3Degrees Inc. with Joyce Kinnear, City of Palo Alto Utilities*. Introduction to leading utility sponsored programs by SMUD, Xcel Energy and others to allow customers to purchase a share of a renewable system developed in the local community and receive the benefits of the energy that is produced by their share. These programs give all residents and businesses access to solar even as renters or if they live in houses that have too much shade, for example.

San Diego Housing Authority Road Map, *Sophia Hartkopf, Project Manager, TRC (formerly HMG)*. This storyboard will highlight a recent San Diego Gas and Electric Company sponsored local government partnership program supporting two Public Housing Authorities in San Diego. The outcome is an 'Energy Roadmap' which identifies and prioritizes portfolio operation and upgrade opportunities and equips agency staff with tools and knowledge to implement these improvements over time.

How to Reduce Barriers and Enable Homeowners to Complete Energy Retrofits, *Andrew M. Healy, Cake Systems*. Discover results from surveys on homeowner behavior of 1,355 Seattle City Light home energy audits, coupled with theories on consumer buying habits to offer reasons as to why homeowners will or will not complete a retrofit project. Analyzing survey results has provided insight into many common factors as to why homeowners do or do not complete an energy retrofit project. Discussion points include consumer confusion, social validation and conspicuous consumption.

3:30 – 5:00
(cont)5:30 – 6:30 **RECEPTION hosted by Resource Solutions Group**6:30 – 6:45 **2nd Annual Stand-Up Challenge Awards Ceremony**
Special recognition hosted by Bill LeBlanc, E Source

6:45

Dinner with "Any Port in a Storm" hosted by Staples & Associates. A full-course dinner followed by port wine tasting and the classic rock acoustic guitar stylings and singing of Kip Yager. Kip Yager, originally from upstate New York, has been playing solo on his 6 & 12 string acoustic guitars in the Tahoe Basin for the last 4 years. Previously, he lived in Colorado for 10 years. His repertoire includes: Beatles, James Taylor, Cat Stevens, Moody Blues, CSNY, and a little bit of country, blues and originals inspired by the Rocky Mountain's laidback life style. Kip's passion for music is his way of connecting with the ones who grew up in the 60's & 70's.

| Friday, May 17, 2013 | |
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| 7:30 - 8:30 | BREAKFAST BUFFET |
| 8:30 - 11:00 | <p>Energy Quiz hosted by Efficiency Services Group and Ruralite</p> <p>Technology View <i>Session Chairs: Graham Parker, Pacific Northwest National Laboratory and Elaine Hebert</i></p> <ul style="list-style-type: none"> • Super Efficient Clothes Dryers Ready, Set, ...Set, ...Go!, <i>Christopher Dymond, Northwest Energy Efficiency Alliance</i> • New Title 24 and SPEED Best Practice Technologies, <i>Karl Johnson, California Institute for Energy & Environment</i> • Sharing Objective Assessments of Emerging Technologies, <i>Rob Penney, Washington State University-Energy</i> • Bonneville Power Administration Research – Evolving End-uses, and Emerging Energy Efficiency, <i>Jennifer Williamson, Bonneville Power Administration</i> • Estimating Reliable Savings from New Technologies in the Northwest, <i>Nick O'Neil, Northwest Power and Conservation Council</i> |
| 11:00 | <p>Late-Breaking News This session held in reserve for presentation on an emerging issue</p> |
| 12:00 - 1:00 | LUNCH BUFFET |

NOTES:**GREEN SPONSORS**

Powersmiths is a recognized industry leader in developing and manufacturing products that save energy and contribute to organizations' sustainability goals. Products include ultra-efficient low loss dry-type distribution transformers, integrated power distribution systems (PDUs) for data centers, as well as many custom applications. Advanced metering to validate operational losses and efficiency measurement in the field, revenue grade sub-metering, as well as Powersmiths WOW - a cloud-based sustainability management platform that enables integration of live data for real metrics, rich media for stakeholder outreach, advanced analytics for verifying performance of systems within a building as well as across multiple buildings, and a carbon emissions module compliant with ISO14064.



As the nation's sixth largest community-owned electric service provider, **Sacramento Municipal Utility District (SMUD)** has been providing low-cost, reliable electricity for more than 65 years to Sacramento County (and a small portion of Placer County). SMUD is a recognized industry leader and award winner for our innovative energy efficiency programs, renewable power technologies, and for our sustainable solutions for a healthier environment. SMUD is the first large California utility to receive more than 20 percent of its energy from renewable resources.



Western Area Power Administration's Energy Services program is committed to improving energy efficiency through collaboration, training and effective planning. We offer our customers powerful tools to turn efficiency and conservation into energy resources. From workshops to websites to equipment loans, all are designed to build and strengthen utility energy management strategies.

