

California Energy Efficiency Industry Council

Industry Perspective

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California
Energy Efficiency
Industry Council



Moving Efficiency Forward

About the Efficiency Council

Our industry consists of companies that sell energy efficiency products and/or services in California's residential, commercial, industrial, agricultural and public sectors.



ADM Associates, Inc.
Alternative Energy
Systems Consulting, Inc.
Architectural Energy
Corporation
Arup North America
Association for Energy
Affordability
Bay Efficiency
BASE Energy, Inc.
Benningfield Group
Bevilacqua-Knight Inc.
The Cadmus Group, Inc.
California Center for
Sustainable Energy
Chevron Energy Solutions
Commissioning Agents,
Inc.
Conservation Services
Group*
Davis Energy Group
E3 NORCAL

Ecology Action
EEFG, Inc.
Electric and Gas Industries
Association
Embortec USA
EMCOR Energy Services
Energy and Environmental
Economics, Inc.
Energy Market Innovations
Energy Solutions †
EnerNOC, Inc.^
Enovity, Inc.
Evergreen Economics
FirstFuel Software, Inc
Franklin Energy Services, LLC
Good Company Associates
Heschong Mahone Group Inc.*†
Honeywell International
Itron Inc.
Johns Manville
Joint Committee on Energy and
Environmental Policy, "A Committee
Formed by CAL Sheet Metal Workers
and CAL SMACNA"
Kuhn & Kuhn
kW Engineering**
Lennox International, Inc.
Lescure Engineers, Inc.
Lime Energy
Lincus, Inc.
Livingston Energy Innovations, LLC

Lockheed Martin Energy Solutions*
Matrix Energy Services, Inc.
Metrus Energy, Inc.
National Strategies
Navigant Consulting, Inc.
New Buildings Institute
New Resource Bank
Newcomb Anderson McCormick
Nexant, Inc.
Opinion Dynamics†
PECI*†
PL Energy
Proctor Engineering Group*
QuEST
Research into Action, Inc.
Resource Solutions Group**
RHA, Inc.†
Ridge & Associates
SBW Consulting
Schiller Consulting*
Staples & Associates
Strategic Energy Innovations
Sustainable Design + Behavior
Tierra Resource Consultants
TRC Energy Services
UCONS, LLC
VaCom Technologies
Willdan Energy Solutions (formerly
Intergy Corporation)

