



American Council for an Energy-Efficient Economy

## 2016 Energy Efficiency Finance Forum

### *Achieving Deep Energy Efficiency*

Newport Marriott • Newport, Rhode Island • May 22 – 24, 2016

#### PROGRAM *(subject to change)*

#### Sunday, May 22

12:00 pm to 7:00 pm                      **REGISTRATION OPEN**

1:00 pm to 5:00 pm                      **EEFF 101** *(Separate Registration Required)*

Sponsored by:

**CADMUS**

With **Laura James**, **Pat McGuckin**, and **Philip Quebe**

This workshop will guide participants through the key decisions in creating an energy efficiency- financing program, with pros and cons from a variety of stakeholder perspectives. Participants will learn about the six key program components – from target markets to credit enhancement – and the seven most common program models – from third-party private lending to PACE and on-bill repayment. Participants will put the information to use in an interactive session to design a finance program based on their organization’s specific needs or on a typical real-world scenario.

5:30 pm to 7:30 pm                      **RECEPTION**

#### Monday, May 23

7:00 am to 6:30 pm                      **REGISTRATION OPEN**

7:30 am to 8:30 am                      **CONTINENTAL BREAKFAST**

**8:30 am to 10:30 am WELCOME AND PLENARY SESSION**

Co-Chair Welcome: **Anmol Vanamali**, Vermont Energy Investment Corporation

Introductions: **Jim Barrett**, American Council for an Energy-Efficient Economy

**Keynote Address: Welcome to Rhode Island**


Speaker: **Seth Magaziner**, Rhode Island General Treasurer

**Plenary Session: The Green Bank Movement: Public-Private Partnerships to Accelerate Energy Efficiency**

Moderator: **Jeff Schub**, Coalition for Green Capital

Speakers: **Jeff Diehl**, Rhode Island Infrastructure Bank  
**Bryan Garcia**, Connecticut Green Bank  
**Alfred Griffin**, New York Green Bank (*invited*)  
**Mary Templeton**, Michigan Saves

**10:30 am to 11:00 am NETWORKING BREAK**

Break sponsored by Wilson Sonsini Goodrich & Rosati 

**11:00 am to 12:30 pm BREAKOUT SESSIONS**

*Residential*

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**1A: State of the Market and Traditional Financing Mechanisms in the Residential Sector**

Moderator: **Matthew Brown**, Harcourt Brown & Carey  
Speakers: **Megan Campbell**, Opinion Dynamics  
**Julia Dineen**, CLEAResult  
**Trey Muffet**, Renew Financial

**Description:** The major trends, overall market, and state of financing in the residential sector.

*Commercial*

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**1B: State of the Market and Traditional Financing Mechanisms in the Commercial Sector**

Moderator: **Clay Nesler**, Johnson Controls  
Speakers: **Joe Indvik**, JDM Associates & Rock Creek Consulting  
**Leonard Kolstad**, Institute for Market Transformation  
**Susan Leeds**, New York City Energy Efficiency Corporation

**Description:** The major trends, overall market, and state of financing in the commercial sector.

*Multifamily*

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**1C: State of the Market and Traditional Financing Mechanisms in the Multifamily Sector**

Moderator: **Tom Osdoba**, Enterprise Community Partners  
Speakers: **Darien Crimmin**, Winn Development  
**Anne Evens**, Elevate Energy (invited)

**Description:** The major trends, overall market, and state of financing in the multifamily sector.

*MUSH*

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**1D: State of the Market and Traditional Financing Mechanisms in the MUSH Sector**

Moderators: **Donald Gilligan**, National Association of Energy Service Companies  
**Renee Piche**, Municipal Lease Consultants

Speakers: **Jeff Broadhead**, Partnership for Rhode Island Streetlights Management  
**Larry Mancini**, City of Providence  
**Alan Sepe**, City of Providence  
**George Woodbury**, Lightsmart Consulting

**Description:** The major trends, overall market, and state of financing in the MUSH sector. This panel will be highlighting Providence, RI which did a \$13 Million LED Street Lighting Project.

**12:30 pm to 1:30 pm**

**LUNCH**

**Keynote Address**

Speaker: **Matthew A. Beaton**, Secretary  
Executive Office of Energy and Environmental Affairs of Massachusetts

**1:30 pm to 3:00 pm**

**BREAKOUT SESSIONS**

*Residential*

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**2A: Utility Residential Solutions and How to Achieve Them**

Moderator: **Dave Carey**, Harcourt Brown & Carey  
Speakers: **Monica Curtis**, WECC  
**Bruce Grossman**, Southern Jersey Gas  
**Peter Thompson**, Pacific Gas and Electric Company

**Description:** A snapshot of different utility programs in the residential space.

*Commercial*

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**2B: Leases & Services in the Energy Efficiency Market**

Moderator: **Angela Ferrante**, SparkFund  
Speakers: **Joshua Paradise**, GE Current  
**Josh Patton**, Ascentium

**Description:** This panel will go over the state of leases and services in the commercial sector. Topics will include the new rules on operating leases and how the ‘as-a-service’ model is well designed for the commercial marketplace.

*Multifamily*

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**2C: PACE Success in Not-for-Profit and Multifamily**

Speakers: **Bracken Hendricks**, Urban Ingenuity  
**Mark Thielking**, Energize NY

**Description:** Energize NY and Urban Ingenuity will give a detailed account of their successful PACE projects in the not-for-profit and multifamily sectors.

*MUSH*


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**2D: Schools & Hospitals: Success Stories from the MUSH Sector**

Speakers: **Donald Drohan**, Metrus Energy  
**Scott Kuhn**, Sterling National Bank

**Description:** Sterling National Bank will discuss their successful financing initiative in a New Hampshire school district. Metrus Energy will discuss the financing of equipment upgrades for Kuakini Medical Center in Hawaii.

**3:00 pm to 3:30 pm NETWORKING BREAK**

Break sponsored by Wilson Sonsini Goodrich & Rosati 

**3:30 pm to 5:00 pm BREAKOUT SESSIONS**

*Residential*

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**3A: Residential PACE: Key Drivers for Success and Expansion**

Moderator: **Kerry O’Neill**, Connecticut Green Bank  
Speakers: **Laura James**, Cadmus  
**Gabe Maser**, Renovate America  
**Cliff Staton**, Renew Financial

**Description:** Residential PACE programs have funded over \$1.2 billion in improvements for more than 60,000 homes and are poised to expand across the country. What accounts for their tremendous success? Is it all due to PACE financing, or is it more than that? This presentation, based in part on an in-depth case study being funded by California’s investor-owned utilities, will provide useful insights for states, local governments, investors, and others interested in the continuing growth of PACE.

*Commercial*

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**3B: Solar Success Sheds Light on Energy Efficiency Finance for SMEs**

Moderator: **Adam Procell**, Lime Energy

Speakers: **Dennis Quinn**, Joule Assets  
**Matt Golden**, OpenEE

**Description:** There are three primary ingredients needed for a market: buyers, sellers, and a price for a good, and sometimes you need a fourth ingredient; namely a financier. What can we learn from solar? Sellers of solar can rely on a standardized measure of the goods they sell, and through market dynamics, more easily attract buyers, which in turn attracts financiers. This panel will use the lens of solar to discuss efficiency as a resource in the context small and medium businesses, and demonstrate that there is indeed the right mix of enabling technologies, standards of measure, willing market participants, and ready financiers to create a scalable and open market. We will discuss the how and why of standards based approaches to valuing efficiency for both the utility and customer, how and where we can “meter” efficiency reliably, and innovative financing models, that can combine to create the confidence a strong market requires.

*Multifamily*

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**3C: Multifamily On-Bill Success Stories**

Moderator: **Dave Carey**, Harcourt Brown & Carey

Speakers: **Josh Patton**, Ascentium  
**Brigid Ryan**, Emerald Cities Collaborative  
**James Wheaton**, Community Investment Corporation

*MUSH*

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**3D: Solutions Options and Tax Exempt Leases**

Moderator: **Matthew Brown**, Harcourt Brown & Carey

Speakers: **Renee Boicourt**, Lamont Financial Services Corporation  
**To Be Announced**, New York Power Authority (*invited*)

**5:30 pm to 7:30 pm**

**RECEPTION**

## Tuesday, May 24

7:00 am to 4:00 pm                      **REGISTRATION OPEN**

7:30 am to 8:30 am                      **CONTINENTAL BREAKFAST**

8:30 am to 10:30 am                      **PLENARY SESSION**

Co-Chair Welcome: **Greg Kats**, Capital E

### **Keynote Address**

Speaker:        **Judith Greenwald**, Deputy Director for Climate, Environment, and Energy Efficiency  
Department of Energy's Office of Energy Policy and Systems Analysis