Moving Efficiency Forward

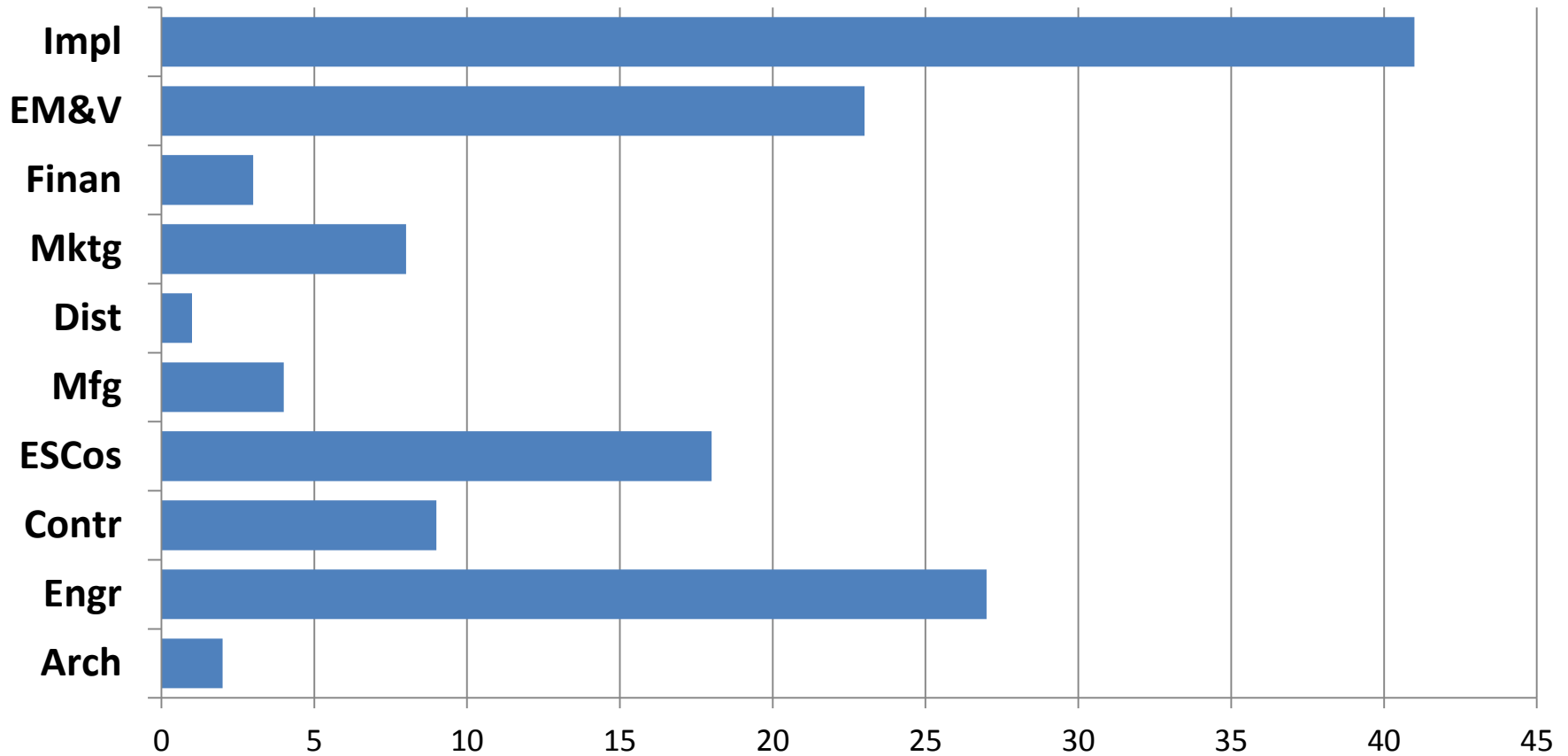


Efficiency Council Highlights

- Supports efficiency policies, programs, and technologies that create:
 - sustainable jobs,
 - foster long-term economic growth,
 - stable and reasonably priced energy infrastructures, and
 - environmental improvement.
- Statewide Trade Association Founded in 2009 with ~80 members:
 - Engineering and Architecture Firms
 - Energy Service Companies
 - Contractors
 - Experts
 - Manufacturers
 - Financing Experts
 - Unions
 - Implementation & Evaluation



Business Types by Number of Member Companies



Moving Efficiency Forward

Strategic Platform

- Importance of Energy Efficiency for California
 - Economic benefits: Create local jobs and save on utility bills
 - Mitigate supply risks: cost and sources
 - Environment and public health benefits

Policy Recommendations

- **Make Energy Efficiency Visible**
 - Use scores, ratings; make energy consumption readily available
- **Align Efficiency with Customer Decision-Making**
 - Allow for multi-year, long term planning not tied to short program cycles
- **Align Efficiency with Business Drivers**
 - Allow for utility and customer business decisions that benefit from efficiency decisions
 - Do not rely only on non-business cost-effectiveness tests



Principles: Efficiency Policy

- **Comprehensiveness**
 - Set goals to reach full efficiency potential for every product, building, industrial application
- **Consumer-friendly savings approach**
 - Achieve deep savings through long-term engagement
- **Magnify all efforts**
 - New programs and efforts should build on existing foundations, all should leverage each other
- **Value non-energy benefits**
 - Factor performance, health, environmental benefits into program design
- **Market and performance driven**
 - Regulation and administration should set performance goals and allow market to determine most effective way to achieve them
- **Make good business sense**
 - Utility and regulations should allow efficiency industry to thrive



Efficiency Council – Advocacy

- CPUC Proceedings
 - Energy Efficiency Proceeding
 - Energy Savings and Performance Incentive
- Active engagement with legislators
 - Legislative days: Mid-March, met with 20+ legislators, Gov. staff
 - Track and weigh in on legislation (standards, Prop 39, rate reform, labor/workforce development, low income)
 - Political Action Committee
- Proposition 39 program design and structure
 - Administration
 - Funding criteria
 - Program coverage, design
- Climate Change/AB 32 rollout



How Do We Advocate?

- CPUC
 - Party to proceedings
 - Coordinate with CPUC and stakeholder groups
- Educate legislators: 2012 Election
 - 38 (of 80) new Assembly members
 - 10 (of 40) new Senate members
- Approach to working with policy makers
 - Provide clear data on broad and diverse benefits of efficiency
 - Need to make efficiency visible/real and communicate in a simple manner – KISS!

Key Points in Advocacy

California-Based Jobs:

- **Efficiency provides “homegrown” local jobs** since it cannot be imported or produced elsewhere. 50 new jobs are created for each fossil fuel job made unnecessary by efficiency.
- **Energy efficiency jobs have grown five times more** than overall jobs in CA since 1995, helping Los Angeles and San Francisco win the #1 and #2 spots in US clean tech jobs.
- Every **\$100 million invested in building retrofits results in \$875 million in real gross state product**, nearly 9,000 jobs, and generates more than \$50 million in tax revenue for the state.

Making it Real and Local

- Profiles and case studies on job creation in energy efficiency industry
 - Specific companies
 - Stories of individual staff
 - Backed up by statistics on employment, job growth, and source of jobs



Example: Real Jobs, Real People

- Direct connection between energy policy and job growth
- Highlights specific projects and resulting cost savings
- 210% increase in staffing in a 2-year period - 25% additional growth in the coming year



COMPANY PROFILE

ENERGY SOLUTIONS

Locations: Oakland + Long Beach Established: 1995
Employees: 60 Web: www.energy-solution.com

ABOUT ENERGY SOLUTIONS

Energy Solutions provides energy efficiency and sustainability consulting as well as management of energy efficiency programs, energy cost benchmarking, owner's representation and engineering services.

Energy Solutions' local government consulting practice has recently gained momentum due to Assembly Bill 32, the Global Warming Solutions Act of 2006. AB 32 has gotten the attention of local government agencies which want to get ahead of the regulations and work to meet their own greenhouse gas reduction goals.

Photo: Kate Merrill collects data from a rooftop PVWC system for an energy audit.

KEY COMPANY HIGHLIGHTS

Driving California's Economic Engine

Energy Solutions was the technical implementer of the Association of Bay Area Governments (ABAG) Energy Watch program from 2006-2008.

The company installed energy efficiency projects representing over 25 million kWh and 583,000 therms of annual savings. At an estimated rate of \$0.14/kWh and \$1.30/therm, in aggregate these projects will reduce the affected local government agencies' utility expenditures by about \$4.3 million annually over the lifetime of the implemented measures.

These projects are also projected to reduce greenhouse gas emissions by 8,830 metric tons of CO₂e annually, equivalent to the emissions avoided by not driving 1,900 passenger cars each year.

California Energy Efficiency Industry Council: Real People, Real Jobs. In cooperation with the National GAVE Energy Coalition.

Moving Efficiency Forward

Example: Local Impacts

- Provide legislators specific benefits at district level
 - Program offerings
 - Participation
 - Incentives issued (\$)
 - Energy savings
 - Jobs created

Engaging with POUUs

- Efficiency Council seeking opportunities to collaborate with Publicly Owned Utilities
 - Recognize significance of market (20-25% of California customers)
 - Aggressive policy/efficiency goals
- Identify shared goals
- Coordinate in achieving long-term efficiency gains