### **Plenary Session: The State of PACE**

Moderator:    **David Gabrielson**, PACENation

Speakers:     **Jessica Bailey**, Greenworks Lending  
                  **Cisco DeVries**, Renew Financial  
                  **John Kinney**, Clean Fund  
                  **Stacey Lawson**, Ygrene  
                  **Ari Matusiak**, Renovate America

10:30 am to 11:00 am                      **NETWORKING BREAK**

11:00 am to 12:30 pm                      **BREAKOUT SESSIONS**

#### *Residential*

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### **4A: Residential On-Bill**

Moderator:    **Peter Adamczyk**, Vermont Energy Investment Corporation

Speakers:     **Frank Spasaro**, SoCalGas  
                  **Peter Weeks**, Clean Energy Works

**Description:** Experience with on-bill and off-bill loan programs provides important insights that have prompted some utilities in six states to offer tariffed on-bill investment programs. Clean Energy Works and SoCalGas will provide comparative attributes and updated field results for each approach.

#### *Commercial*

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### **4B: State CPACE Success Stories from California, Colorado, Connecticut, Missouri, and Utah**

Moderator:    **Sam Cramer**, National Governors Association Center for Best Practices

Speakers:     **Mackey Dykes**, Connecticut Green Bank  
                  **Sandy Fazeli**, National Association of State Energy Officials  
                  **Andrew S. Levin**, Lean & Green Michigan  
                  **Kristy Manning**, Missouri Division of Energy

**Description:** Over 30 states have enacted CPACE-enabling legislation and 480 projects totaling \$176,000,000 in investments have been funded since 2009. However, all of the projects have occurred only in 12 states. A panel of officials who have been successful in achieving high levels of CPACE activity in their state will explore the elements of their success and offer insights on how to develop programs that meet the needs of the commercial community.

*Multifamily*

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**4C: Financial Product Innovation - Maturing Products & Growing Demand**

Moderator: **Jeffrey King**, Clean Economy Development Center  
Speakers: **David Barash**, Commons Energy  
**Jeffrey Greenberger**, Affordable Community Energy  
**Andy Holzhauser**, Greater Cincinnati Energy Alliance (invited)

**Description:** Enterprise continues to test new products for delivering projects that address energy, water, and resilience imperatives for affordable multifamily housing and low-income communities. Recent projects illustrate how these products are evolving to suit the market segment. Examples include PACE, Energy Service Agreements, community solar, Public Purpose ESCOs, with emerging work on large public housing portfolios and micro-grids.

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**4D: Partnering for Success: The Rhode Island Infrastructure Bank as a Resource for Achieving Higher Goals**

Moderator: **Chris Kramer**, Energy Futures Group  
Speakers: **Abigail Anthony**, Acadia Center and RI Energy Efficiency and Resource Management Council  
**Michael Baer**, Rhode Island Infrastructure Bank  
**Jerry Drummond**, National Grid  
**Alex Hill**, Dunsky Consulting  
**Michael McAteer**, National Grid  
**Rachel Sholly**, RI Office of Energy Resources

**Description:** As a national leader in energy efficiency, Rhode Island is reaching toward increasingly aggressive statewide energy efficiency targets. In 2016, all stakeholders will come to the table to determine how these goals can be achieved over the next three years and beyond. The recently launched Rhode Island Infrastructure Bank (RIIB) will play a key role in partnering with other state actors to leverage all available resources upward toward these lofty objectives. This panel will focus on how the RIIB is successfully collaborating with state agencies and energy efficiency administrators to push toward an ever more efficient energy future.

**12:30 pm to 1:30 pm** **LUNCH**

Co-Chair Address: **Greg Kats**, Capital E

*Residential*

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**5A: Going Deep: Achieving Deep EE by Reaching Underserved Markets through Financing and Marketing Innovation**

Moderator: **Lori Bamberger**, Mills College Public Policy

Speakers: **Rick Counihan**, NestLabs  
**Shaun O’Neill**, Concord Service Corporation  
**Brian Pine**, Vermont Energy Investment Corporation

**Description:** While most states articulate underserved market reach as the primary reason for an involvement in energy efficiency financing, a few are moving on new tactics to ensure that financing is designed truly for this market. This panel will profile several states, lenders, and nonprofit organizations that are thinking about AND implementing successes to underserved markets.

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**5B: Green Bonds**

Moderator: **Joel Freehling**, CB&I

Speakers: **To Be Announced**

**Description:** The global market for Green Bonds is expected to reach \$100 billion in 2016, and only expected to grow after the Paris talks. This panel will discuss the state of the market, its growth potential, and why some green bonds are not always as they seem.

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*Multifamily*

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**5C: We Can’t Go it Alone: Interagency Partnerships are Critical to Achieving Deeper Energy Improvements in Affordable Multifamily Housing**

Moderator: **Lauren Ross**, American Council for an Energy-Efficient Economy

Speakers: **Enoch Lenge**, Eversource  
**Todd Nedwick**, National Housing Trust  
**Colette Slover**, Connecticut Department of Housing  
**Marcus Smith**, Connecticut Housing Finance Authority  
**Kim Stevenson**, Connecticut Green Bank

**Description:** Multifamily housing is one of the most difficult sectors to achieve comprehensive energy improvements and suffers significant lost opportunity to reduce energy and operating costs. Property owners often have little incentive to fund energy improvements when tenants pay utility bills (the classic split incentive issue). Funders and service providers are not effectively aligned, making the process unattractive for owners, among other challenges. The members of this panel have participated in an interagency collaboration that is successfully tackling these challenges head on - through a combination of programmatic alignment across agencies, strategic information sharing and cooperation, education, and shifting out of silos and comfort zones.

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## 5D: International Energy Efficiency Financing

Moderator: **Steve Fawkes**, EnergyPro Ltd.

Speakers: **Jerome Bilodeau**, Dunsky Energy Consulting  
**Adrien Bullier**, Intelligent Energy Europe and Horizon 2020 Energy Efficiency Programmes  
*(invited)*  
**Satish Kumar**, Alliance for an Energy Efficient Economy *(invited)*  
**John MacLean**, Energy Efficiency Finance Corporation  
**Nicholas Stancioff**, Funding for Future *(Invited)*

**Description:** Financing energy efficiency is a global issue. This panel will highlight initiatives from around the world.

**3:00 pm to 3:30 pm** NETWORKING BREAK

**3:30 pm to 5:00 pm** BREAKOUT SESSIONS

*Residential*

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### 6A: Moving Energy Efficiency Loans to the Off-Bill Service

Moderator: **Elizabeth Moore**, TVA Energy Right Solutions

Speakers: **Matt Ewing**, Vanderbilt Mortgage and Finance  
**Frank Rapley**, TVA Energy Right Solutions

**Description:** After 30+ years of offering on-bill loans, TVA's local utilities asked for an option for Off-Bill solution to help get them "out of the banking business." While many power companies greatly value financing that supports energy efficiency programs, they also had to balance the staffing constraints due to tightening budgets. TVA set out to look for an off-bill provider that complements their new eScore program. This new "smart" loan compliments the streamlined eScore home energy audit. Power companies now have a choice in either offering traditional on-bill or off-bill financing for eScore.

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### 6B: The National Energy Efficiency Registry

Moderator: **Pat Stanton**, E4TheFuture

**Description:** Energy efficiency financing expert will hold a discussion on the initiative funded by the Department of Energy.

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### 6C: Financing and Investment Strategies for Carbon Reduction

Moderator: **Sandy Fazeli**, National Association of State Energy Officials

Speaker: **David (Max) Williamson**, Williamson Law + Policy  
**Anna Pavlova**, Schneider Electric *(invited)*  
**Ryan Martel**, Ceres *(invited)*

**Description:** The establishment of the Clean Power Plan (CPP) in August 2015 set the country's first-ever carbon emissions standards for existing power plants. The complexity and far-reaching impact of this rule has raised questions regarding its legality, effectiveness, and the role of energy efficiency in complying with these

standards. This interactive session will provide background on the rule and spark a discussion about how the energy financing and investment community can prepare for—and leverage the benefits of—the Clean Power Plan.

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**6D: Innovative Pathways to a “Green Bank”**

Moderator: **Annie Gilleo**, American Council for an Energy-Efficient Economy

Speakers: **Carol Rosenfeld**, Environmental Finance Center

**Jeremy Kalin**, Eutectics

**Michele Vigen**, Montgomery County Green Bank

**Description:** Is a Green Bank right for you? Panelists will discuss why they built a Green Bank (or something that looks a lot like one) and the steps they had to go through to get up-and-running.

**5:00 pm**

**FORUM ADJOURNS**

ACEEE would like to recognize the generous support of the following funders and ally program contributors to the 2016 Energy Efficiency Finance Forum.

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